



# So you want your story illustrated?

## **Congratulations on completing your book manuscript!**

You've worked hard on the text and now it's time to bring the story to life with dynamic and child-friendly illustrations by Leanne Creative.

This document will help you get a better understanding of my illustration process and answer any questions you may have.

Can't see what you're looking for? [Please send me an email.](#)

## Checklist

Before you get to the illustration stage, it's helpful to already have the following in place or at least a solid idea of what you want:

- **Title/Working title** - Something catchy, child-friendly and thought-provoking for your target audience.
- **Page count** - How many pages your book will be, including the covers. Maybe make a mock-up using some paper as printed books must be a multiple of 4 pages.
- **Size of book** - There are many standard book sizes but you can go as large or as small as you like as long as it appeals to your audience.
- **Strong lead characters** - An idea of what they should look like and their personalities will help inform the character design.
- **Print and/or digital** - How you plan to distribute the book affects the page count and how I would put the book together.
- **Story (of course)** - a short synopsis of the book helps me understand what kind of illustrations I may have to create.
- **Flat plan** - a break down of what content is going on what page (I can help with this).

**Got all you need?** Please email [leanne@leannecreative.com](mailto:leanne@leannecreative.com)

# The design process

If you've not worked with an illustrator before, the design process may feel a little overwhelming, but the below breaks it down into manageable stages. You can also [watch this video](#) for an example of what working with me would look like.

## 1 Consultation

This can be done via phone, email or video call at a convenient time for you.

## 2 Send manuscript

Once we've spoken, and the quote has been agreed, you can send me the full manuscript. Don't worry, it will be fully confidential and I am happy to sign an NDA, if required.

## 3 Storyboard/thumbnails

I would create small rough sketches of each page layout, showing the illustrations I plan to create and where the text will be placed.

## 4 Full sketches

The thumbnails will then be sketched in more detail and will provide a clear idea of what the final illustrations/characters will look like.

## 5 Digital illustrations/Page layout

I will then take the sketches onto the computer and digitally illustration them in full colour. Here we will decide on the font and colour scheme throughout the book.

## 6 Sign-off and completion

Once you're happy with the full book and payment is received, I will send you the final high-quality files as jpgs and a PDF, suitable for printing or distributing as you wish.

## Payment plan

As book illustration can be a long process with higher costs than a flyer or logo for example, I don't expect full payment in one go.

Below is a guide of my simple payment plan that works alongside the design process.

### PROGRESS PAYMENTS

1) **30%** - This down-payment confirms your slot with me and initiates the storyboard and sketching stage.

2) **30%** - Initiates the digital colour illustration of the first half of the book.

3) **30%** - Completes the process and you receive the high-quality files.

*Please see the next page to get an idea of the costs involved.*

Illustrating and collating books is a very bespoke service, so after a full consultation I will be able to provide you with an accurate quote, just for you!

Below are some guides to help you manage your expectations and budget. Factors that can change your quote include; number of pages, complexity of the illustrated scenes required, number of lead characters and expected deadline.

## Example based on a 24-page book, inc. front and back covers

Description	Estimated price
Full colour picture book with illustrations on every page	£2,500*
Activity book with some full colour and some outlined illustrations for colouring in, plus word searches, games etc	£2,000*
Text heavy book with only a few illustrations throughout	£1,500*

\*Design quote only. I do not offer printing services.

The above quote includes two rounds of changes at each stage, ie. initial presentation + one round of changes + one round of changes. Any further round of significant changes will be charged at £20 per round.

[Get a bespoke quote](#)

## 1 How long will it take to get to the final product?

This heavily depends on the length and complexity of your book. As a guide, for a 24 page picture book, I ask my clients to allow approximately 5 - 6 weeks.

## 2 In what format will I get my book sent to me?

I am happy to send you the book as a PDF (for print and E-Book) as well as JPGs of each page for promotional purposes if you choose.

## 3 Can you print the books for me?

Unfortunately, I don't have in-house printing services, but I'd be happy to liaise with your chosen printers for you at an additional administration cost.

## 4 Can I promote the book while you are still working on it?

Yes. Once we get through each stage, you are free to promote the designs or sketches I send to you. Please tag/credit me in all promotional material but do bear in mind the protection of your work and story before it is officially published.

## 5 Can you send me an example of what my characters would look like before I agree to work with you?

My illustrations are completely bespoke, so they take time (and skill) to complete. This means unfortunately, I am unable to work on any part of your project for free. Please take a look at examples my work on my website before committing to working with me, which will help you to decide if my illustration style is right for you. If you would like an example, this will be charged as a different project.

## 6 Do we need to meet face-to-face?

No, we don't. I am happy to schedule phone calls, video calls or converse via email if you'd prefer. Face-to-face meetings do incur a small meeting fee to cover travel expenses, if required.

## 7 When can you start?

This depends on my workload at the time. Please give me as much time as possible to schedule you in well ahead of your ideal deadline. If I am unable to start straight away, you can always pay your down-payment in advance to secure your future space. If you book your space more than a month in advance, this down-payment is refundable until 2 weeks before the start date.

## 8 Can you send me the design files, so I can edit them myself?

I tend not to do this with clients, in order to protect the integrity of my work. If you are especially keen to have all of the design files, I charge an extra £250 for this.

## 9 Will you promote the finished book for me?

I will, as your illustrator, of course promote the book on my social media pages and website to a certain extent, but please have your own promotional strategy in place.

## 10 Do you accept a royalty-only payment plan?

Sorry, at the moment, I only work on a commission basis. This means that once the lump-sum payment is paid and the project is complete; I do not require any further payment from future sales of the book.

## 11 Can you help me write my book?

Sorry, as an illustrator, I don't offer writing or editing services. I will, however, flag any grammatical if I see them and make suggestions on how the text is broken up across each page.

If you have any other questions, of course, please send me an email:  
[leanne@leannecreative.com](mailto:leanne@leannecreative.com)

### Ready to start?

Great! Please get in touch by clicking the below for an accurate quote and I will get back to you as soon as possible. Thank you!

[Get a quote](#)