

YULI THE EDITOR: AN ILLUSTRATED DIARY

編輯小姐 Yuli 的繪圖日誌

The fact is that most people don't know the million kinds of craziness that fill an editor's day-to-day. This vivacious work of illustrated literature tells the story in living color and hilarious detail.

Where is the blurb for the marketing team? The Editor-in-Chief asks. What about the design proofs? I need them YESTERDAY! By the way, the author's mad about the new cover. You're working late tonight, right? And why hasn't your assistant brought my latte yet?!

A book editor's life is crazier than most people can ever imagine – you're right in the middle of a tangled web of benefits, specialties, demands, and, frankly, egos. In *Yuli the Editor*, children's book editor Yuli Hsu plays herself in an energetic, humorous, and fascinating performance of her professional life.

The editor is constantly dealing with questions, crises, and complex human situations. Talking to authors is one thing; talking to marketers, agents, and designers are each something different. How do you get a writer to submit on time, or realize your designer's fullest potential? More importantly, how do you keep everyone happy and maintain your sanity when your book doesn't sell well?

Yuli's illustrated story of the editor's dawn-to-dusk will leave you both amused and much more aware of who editors are and what they do. The book's lively illustrations and snappy dialogue will remind general readers how difficult it really can be to turn an idea into a book, and will have fellow editors smiling and shaking their head in recognition.

Yuli Hsu 許喻理

Children's book editor and illustrator Yuli has been illustrating and cartooning since she was a child. She's been sharing the trials and tribulations of an editor's life with the world in pictures for several years, and designed several popular smartphone emojis. This is her first published book.



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YULI THE EDITOR: AN ILLUSTRATED DIARY

By Yuli Hsu

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01

What You Should Never Say to an Original Book Editor: An Editor's Role



A lot of copywriting is also required. Including the copy for the back cover, belly band, cover, flaps, direct marketing, and information displayed on online bookstores.



It's important to have a good grasp of costs. Record all costs in detail: printing, paper, manuscripts, design.

You might not make much of a profit, but you certainly can't make a loss.



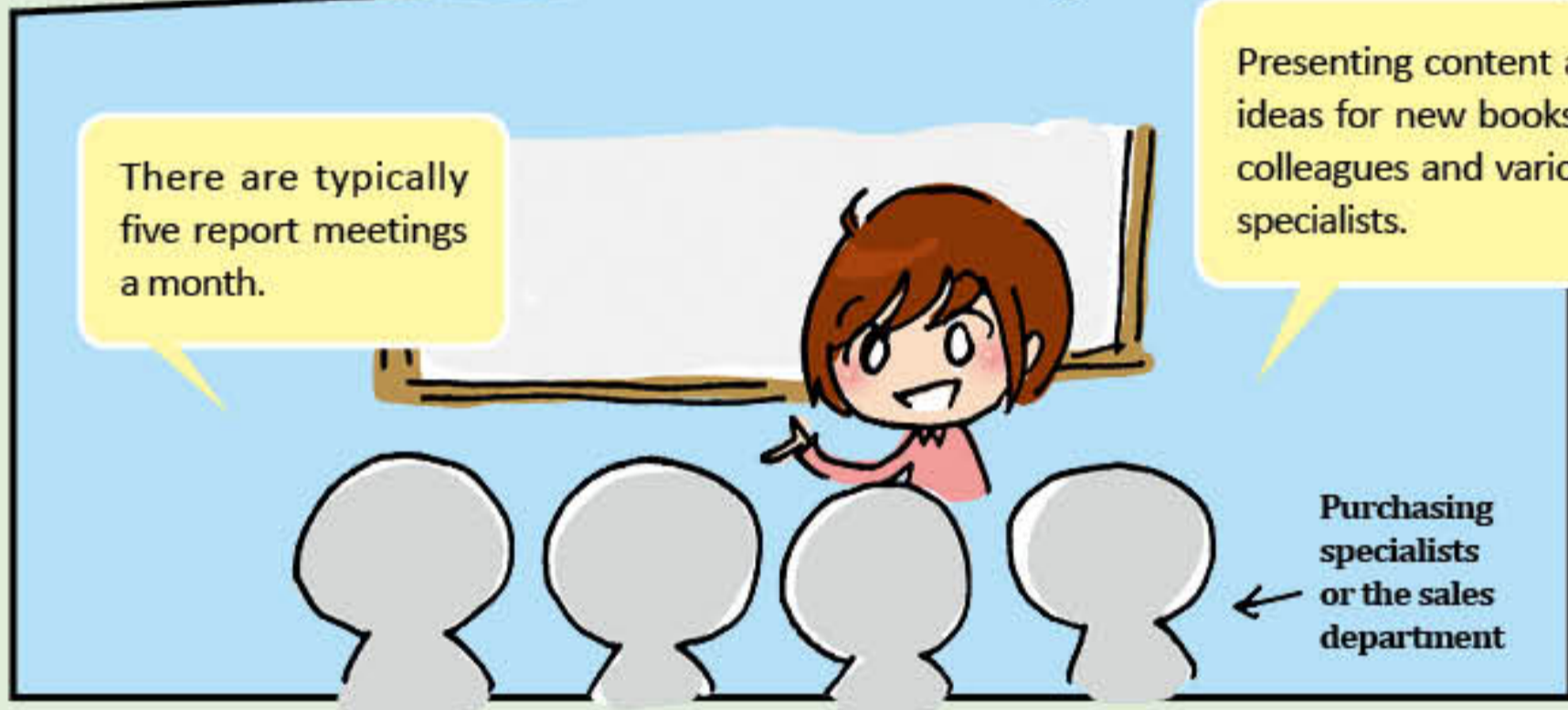
That's a seriously low gross profit...

Geez...

Calculator

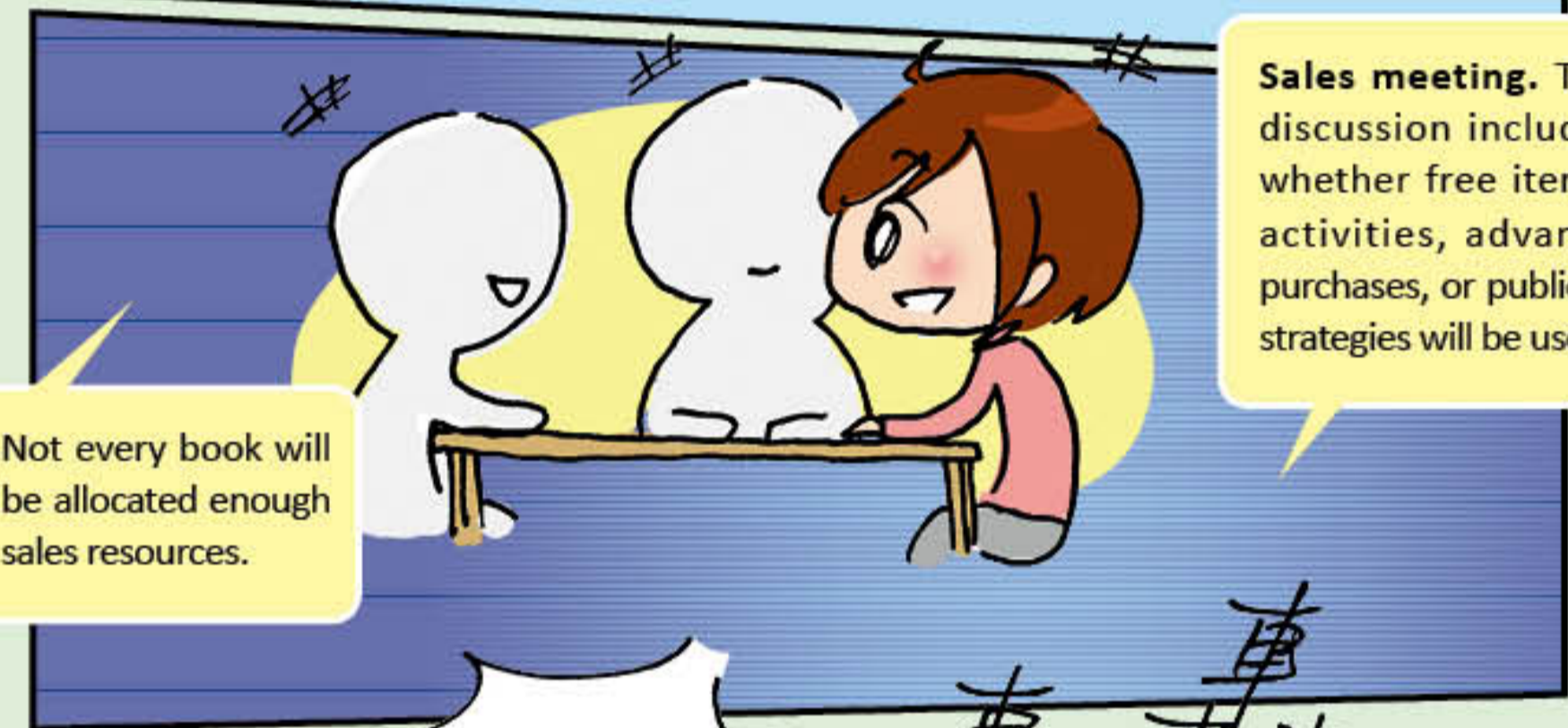
There are typically five report meetings a month.

Presenting content and marketing ideas for new books to publishing colleagues and various purchasing specialists.



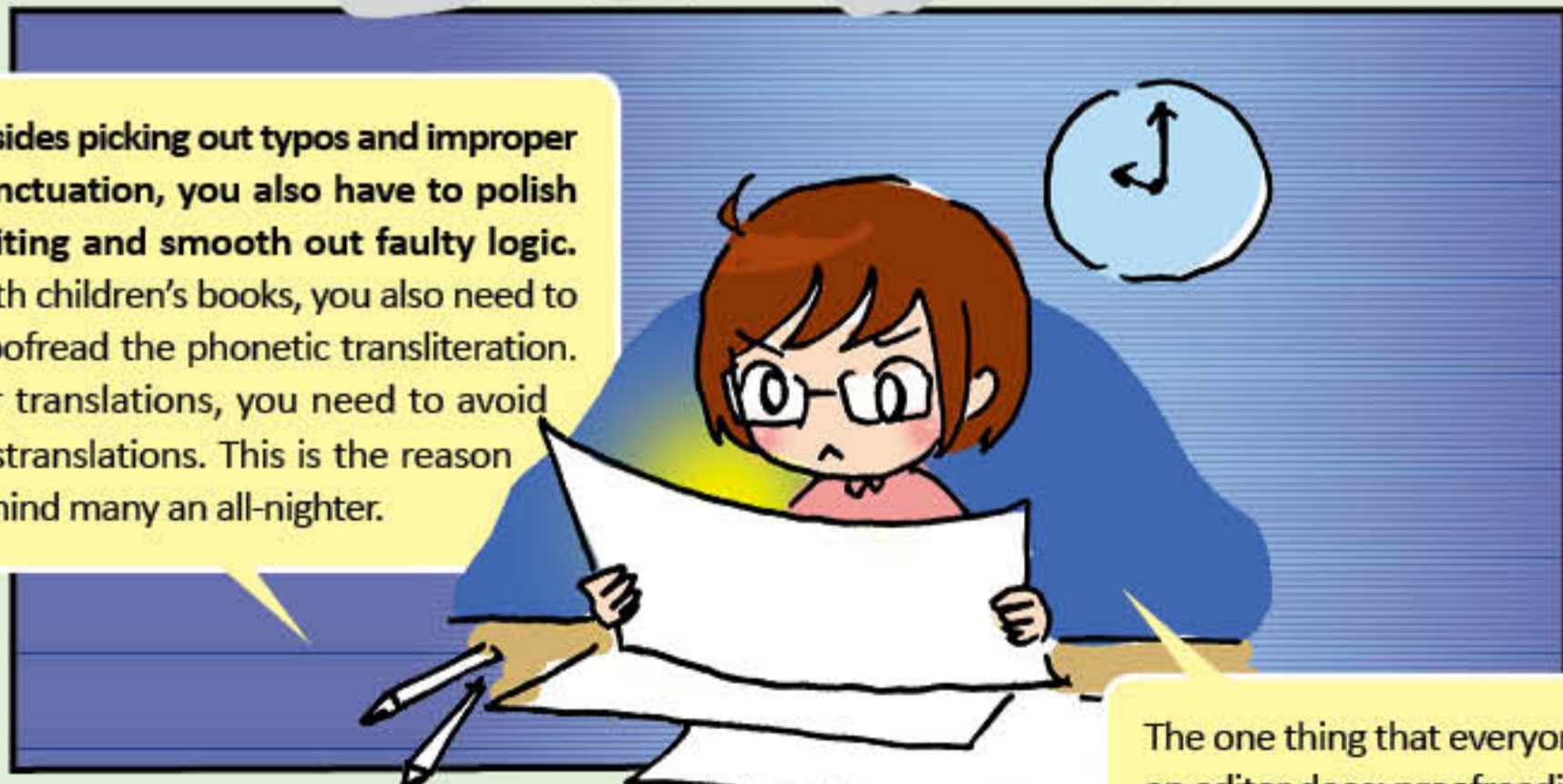
Purchasing specialists or the sales department

Not every book will be allocated enough sales resources.



Sales meeting. The discussion includes whether free items, activities, advance purchases, or publicity strategies will be used.

Besides picking out typos and improper punctuation, you also have to polish writing and smooth out faulty logic. With children's books, you also need to proofread the phonetic transliteration. For translations, you need to avoid mistranslations. This is the reason behind many an all-nighter.



The one thing that everyone thinks an editor does: proofreading.

Huh?

We need more red here!

Come on!



Could you speak up?

Printer

Going to the printer to ensure the quality of the prints.

What You Should Never Say To an Original Book Editor: An Editor's Role

"The writer takes care of the text, and the illustrator handles the pictures. So what exactly do you do?"

Believe me when I say that many an editor has seethed with rage after hearing this question – especially those who deal with original publications. Most people don't

spend too much time wondering how a 32-page manuscript on standard-sized paper and a Word document transform themselves into the rows of meticulously designed books laid out on bookstore shelves. The tales told above will help readers understand exactly what an editor does.



Newly printed books are sent to the warehouse. It feels like a load off your shoulders...

Yeah, right.

- Promotion in Facebook fan groups
- Distribute free public copies
- Book signings
- Apply for different prizes
- Submit every cost for approval
- Appear on radio to promote the book



Once upon a time...

- Perform readings at various bookstores

Not to mention all the other random things that need to be done, including organizing publicity events...



An editor often has to deal with two or three books at a time, each at varying states of completion.

The editor's hardest work begins after author and illustrator have dotted the last period and painted the final stroke.