



Writing Style Guide

PublishU has a quality standard and a house style for all the books it publishes.

As you begin to write and then edit, we ask that you keep your target reader at the front of your mind. It may help to give a name to the actual person you know who you would like to read the book. Write and edit your book as if you are communicating only to them.

You must choose whether you write in the first, second or third person. Once you have decided, stick to it without changing.

Structure your book, so it has a beginning, a middle and an end. Then, take as much care of the middle and the end as you do the beginning.

It is critical that you read, understand and follow the PublishU 'Writing Style Guide' below when preparing your manuscript for final submission:

BOLD

Do not use bold font (with the exceptions explained below).

CAPITILISATION

Capitalise pronouns for God and Jesus.

Other examples:

His versus his

He versus he

Book of Proverbs versus book of proverbs

Word of God versus word of God

The One versus the one

Saviour versus saviour

The Apostle Paul versus the apostle Paul

CHAPTERS

Start each new chapter on a new page.

Place the chapter heading and any sub-headings in bold (This should be the only text in bold.).

COLOUR

Use black font (Do not use any other font colour.)

COLUMNS

Single column only.

COMMAS

Commas are used to indicate a pause between parts of a sentence as well as for separating items in a list.

For example:

For lunch, I had bacon, eggs and beans.

Notice that we do not use a comma before the word “and” (the Oxford comma). There are exceptions to this.

RULE: Use a comma before a coordinating conjunction (and, but, yet, so, or, nor, for) when it joins two complete ideas (independent clauses).

For example:

He walked down the street, and then he turned the corner.

But,

You can go shopping with me or go to a movie alone.

CONTENTS PAGE

The contents page should list each chapter with the prefix Chapter <Number>: <Title>.

For example:

Chapter 5: Stop Networking; Start Relationships.

Do NOT use page numbers on the Contents page. This is because page numbers do not transfer across the different formats of your book and in addition Kindle page numbers change according to what device you are reading the book on!

COLONS

Colons follow independent clauses (which could stand alone as sentences) and can be used to present an explanation, draw attention to something or join ideas together.

For example:

My roommate gave me what I needed most: a listening ear and a box of chocolates.

CROSS-REFERENCING

If it is necessary to cross reference, do so by chapter and section. Again do NOT cross reference by page numbers as these vary across formats and on Kindle across devices.

DATES

Dates should be written in the format:

27 January 2022

ELLIPSES

If you're using an ellipsis to show a pause in speech, an unfinished thought or an enigmatic trailing off into silence... then you don't need a space before it.

For example:

Carrie asked us to gather at one end of the office. "That's all I'm saying..." she ended cryptically.

But if you're using an ellipsis to show something's missing, you need a space before and after:

The feedback was excellent. One of the managers said, "Please pass our thanks on to the team ... you've made it a million times better, and we think it's brilliant."

If the ellipsis is at the end of a sentence, you don't need to put a full stop after it.

EM DASHES

The "em" dash is a long dash without spaces. It is used in sentences to create a solid break to show an interruption, a change of thought, or emphasis. They should be kept to a minimum as they are for abrupt breaks in a sentence.

For example:

John wanted his friend to know—well, insisted—how to get the work done efficiently.

EN DASHES

An "en" dash is a short dash with spaces. It is mainly used to show ranges in numbers and dates.

For example:

By Monday, you should have read pages 71 - 85.

Remember that if a number or date range is introduced with "from", the word "to" should be used instead of an en dash. Similarly, when a range is introduced with "between", the word "and" should be used.

For example:

Nelson Mandela was president of South Africa from 1994 to 1999.

EXCLAMATION MARKS

Keep exclamation marks to a minimum. They should indicate surprise or strong emotion.

For example:

I'm never going to trust that person again!

FONT

Arial, size 12.

FILE FORMAT

Word format.

PAGES

A4 size, portrait orientation.

PAGE NUMBERS

Do NOT include page numbers, these are added later.

LINE SPACING

Single line spacing only.

ITALICS

Do not use *italic* font. With the exception of foreign words in-text.

For example,

αγάπη “agape”, “unconditional love”

The first word is italicised, while the English transcription and the definition are both written in double quotation marks.

IMAGES/ILLUSTRATIONS/INFOGRAPHICS

If you wish to include images, illustrations, or infographics, please follow the instructions in ‘Submitting My Book’ (Do NOT include them in your manuscript!).

MEASUREMENTS

Measurements are also written out:

Kilograms, not kg.

Centimetres, not cm.

Four millimetres (Notice: It is *millimetre*, and not *millimeter*).

12 metres

28 kilometres, etc.

*nine foot eleven (or nine feet eleven inches)

*12 foot 4 (12 feet 4 inches)

*When the first digit is below 10, write out the full phrase. But when the first digit is above 10, keep it in number form (but always write out the measurement).

NUMBERS

Numbers up to nine are written in words.

For example: one, three, nine.

Numbers 10 and above are written in Arabic numerals.

For example: 1,500

Money is written numerically with a currency symbol.

For example: £450.

Ages up to nine are written in words, and 10 and above numerically.

For example: three years old and 45 years old.

Percentages are written in numbers with the % symbol.

For example: 5%.

Ordinal numbers are written in words.

For example: the thirteenth century.

POSSESSIVE FORM OF NAMES THAT END IN S

USE Jesus's OR James's

NOT Jesus' or James'

QUOTATION MARKS

We use double speech marks.

For example:

"That is very interesting," she replied.

If you're using the subject before opening the quote, it should be written:

Then John told me, "Well, this is all very interesting."

Notice the full stop is within the quotation marks, as these are independent clauses, which means the sentence stands alone. If the comment doesn't stand alone, then it should be written as:

John said it was "very interesting" and continued to eat his biscuit.

If you use a quote within a quote, use single quote marks.

For example:

John remarked, "It's very interesting, but as my friend once said, 'It's not the most exciting thing I've heard.' That's when I left the room."

If the quote is a question or exclamation, the punctuation mark goes inside the quotation marks.

"Could you hand me the large sword?" Lily asked.

"I don't want another cookie!" the boy screamed.

If the quote isn't a question or exclamation, the punctuation mark goes outside the quotation marks.

I'm annoyed that she said, "Honey, collate all these papers"!

Did you ask me to "stop and smell the roses"?

QUOTATION MARKS FOR TITLES

We use single quotes when we mention titles, such as books, movies, songs or TV programmes.

For example:

'The Chosen' is a TV show on Amazon Prime.

Another example:

I think that the song 'Hotel California' by The Eagles is not only a musical classic, but a songwriting masterpiece.

We do not need to do this when we write about the Bible. All Bible verses are placed in double quotation marks.

Please note that 'biblical' should be lowercase.

REFERENCING

If you are writing a popular book, it's normally sufficient to reference quotes from other people's work in the text. Please do not repeat the name of the person (or book) you are quoting from in the endnotes.

For example:

In the book Relationology by Matt Bird, he says, "You can't be friends with everybody."

If you want to adopt formal referencing, it is essential that you:

1. Use a continuous numbering system with superscript numbers, i.e. 1–99 (Do NOT reset the count for each chapter, as this confuses the reader.).
2. Link these to endnotes at the back of the book (NOT footnotes at the bottom of the page or chapter notes at the end of the chapter, as these look messy and break the flow). Again do NOT reference by page numbers.
3. To follow the correct format for the source, please refer to 'Appendix: Referencing Format' at the end of this document.

REFERENCING (BIBLE)

If you're quoting from the Bible, please only use one translation throughout your manuscript — the translation will be referenced on the copyright page. The New International Version is recommended because of its contemporary language, and you can quote up to five hundred verses without further permission.

Once a Bible verse is quoted in-text, it must not be repeated in the endnotes. For example:

"This, then, is how you should pray: Our Father in heaven, hallowed be your name" (Matthew 6:9).

LISTS AND BULLET POINTS

Here are some tips to take note of when including lists and bullet points, ensuring that they are grammatically correct and consistent throughout the manuscript.

Lead-in sentence

If the lead-in is a complete sentence, end it with a colon.

If the lead-in is not a complete sentence, do not use a colon.

Capitalisation

If all bullet points are words or short phrases, use sentence case (capitalise only proper nouns).

If each bullet point is a complete sentence, begin with a capital letter.

Punctuation

Do not use commas, semicolons or full stops after bullet points that are words or short phrases.

End each bullet point with a full stop only if it is a complete sentence.

Do not mix punctuated and unpunctuated bullet points within the same list.

Example: Words or Phrases

These are the items required as part of your submission:

- author questionnaire
- manuscript
- author photograph

Example: Use of "and" in a list

The submission must include

- the manuscript,
- the author questionnaire and
- an author photograph.

Example: If using complete sentences

Please ensure that you do the following:

- Submit your manuscript as a Microsoft Word document.
- Complete all the answers of the Author Questionnaire.
- Include a recent author photograph.

SEMICOLONS

Semicolons can be used between two independent clauses. The semicolon keeps the clauses somewhat separate (like a full stop would); therefore, we can quickly tell which ideas belong to which clause. It also suggests that there may be a close relationship between the two clauses.

For example:

I went to the superstore and pondered about my eating plan; then, I headed to the chocolate aisle.

SPACING

Line spacing should be single. At no point change to double, 1.5 or anything else.

TIME

Time is not written out, but kept as such:

9 pm

4 am

12 pm

4:30 pm

180 BC

654 AD

Please remember to add a space between the last digit and the first letter.

TITLE CAPITALISATION

Capitalise the first word of the title and all words within the title, except articles (a/an/the), prepositions (to/on/for, etc.) and conjunctions (but/and/or etc.).

TRACKED CHANGES

Manuscripts should be completely clean of tracked changes.

UNDERLINE

Do not use underline.

WRITING IN THE FIRST PERSON

You can write your book in the first, second or third person. If you write about your experiences, do so in the first person. This means you'll describe your point of view using "I" or "we." Do not use "one" when writing about yourself.

For example:

"One should take note of the information" is less engaging and personal than "You should take note of the information."

Before writing, keep in mind that you're writing to one person. This will make your book more engaging for the reader.

WORDS THAT ARE OFTEN CONFUSED

- Acknowledgement, not *acknowledgment*.
- T-shirt, not tee shirt/T-Shirt.
- Any more is always two words.
- Any time or anytime? Use it as one word like this: "Joe said the meeting can be scheduled anytime." But if you're using it as an adjective to modify a noun, it should be two words: "Beatrice won't have any time until Thursday."
- Dependent or dependant? A dependant is someone who is dependent on someone else.
- Effect or affect? You use affect as a verb and effect as a noun: "When you affect something, you have an effect on it." But not always. You can use effect as a verb when you mean "to bring about". So, you could say, "Amelie hoped to effect a change through her training." You can also use affect as a noun when you're talking about a mood that someone is in. You might say, "Paul displayed a sad affect." But we don't recommend it as it sounds a bit pretentious.
- Biannual can mean twice a year or once every two years. Biennial means once every two years.
- Email is one word with no hyphen.
- Every day is two words except when it's an adjective ("The writer helps people use everyday language." However, "Jan cycles to and from King's Cross every day."): • Focusing, not *focussing*, focused, not *focussed*.
- In to or into? When "in" and "to" end up next to each other, should you leave a space between them or push them together? Well, it depends on what you're trying to say. "Into" refers to movement and usually answers the question: "Where?" For example, "He accidentally put too much sugar into his coffee." The phrase "in to" is short for "in order to", so we leave a space. For example, "We put sugar in to make it taste better."
- Judgement, not *judgment* (except in legal terms). "A judge makes a judgment." However, "He can show bad judgement when making that judgment."
- Learnt or learned? These days, they're pretty interchangeable. But learnt is traditionally English, so we use that.
- Licence is the noun; license is the verb.
- Online (one word, no hyphen).
- We use: OK. Not okey, nor ok; definitely not O.K.!
- PowerPoint (one word, capital "P" in the middle).
- Practice is the noun, and practice is the verb.
- Stationary means standing still. Stationery refer to pens and pencils and all that ("E' for envelope" is an easy way to remember it.).
- Straight away, not *straightaway*. It's OK to say straightaway in the outside world, but it's not "the writer's" way.
- Web page is two words; website is one.

APPENDIX:

Academic Referencing Format

Journal Article

Whenever it is possible, include a stable URL for journal articles (if an online journal or magazine has a stable home page that allows a user to search for articles by title or author, it is acceptable to include the URL for that page, rather than the longer, more specific URL). A URL is not sufficient to stand alone as a reference.

Last name, Initial(s). 'Title of Article', Name of Journal vol. number, (Year): start page.

Last name, Initial(s). 'Title of Article', Name of Journal. Vol. number (issue number). Month or Season Year. Start page–end page, [stable URL].

Example:

Eckstein, B. 'The Body, the Word and the State: J. M. Coetzee's "Waiting for the Barbarians"', *Novel: A Forum on Fiction*. Vol. 22(2). 1989. Pp. 175–198, <http://www.jstor.org/stable/1345802>.

Magazine article

The citations for online-only magazines have the same format as print-based magazines, with the addition of URLs. If the source has a stable home page that allows a user to search for articles by title or author, include the URL for that page (rather than the longer, more specific URL).

'Title of Article', Name of Magazine, Month of Pub, Year.

Lastname, Initial(s). 'Title of Article', Name of Magazine, Month and Day of Pub, Year, [stable URL].

Examples:

Himler, M.R. 'Religious Books as Best Sellers', *Publishers Weekly*, 19 February 1927.

'Amazon Best Books 2012 Revealed', *Publishers Weekly*, 13 November 2012, <http://www.publishersweekly.com/pw/by-topic/industry-news/publisher-news/article/54738-amazon-best-books-2012-revealed.html>.

Allhoff, F. 'The Paradox of Nonlethal Weapons', *Slate*, 13 November 2012, <http://www.slate.com>.

Online Article

Author, 'Title of Document', Name of Website in *Italics*, Place of Publication, Name of Publisher, year, page number, <http://url>, (accessed day month year).

Example:

Wilderness Society Australia, 'The Kimberley', *The Wilderness Society*, Hobart, TAS, Author, 2018, p. 6, <http://www.wilderness.org.au/work/the-kimberley>, (accessed 6 September 2018).

Online News Article

Author, 'Title of Article', Newspaper Title, 'Section (if applicable)', date of publication, page extent, in Name of Database [online database], access date.

Examples:

'China, Cambodia and the Uighurs', New York Times, 22 Dec. 2009, A40, in ProQuest Central [online database], accessed 26 November 2012.

Gordon, M. 'Green at Heart', Age, 30 Aug. 2012, 11, in Factiva [online database], accessed 26 November 2012.

Trzcinski, J. 'Bohemian Rhapsody', Sunday Times (Perth), 'Home Magazine', 16 May 2009, 20, in Factiva [online database], accessed 26 November 2012.

YouTube Video

Title of Video, [online video], publishing organization, date of publication, URL, date of access.

The "publishing organization" here refers to the uploader of the video. For example, a Yale University lecture about Don Quixote could look something like this:

Don Quixote, Part I: Front Matter and Chapters I-X, [online video], YaleCourses, 1 March 2011, <www.youtube.com/watch?v=LZkoBel6gVM>, accessed 17 August 2017.

Authored Book

Last name, Initial(s). Title of Work, 2nd ed. (City of Publication: Publisher, Year of Publication), page number(s).

Examples:

Murray, M. Climate Change at the Poles (New York: Scribner, 2007), p. 9.

Ibrahim, D & Marche, C. Financing the Next Silicon Valley. (San Francisco: Upbeat Press, 2010).

Edited Book

Last name, Initial(s), eds., Title of Work, 2nd ed. (City of Publication: Publisher, Year of Publication), page number(s).

Example:

Smirov, A., ed., Eastern Europe After the Iron Curtain (London: Chatto and Windus, 2012).

Chapter in an Edited Book

Last name, Initial(s). 'Title of Chapter in an Edited Volume.' Title of Edited Volume. Edited by First Name, Last Name (City of Publication: Publisher, Year of Publication), page number(s) [or alternative locator info].

Example:

Growiszc, H. 'Far Right Ideologies in Czech Literature.' Eastern Europe After the Iron Curtain. Edited by Anton Smirov (London: Chatto and Windus, 2012), ch. 7.

Authored Book with an Editor or Translator

Last name, Initial(s). Title of Work, ed./trans. Firstname Lastname, (Year of Publication).

With optional elements

Last name, Initial(s). Title of Work, ed./trans. Firstname Lastname, 2nd ed. (City of Publication: Publisher, Year of Publication), page number(s) [or alternative locator info].

Examples:

Günter, Grass. *The Tin Drum*, trans. Breon Mitchell (New York: Houghton Mifflin, 2009).

Aristotle, *Nicomachean Ethics*, ed. and trans. Terence Irwin (Indianapolis: Hackett Publishing, 1999).

• Unpublished or informally published content

The titles of unpublished works are set in quotation marks – not italics. In place of a publisher, location or institutional information can be given.

Examples:

Thibodeaux, T. 'Modernism in Greenwich Village, 1908–1929' (PhD dissertation, New York University, 1999), p. 59.

Koo, M. 'Prakriti and Purusha: Dualism in the Yoga of Patanjali' (lecture, Theosophical Society, Chennai, India, 17 May 2008).

• Website or other source

If you want to cite a website or other source that does not fall within any of the above categories, include as much of the following as possible (in this order):

- author;
- title or description of the content;
- owner/publisher;
- date of publication or most recent revision (or, failing that, date accessed);
- and URL.

Flexibility and discretion is allowed within the structures set out.

Examples:

'The Board of Directors of the Coca-Cola Company Authorizes New Share Repurchase Program', Coca-Cola Company, 18 October 2012, <http://www.coca-colacompany.com/media-center/press-releases/the-board-of-directors-of-the-coca-cola-company-authorizes-new-share-repurchase-program>.

Rambow, J. 'Will This Demon Fit in My Carry-On?', Bangalore Monkey blog, 21 December 2007, <http://www.bangaloremonkey.com/2007/12/will-this-demon-fit-in-my-carry-on.html>.