



Staging Post Catalogue

2017



Staging Post is a service bureau for self-publishers. It was created in April 2015 by Jacana Media, the second-largest English-language publisher in South Africa, which publishes up to 80 titles a year and has been in the business for 24 years. Jacana began as a custom publishing company, so has a long history of tailoring books to particular specifications.

Through Staging Post, you are able to make use of the excellent services of industry professionals. Our team has over 200 years of collective publishing experience to offer to you.

We can assist you with having your book:

- evaluated
- conceptualised
- ghostwritten
- illustrated
- translated
- edited
- designed and laid out (text and cover)
- proofread
- linked to an ISBN and barcode
- converted to e-book formats and/or printed
- deposited at the national libraries around South Africa (mandatory for any publication with an ISBN)
- distributed online (print and e-book formats)
- distributed physically with independent distributors

We support you throughout the publishing process with all the expert guidance needed to produce a polished book.

Website: www.stagingpost.co.za | Email: info@stagingpost.co.za

Phone: +27 (0)11 628 3200

Why self-publish?

Self-publishing is when an author publishes their book independently – without the backing of a traditional (commercial) publishing house – and covers all of the related costs themselves or with the help of funding or crowdfunding.

This publishing model is for you if:

- Your book definitely has an audience, which you can clearly see or are already well-connected with, but traditional publishing houses have not selected your book for publication due to their particular interests and concerns. Traditional publishing focuses on the existing – and limited – South African book trade, and not markets that are exclusive to you. They also develop their publishing lists to include only the genres in which they specialise, topics that build on their existing publications and that fit with their overall strategy.
- You're an 'authorpreneur'. Self-publishing gives you invaluable insight into how the publishing process works and enables you to adapt it for your own ends. As you will have funded the costs towards production and printing, any revenue from sales made directly is entirely yours to keep (no royalties are involved).
- You've published the traditional way before and now want to explore alternative methods, or perhaps you want to experiment outside of the usual boundaries of the book industry.
- You value independence, control, flexibility and freedom – and know exactly what you want. When self-publishing, you will retain all of your rights. You control every aspect of the book, and can make all of the decisions about the content and creative elements – with guidance from us.
- You want to work to your own schedule, or need to launch your book by a specific date.
- You are the biggest believer in your book and want to reap the rewards of that. You are comfortable with maximum involvement in publishing and are able to dedicate much of your time and attention to making the book fly for the duration of its lifespan (generally a year).

Who self-publishes with Staging Post?

Our Staging Post authors are a diverse lot. Literary prize winners, previously published authors and first-timers. Families of the deceased. People who write full time and others who have full-time 'day jobs': a pensioner, a retired banker, practicing lawyers, a receptionist, an Oxford student, an agony aunt, a politician, a financial advisor, an agriculturalist, a reverend, a camera operator, an optometrist, business coaches, life coaches, poets, stay-at-home moms, performance artists, bloggers, school teachers and a public servant. They live in Sweden, Cape Town, Durban, Zambia, Pretoria, London, Swaziland and the USA.

They are you and they are me – they are anyone at all with a book to be made!

How our clients describe us:

- Reliable
- Able to produce high-quality publications
- Great value for money
- A personal service offering
- Empowering
- Innovative

‘Excellent editing.’

– BRENDA MOKOENA, AUTHOR OF *FIND LOVE, KEEP LOVE*

‘You have delivered more than I expected. You are a wonderful team. I don’t have words to describe the services and humanity you showed me.’

– PHATHU MAMAFHA, AUTHOR OF *RESTORING HUMANITY*

‘I would not have been able to publish Parenting Checklist without Staging Post. I had a very good idea of what I wanted to write and publish. But their publishing experience translated it into the practical and easy-to-read handbook that it is today.’

– WENDY ROUX, AUTHOR OF *PARENTING CHECKLIST*

‘I’ve found Staging Post to be immensely helpful and accommodating in every way. They’ve tried their best to make this experience pleasant for a writer.’

– CHRISTINE WEIR, AUTHOR OF *SHUT YOUR TRAP AND SING!*

‘Klara and the team at Staging Post stood by my side every step of the way. My thriller was published to critical acclaim and enjoyed excellent sales in all major South African book stores, to a large extent thanks to the tireless efforts of Staging Post.’

– LOUIS WIID, AUTHOR OF *SUBMERGED*

‘Perhaps all books are journeys and they can never be made, just written by one person, then grown like flowers by another! Self-publishing is a deceiving word. In my experience, it doesn’t exist.’

– VERNON HEAD, AUTHOR OF *THE LAUGHING DOVE AND OTHER POEMS*

Self-publishing successes

Jacana authors have opted to self-publish their subsequent books through Staging Post rather than by more traditional means – namely Vernon Head (after much success with publishing his *The Search for the Rarest Bird in the World* the traditional way) and Tina Scotford (whose Kachoo series, also published the traditional way, continues to sell very well).

Athol Williams, twice recipient of the Sol Plaatje EU Poetry Award and author of several children’s/poetry titles, chose the Staging Post offering over a traditional publishing deal. His book, *Pushing Boulders*, was picked up by Exclusive Books for their ‘EB recommends’ monthly sales promotion in December 2016. His initial stock flew off the shelves of bookstores in South Africa, and he has had to resupply stock to fill the demand.

Cornwell Dauds self-published his first book in the *Dauds on Competition Law* series through Staging Post, only to be commended on the high quality of the publication, and was offered a distribution deal by Juta – when they usually will not consider any titles they have not commissioned!

Numerous Staging Post authors have featured on television and radio programmes, and in the print media, leading to great interest in their respective titles.

Many have also had to reprint (some a few times) due to the unanticipated demand for their work – proving that industry standards are not good indications of the sales possibilities for new kinds of books, or books published in innovative ways. *Submerged* by Louis Wiid, for instance, sold almost triple the amount of copies that is the norm for South African fiction published the traditional way.

Once authors have self-published a title, we find that they want to make more books in the same way. We have had repeat clients among those who have chosen to self-publish with Staging Post’s assistance; we will be making a second or third book for some of our authors in 2017, after being in operation for only two years.

Some of our work

These are some of the books that Staging Post has produced. We could do the same for you, and you'd get to own it all outright!

We have worked on a variety of genres and to a range of specifications. Self-publishing allows you to create absolutely any kind of book imaginable, and Staging Post can assist you in making that book a reality.



Before Forever After

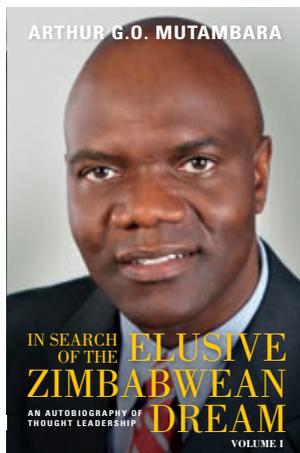
Helena Dolny

SELF-HELP

PAPERBACK, SPECIAL COLLECTION

HARDCOVER AND E-BOOK

A self-help book centring around living one's life while being aware of death and its nature.



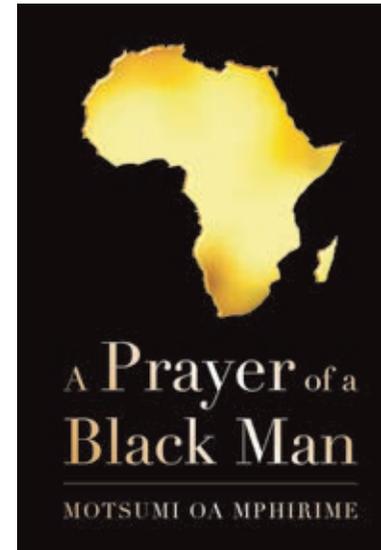
In Search of the Elusive Zimbabwean Dream

Arthur Mutambara

NON-FICTION

PAPERBACK, HARDCOVER AND E-BOOK

The first of three volumes that trace the leadership thoughts and philosophical disposition of the author.



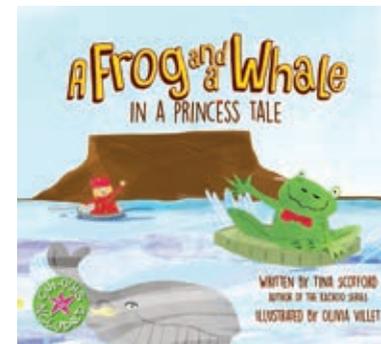
A Prayer of a Black Man

Motsumi Oa Mphirime

NON-FICTION

PAPERBACK

This book is a platform for social dialogue about African social, political consciousness and spirituality.

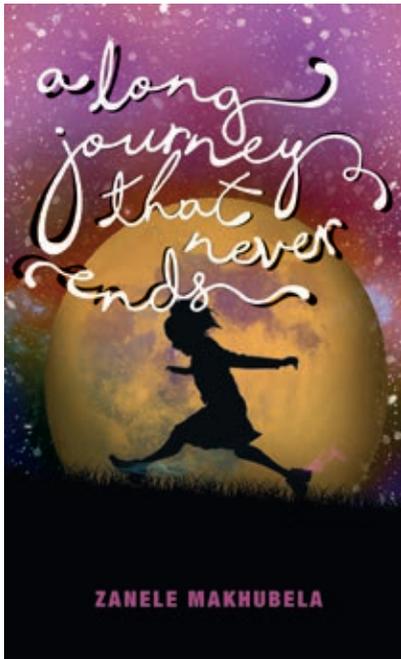


A Frog and a Whale in a Princess Tale

Tina Scotford

CHILDREN'S PICTURE FLAT

Follow Frog's journey as he sets sail in search of a magical kiss from a princess. By the author of the much-loved Kachoo series, published by Jacana Media.



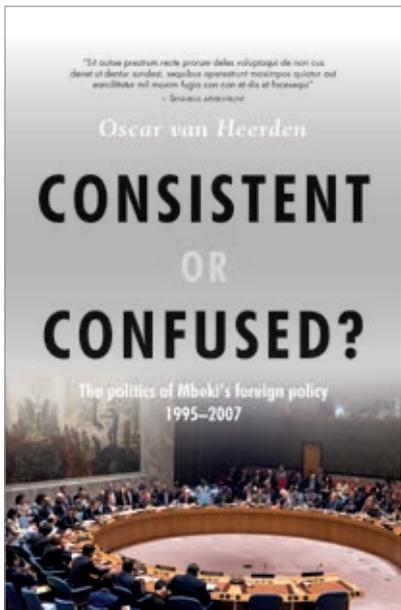
A Long Journey that Never Ends

Zanele Makhubela

TEEN

PAPERBACK

This book, not for resale, was completed pro bono on behalf of Reach For A Dream, in memoriam of a dreamer.



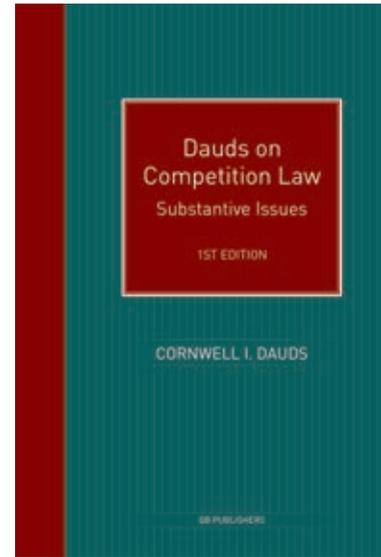
Consistent or Confused?

Oscar van Heerden

FOREIGN POLICY

PAPERBACK

This book attempts to navigate the complexities of Mbeki's foreign policy between 1995 and 2007 and illustrates the difficulties that bureaucrats have to contend with while satisfying the clear objectives of advancing the 'national interest' of the Republic, sometimes at great cost.



Dauds on Competition Law: Substantive Issues

Cornwell Dauds

LAW

HARD COVER

The effects-based approach to competition law requires a consideration and analysis of the economic effects of firm behaviour. This necessitates an integration of economic theory into competition policy and regulation for a better understanding of competition law. This text attempts to do precisely that.



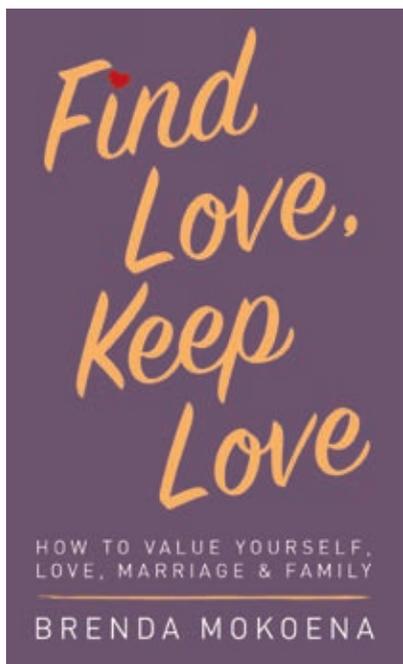
Coaching Graduate Interns

Dan Ellappa

MANAGEMENT

PAPERBACK

Coaching Graduate Interns will enable managers to engage with their graduate interns in a life-changing manner. Packed with research-based findings, the book assists with discerning the role that managers play in the development of graduate interns.



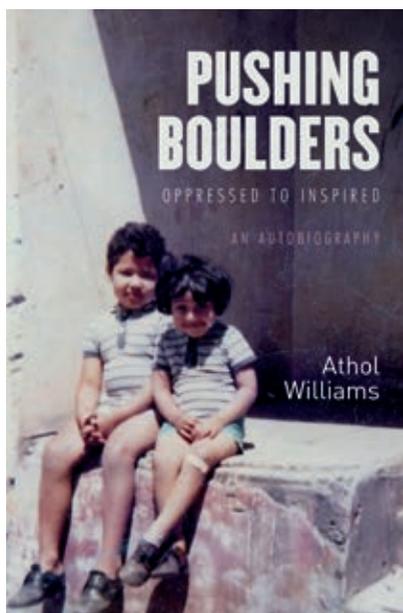
Find Love, Keep Love

Brenda Mokoena

SELF-HELP

PAPERBACK

This book explores how to value yourself, love, marriage and family in this changing modern world.



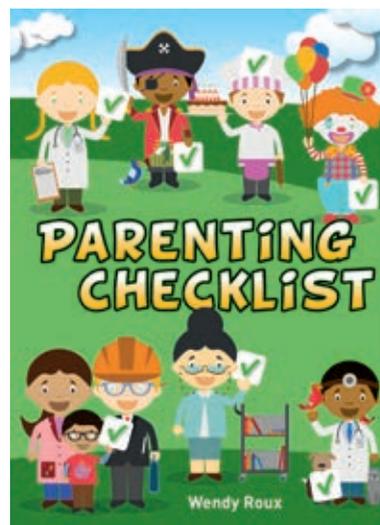
Pushing Boulders

Athol Williams

MEMOIR

PAPERBACK AND SPECIAL HARD COVER EDITION

The extraordinary story of a Cape Town man who struggles to overcome immense social and economic odds to become one of the first people ever to undertake master's degree studies at five of the world's top universities. This book will lift your spirit and show you that even your most outrageous dreams are possible. By the winner of the Sol Plaatje EU Poetry Award (2015 and 2016).



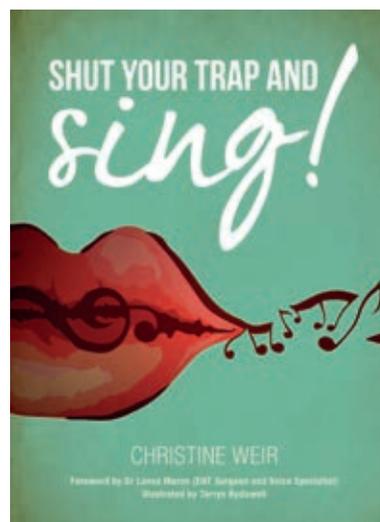
Parenting Checklist

Wendy Roux

PARENTING GUIDE

PAPERBACK

Aimed at empowering parents of young school-going children, this book covers a range of childcare topics in an easy-to-read checklist format.



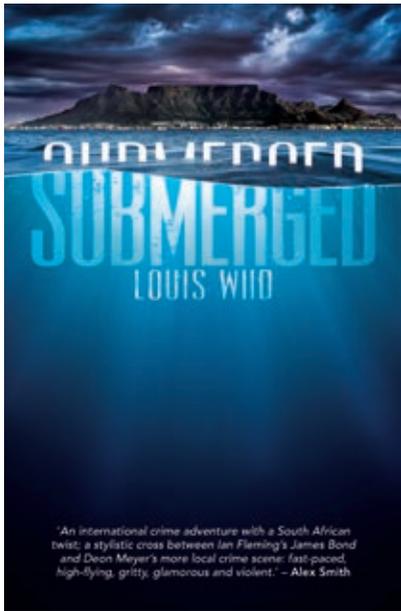
Shut Your Trap and Sing!

Christine Weir

SINGING INSTRUCTION

PAPERBACK

A guide to getting the best out of your singing voice, based on a technique tried and tested by the author, who is a professional singer, performer and singing teacher.



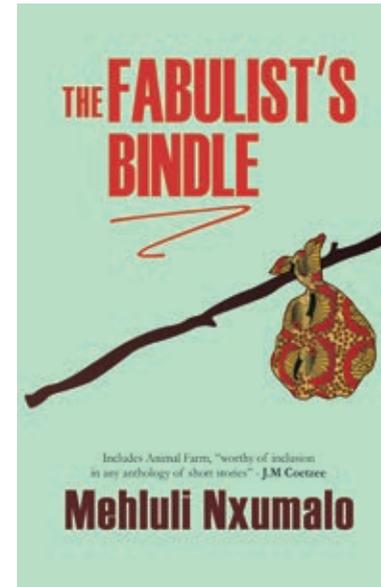
Submerged

Louis Wiid

FICTION

PAPERBACK

Who can stop a maniacal Russian and his private army? Surely not a handful of Cape Town gangsters and an investment banker/ex-scuba diving instructor!



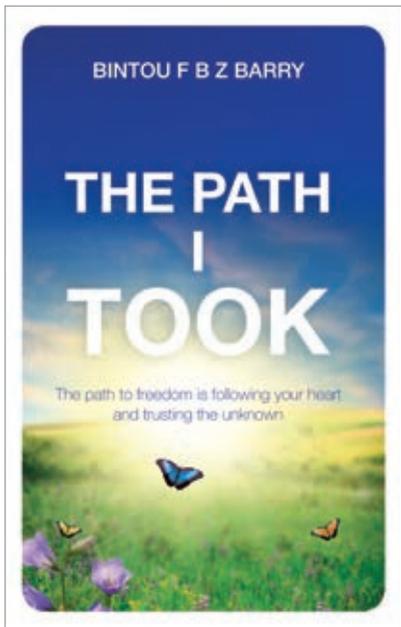
The Fabulist's Bindle

Mehluli Nxumalo

SHORT-STORY COLLECTION

E-BOOK

This collection includes fictionalised accounts of real-life adventures, mined from older people's memories of Africa, and other fiction written in a sometimes philosophical style, peppered with humour.



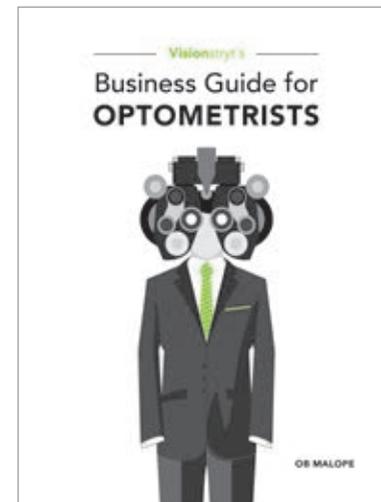
The Path I Took

Bintou FBZ Barry

MEMOIR

PAPERBACK

In this sincere memoir, a young lady from a very religious, wealthy and traditional family runs away, with her young son, from an arranged marriage organised by her father.



Visionstryt's Business Guide for Optometrists

OB Malope

BUSINESS

PAPERBACK

This book aims to enable optometry businesses to maintain the level of success achieved in the past, and make it possible to take their practice to higher levels of growth and significance.



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