

The making of a book series; Bite Size Brexit

By John Mair, Visiting Professor at the Centre for Brexit Studies

The Bite-Sized Brexit series, in-conjunction with the Centre for Brexit Studies, starts publication NEXT this week with ‘Do They Mean Us? – The Foreign Correspondents View of Brexit’, and will continue for the next two months with volumes of ‘The Case for Brexit’, ‘Keeping the Wheels on the Road – UK Auto Post Brexit’ and ‘Will the Tory Party Ever Be the Same?’.

Each book is ‘bite sized’, with the hard copy available to order from Amazon, as well as digitally on Kindle.

How do you pull a project like this together? Here is a five step guide:

1. You need an idea, or two, or three! It has to be strong, clear and sellable. Brexit and writing about that ticks that box. You need to clearly work out the ‘big idea’ from the get go. What is the book about? Focus up front, pays dividends later.
2. Sell the idea to the publisher (Bite-Sized) and the sponsoring body (Centre for Brexit Studies). Both are vital.
3. Assemble a professional team of editors and designers. These are my 26th/27th/28th/29th books, so I know the score and the right cast to assemble. I recruited Neil Fowler who is a superb sub editor and Dean Stockton who is a brilliant designer.
4. Then use all your contacts to get authors. Give them tight deadlines, most, especially the journalists, stick to them! Sub edit their contributions thoroughly, and go back with questions and do not publish dross. That does you no favours nor your readers nor the brand.
5. Production is everything. Make it look good, it enhances the end product. And sell, sell, sell. Place extracts in secondary outlets. Make a noise in a very crowded field. Impact is the name of the game.

Most of all though believe in what you are putting out...readers will follow.

Find out more about the book series below.



Do They Mean Us? – The Foreign Correspondents' View of the British Brexit

With seismic changes in the UK's political life and its relationships with the EU and the rest of the world, John Mair and Neil Fowler have commissioned and edited this collection of essays which reveal how some of the world's most influential journalists view the referendum, the negotiations and the future for the UK. Find out more [here](#).



The Case for Brexit

Written by the most prominent Brexiteers, including Patrick Minford, John Redwood and John Mills, this book argues the case for Brexit at the macro and the personal level, and provides a real insight into the thinking behind the Brexit campaigns.



Keeping the Wheels on the Road – UK Auto Post Brexit

This book, edited by Alex De Ruyter, David Bailey and John Mair, looks at the manufacturing industry at the heart of the issues around Brexit, with the industry's sophisticated *just in time* and other major logistical challenges. Written by industry experts and world-renowned auto industry figures, this book provides a real perspective on Brexit at the raw edge.



Will the Tory Party Ever Be the Same?

Looks at the turmoil inside the Tory Party, from within and from outside perspectives. With contributions promised from key figures like Lord Michael Heseltine and historian Richard Gaunt of the University of Nottingham, this book will stimulate debate and reveal how seismic the changes will be as a result of the referendum on the EU, and how to keep a balanced perspective. Edited by Paul Davies and John Mair.