

Book Publishing Schedule & Projected Timeline



Innovative resources for families & schools

	Week	Activity Name	Domain	Notes per Activity	Responsibility	Resources Assigned
1	-36	Sign Contract	Pre-Pub	Finalize and Sign contract with Author	BP_Admin/ Author	
2	0	Publication Date	Pub Date	Official Release Date		
116						
3		Awards	Awards			
4	0	ForeWord	Awards	Submit for ForeWord Award	BP_PR	
5	0	IBPA Ben Franklin Awards	Awards	Submit for IBPA/ Ben Franklin Award	BP_PR	
6	0	IPPSY	Awards	Submit Independent Publisher Award	BP_PR	
7	0	Parents Choice	Awards		BP_PR	
8	0	Art Publication Awards		Evaluate Art/Graphic Arts Awards		
9	0	Parenting Coalition	Awards	Submit for Teachers Choice & Parent Coalition	BP_PR	
40		Conventions/Conferences	Conventions/Conferences		BP_Admin	
41		TLA		Texas Library Association (March)	BP_Admin	
42		IBPA at BEA		Independent Book Publishers Association (May)	BP_Admin	
43		BEA		Book Expo America (May)	BP_Admin	
44		TAMFT		Texas Association of Marriage & Family Therapists (January)	BP_Admin	
45		TPA	Conventions/Conferences	Texas Psychological Association (November)	BP_Admin	
179		Cover	Cover Design		BP_Edit	
183		Back Cover	Cover Design		BP_Edit	
187	-32	Author Blurb -- Back Cover	Cover Design	3 lines for author information on back cover	BP_Edit	
184	-32	Blurb - Back Cover	Cover Design	Develop and edit blurb for back cover	BP_Edit	
186	-31	Author Photo - Back Cover	Cover Design	Finalize author photo for back cover	BP_Edit	
185	-30	Endorsements - Back Cover	Cover Design	Select top 3 endorsements for back cover	BP_Edit	

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188		Front Cover	Cover Design		BP_Edit	
181	-32	Select Cover Designer	Cover Design	RFP to Cover Designer; Confirm contract; Estimated Cost Analysis	BP_Edit	
180	-30	Front Cover Preliminary Version	Cover Design	Preliminary version of Front cover from designer	BP_Edit	
182	-29	Field Test Front Cover	Cover Design	Field test audience response to front cover	BP_Edit	
189	-26	Finalize Front Cover	Cover Design	Finalize PSD and Hi Res Files	BP_Edit	
108		Direct Mail Campaign	Direct Mail			
109	-16	Prepare Personal mailing list	Direct Mail	Prepare mailing list from author's personal list (e.g., holiday mailings, friends, family, etc).	Author	
110	-16	Professional Mailing List	Direct Mail	Prepare mailing list for professional sources	BP_Mrkting	
114	-16	Front Cover PostCards/ Brochure (Design)	Direct Mail	Design PostCards of Frong Cover and back sales copy	BP_Mrkting	
115	-16	Specialty Magazine Ads	Publicity	Prepare Ads for Specialty Magazines	BP_Mrkting	
111	-15	Match Post Card & Web Offers	Direct Mail	Make sure Web reflects the Post Card Offer	BP_Web	
112	-6	Mail Pre-Publication Offer	Direct Mail	Direct Mail pre-publication offer to mailing lists	BP_Mrkting	
113	-6	Send Book Info / PostCard to Bookstores	Direct Mail	Direct Mail (Post Card) to Distributors and Bookstores	BP_Mrkting	
141		Editing	Editing			
154	-36	Manuscript Template & Instructions	Editing	Instructions to author on how to prepare manuscript, including style sheets		
148	-34	Conceptual & Content Edit (Edit #1)	Editing	Edit #1: Conceptual & Content Edit of preliminary manuscript (in MS Word) by Editor (3 wk turnaround)	BP_Edit	
150	-32	Conceptual Edit - (Author Review)	Editing	Review by author of conceptual edit (Edit# 1) and modifications/updates incorporated	Author	
147	-30	Grammar & Coherence Edit (Edit #2)	Editing	Edit #2: Gramar & Coherence Edit of manuscript (in MS Word) by Editor (3 wk turnaround)	BP_Edit	
151	-28	Grammar Edit - (Author Review)		Review by author of grammar edit (Edit #2) and modifications/updates incorporated	Author	
143	-26	Structure & Style Edit (Edit #3)	Editing	Edit #3: Structure & Style Edit of manuscript (in MS Word) by Editor. Last edit before InDesign Import. (3 wk turnaround)	BP_Edit	

	Week	Activity Name	Domain	Notes per Activity	Responsibility	Resources Assigned
152	-24	Style Edit - (Author Review)		Review by author of style edit (Edit #3) and modifications/updates incorporated	Author	
153	-22	Layout (Typeset) Complete Manuscript in InDesign	Editing	Layout fully edited document into InDesign in preparation for indexing and final edit. Complete with stylesheets and XML markup.	BP_Edit	
144	-20	Indexing	Editing	Indexing of InDesign document by Indexer	BP_Edit	
146	-18	Proofread Edit (Final Edit)	Editing	Final Edit: Proffread Edit of Final InDesign Document by Editor (1 week turnaround)	BP_Edit	
145	-17	Final Edit -- Author Sign Off	Editing	Author Review and Sign-off of final edit	Author	
149	-14	Final Proof -- PDF / Blue Lines	Editing	Final Sign-off on PDF proofs	BP_Edit/Author	
142	0	Set up "revisions" file	Editing	Set up ongoing "revisions" file for collecting comments, edits, corrections for future reprints		
117		Pre-Pub	Pre-Pub			
138	-36	Set Publication Date	Pre-Pub			
139	-30	Assign ISBN	Pre-Pub			
140	-24	Photo of Author/s (for cover and PR)	Pre-Pub	"Standard B/W, also ""action"" shots for promo"		
118		Title				
119	-36	Generate title possibilities	Pre-Pub	Generate 100 Possible titles		
120		Title: Test Market title possibilities	Pre-Pub	"Friends, colleauges, workshops"		
121		Focus / Listserv Groups on Top Titles	Pre-Pub	Use Forced Choice Responses (5 at a time)		
122		Internet Voting on Title	Pre-Pub	Listserv voitng		
123		ABI form to Bowkers /B&T	Pre-Pub			
124		LCCN	Pre-Pub	Write Library of Congress for Catalog Card Number		
125		Finalize retail price	Pre-Pub			
126		Bar Code	Pre-Pub	Order Bar Code		
127		Endorsement				
128		3 Back Cover Endorsements				

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129		Introduction--Grand Endorsement				
130						
131						
132		Test Book Trade Response	Pre-Pub			
133		3 Librarians				
134		Biblio				
135		3 Book Store Reps				
136		3 Book Consultants				
137		P-CIP Application (Quality Books)	Pre-Pub			
67		Printing	Printing			
74	-28	RFQ from printers	Printing	Request price quotes from printers--Establish optimal printer	BP_Admin	
76	-26	Finalize Offset Printer	Printing	Select Printer for Offset Copies	BP_Admin	
68	-26	Finalize Digital Printer	Printing	Select Printer for Short Run Digital Copies	BP_Admin	
69	-25	Send Test PDF Files	Printing	Pre-Flight Error-Free PDF	BP_Admin	
70	-25	Color Proofs-Final PDF Check		Final Authorization on Digital Files	BP_Admin	
71	-24	Print Date	Printing	Final Books Actually Printed	BP_Admin	
72	-23	Ship Date	Printing	Books ship from printer	BP_Admin	
73	-23	Arrival Date	Printing	Books arrive from printer	BP_Admin	
75	-23	Printed books --check quality and confirm inventory	Printing	Aupon arrival, evaluate and sign off for quality and inventory level	BP_Admin	
10		Post-Production	Production			
11	1	Copyright Office--File	Production	Send 2 copies to Copyright Office	BP_Admin	
12	1	CIP office--File	Production	Send 2 copies to CIP Office	BP_Admin	

	Week	Activity Name	Domain	Notes per Activity	Responsibility	Resources Assigned
13	1	LCCN Office--File	Production	Send 2 copies to LCCN Office	BP_Admin	
14		Media Kit	Publicity			
19	-6	Book Flyer (Shows)				
32	-6	Book Description		Powerful, tightly edited book descriptions		
33	-6	20 word description				
34	-6	35 word description				
35	-6	50 word description				
36	-6	75 word description				
37	-6	100 word description				
38	-6	400 word description				
39	-6	Author Bio Sheet	Publicity			
18	-3	Book Flyer (Trade)	Publicity			
22	-3	Cover Letter Template for Media Kit	Publicity			
23	-3	Question Sheet for Media Kit	Publicity			
28	-3	Copies of Author Photo	Publicity			
15		Folders for Media Kit	Publicity			
16		Book Request form for Media Kit	Publicity			
17		Follow-up on Media Kits	Promotional	Follow Up Phone Calls		
20		List for Promo Copies	Publicity	Verify all current contact information		
21		Media Release Forms	Publicity			
24		Press/ VIP Passes for Media Kit	Publicity			
25		Visuals	Publicity			
26		SEND Media Kits	Publicity			

	Week	Activity Name	Domain	Notes per Activity	Responsibility	Resources Assigned
27		Envelopes	Publicity			
29		Clippings	Publicity			
30		Book Covers	Publicity			
31		Copies of Book Photo	Publicity	Make enough copies of book photo		
46		Publicity	Publicity			
47	-12	Draft Blogger Articles	Publicity	Draft 10 articles for book bloggers	BP_PR	
48	-12	Draft Magazine Articles	Publicity	Draft 3 articles relevant for "A" Level Magazines	BP_PR	
49	-12	Prepare News Release	Publicity	Prepare primary news release	BP_PR	
50	-12	Prepare Author Questions	Publicity	Prepare 20 Top questions for author from media professionals	BP_PR	
51	-12	Prepare PR SAmple (Extra)	Publicity	Prepare an additional sample piece to go with News Release	BP_PR	
52	-12	Prepare Author Bio	Publicity	Prepare author bio for media professionals	BP_PR	
53	-12	Send promo schedule and updates to reps	Publicity	Resend promotional schedule to book buyers and sales reps	BP_PR	
54	-12	Prepare Book Sales Review Slip	Publicity	Prepare book sales slip for media copies	BP_PR	
55	-3	Pre-pub Galleys	Publicity	225 Copies--Send to selected media professionals	BP_PR	
56	4	Post-publication Reviews	Reviews	Pursue book reviews – post publication	BP_PR	
57	-16	Pre-pub Trade Reviews of Galleys	Reviews	Send Galleys to Trade Publications that only accept pre-publication galleys	BP_PR	
58	-16	Kirkus	Reviews	Pre-pub review	BP_PR	
59	-16	Library Journal	Reviews	Pre-pub review	BP_PR	
60	-16	Publisher's Weekly	Reviews	Pre-pub review	BP_PR	
61	-16	Booklist	Reviews	Pre-pub review	BP_PR	
62	-16	ForeWord	Reviews	Pre-pub review	BP_PR	
63	-16	Independent Publisher	Reviews	Pre-pub review	BP_PR	

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64	-16	USA Today	Reviews	Pre-pub review	BP_PR	
65	-16	MidWest Book Review	Reviews	Pre-pub review	BP_PR	
66	-16	Hungry Mind	Reviews	Pre-pub review	BP_PR	
97		Distributors & Bookstores	Sales & Distribution			
105	-32	Quality & Unique Bk Profile	Distributor	Submit Book Description, Cover Photo & 30 copies of cover	BP_Mrkting	
106	-32	Library Distributors & Jobbers	Distributor	Submit Book Description, Cover Photo	BP_Mrkting	
107	-32	Ingrams and B&T Book Profile	Distributor	Submit Book Description, Cover Photo	BP_Mrkting	
98		AtlasBooks Distribution	Distributor		BP_Mrkting	
99	-32	Title Sheet -- Send to Atlas	Distributor	Send Title Sheet to Atlas	BP_Mrkting	
100	-23	Ship Books to Atlas	Distributor	Ship Printed Books to Atlas	BP_Mrkting	
101	-12	Trade Update Sheet	Distributor	Trade Update Sheet--Weekly submission every Mon	BP_Mrkting	
102		Search-Inside-the-Book (Amazon & Google)	Sales & Distribution	Submit to Amazon. com and Google's Search-Inside-the-Book Feature	BP_Mrkting	
103	-24	Barnes & Nobles Distribution	Sales & Distribution	Send Final Book and Press Kit to B&N Buyer	BP_Mrkting	
104	-6	Send Amazon.com Info	Sales & Distribution	Send complete Info to Amazon.com (Send one-month before pub date)	BP_Mrkting	
155		Special Sales	Special Sales			
156		Network Marketing	Special Sales			
157		Book Clubs— Select & Apply	Special Sales			
158		Select Top 3				
159		Submit to Sales Rep				
160		Special Markets	Special Sales			
161		Hospital Gift Shops				
162		Government Agencies	Special Sales			

	Week	Activity Name	Domain	Notes per Activity	Responsibility	Resources Assigned
163		Professional Associations	Special Sales	Line up collaborative ventures		
164		Mental Health Associations				
165		Recovery Associations				
166		Business Associations				
167		Corporations	Special Sales			
168		Academic Markets	Special Sales			
169		Non Profit Organizations	Special Sales	Line up collaborative ventures		
170		Yearly Events	Special Sales			
171		Direct Marketing	Special Sales			
172		Art Galleries				
173		2 Per City				
174		Mass Market	Special Sales			
175		Catalog Sales...	Special Sales			
178		Pursue subsidiary rights	Special Sales			
77		General...	z			
95		3 comparable books				
96		Comparison Book Sales Evaluation				