

## **PUBLISHING TIMETABLE—SEVEN MAJOR STEPS**

### **I. Before Writing Your Book**

- Decide on a topic and determine the target market for your particular book.
- Choose your publishing company name, researching to ensure that it has not already been used.
- Contact R.R. Bowker ([www.Bowker.com](http://www.Bowker.com)) to acquire a block of ISBNs at <https://commerce.renp.com/isbnsan/standards/cgi-bin/isbn.asp>.
- Obtain a post office box.
- Have letterhead, envelopes, and business cards printed or print your own.
- Open a business checking account or a savings account with your business name.
- Contact City Hall to get municipal and state business licenses and resale tax permits.

### **II. After Writing Your Book**

- Research your book title to see if it has been used already.
- Gather any interior artwork such as photographs or illustrations.
- Acquire any needed permissions for artwork, acknowledgments, etc.
- Determine the appropriate page layout, typeface, and font. Apply headers and footers as appropriate.
- Design your book cover or hire a cover designer. Remember, an artist may not serve well as an appropriate cover designer.
- Determine a retail sales price based on other books on this topic and the physical dimensions of your book, and apply the price to your cover.
- Assign an ISBN.
- Have someone write a Foreword if appropriate.
- Prepare an index if appropriate.
- Hire either or both copyeditors and developmental editors to review your book for typos and grammatical errors.
- Retype your manuscript to include revisions as appropriate.
- Proofread your manuscript.
- Request price quotations from printers or book manufacturers for covers and text printing.
- Establish your publication date.
- Photocopy your manuscript and send it out to reviewers for pre-publication reviews if you decide to use these.
- Develop your discount schedule.
- Complete the Books In Print form at [www.bowkerlink.com/corrections/bip/itemsearch.asp](http://www.bowkerlink.com/corrections/bip/itemsearch.asp).
- Set up a “revisions” file for noting corrections and new material for subsequent revisions and editions.

### **III. Printing and Binding Your Books**

- Send your book and cover files either electronically or in paper to a book manufacturer or to local printers to print the covers separate from the text blocks. If separate printers are used for covers and text blocks, take both to the book binder (which may be one of the printers) when printing is complete so they may be bound.

### **IV. While Your Book is Being Printed**

- Develop a marketing plan. Research and compile names of reviewers, syndicated columnists, newsletters, associations, bookstores, special sales outlets, librarians, local media contacts, etc.
- Prepare a mailing list from association membership directories, business associates, etc.
- Prepare a news release to be emailed or faxed.
- Develop a promotional brochure and/or email marketing text for your book.
- Set up a computerized financial accounting system for your books expenses and sales. Microsoft Money or Quicken work well.

#### ***Prepare for the delivery of your books and begin implementing your marketing plan.***

- Prepare a climate-controlled storage space and a book order filling area.
- Buy shipping supplies such as labels, receipts, etc. If you will be using the United States Postal Service Priority Mail service, acquire a supply of mailing envelopes and other supplements such as Delivery Confirmation labels.
- Write Dustbooks for listing in their various directories.
- Implement a direct mail campaign using brochures and/or email.
- Prepare to take delivery of books from your printer if printed locally, or coordinate a time and date for freight delivery to ensure that you'll be at your home or office to receive shipment and to pay for the books on delivery if required.

### **V. When Books First Arrive**

- Inventory the shipment to ensure that you have received the proper number of books. Open several random boxes to be sure books are not scuffed, bound incorrectly, have broken spines, tears, or creases on the covers, etc.
- Download Form TX from the Library of Congress Copyright Office at [www.loc.gov/copyright/forms](http://www.loc.gov/copyright/forms). Complete and send your book with a check.
- If you are using major wholesalers or distributors, post your book information on online booksellers Web sites such as Amazon.com, Borders.com, and BarnesandNoble.com.
- If you had unbound covers printed, mail one to each online bookseller for high-resolution scanning to be posted on their Web site.
- Fill advance orders.
- Fill complimentary copy requests for review copies.

- Request pertinent printing materials from your printer such as any masters for covers, etc. if you choose to store these. A printer may offer to store these for you for free so they can get the business to produce your next press run.
- Keep several copies of your book in your car to show prospects.
- Contact bookstores in your area to see if they are interested in carrying your book based on your discount schedule. Emphasize that you are a “local author” as some bookstores like to feature locals. But remember that most bookstore prefer to buy from wholesalers and distributors only. Also, do not make special deals with any one customer as the Federal Trade Commission mandates that the same price must be offered to all customers.
- Ask bookstore contacts if you can give a book reading/signing. Understand that bookstores may or may not require that they carry your book. If they do not carry your book and they agree to let you sell books after your talk, you’ll have to prepare for collecting money and signing books. (It’s best to have an assistant for this.) Do not sign books in advance as this diminishes the value of the signature.

## **VI. Promoting Your Books**

- Follow up on reviewers to ensure that they received their books.
- Develop an “Available for Interview” press release. Keep in mind that you should stay local at first until you are comfortable being “on air” and often “live.”
- Email or regular mail your press release to local print, radio, and TV producers. Remember, part of your preliminary research should include finding the appropriate contact at each venue to ensure that your press release is not discarded.
- Make submissions to Calls for Entries to present at seminars and conferences that represent the topic of your book.

## **VII. Preparing for Your Next Pressrun**

- Add favorable reviews to the back cover of your book. If you had many covers printed in advance, you could add reviews to the flyleaf or one of the first few pages in the front matter.
- Revise, update, and/or expand your book as necessary.