



# 12 Month Book Management Plan

**BOOK TITLE:**  
**AUTHOR:**  
**TYPE OF BOOK:**  
**DUE DATE FORMAT:**  
**DUE DATE ARTWORK:**  
**PUBLICATION DATE:**  
**AGE BRACKET:**

Activity Description	Date	Completed
<b>1. Book Selection</b>		
- Circulate to submission panel / feedback		
- Present to focus group/s		
- Other -		
<b>2. Pre - Contractual Requirements</b>		
- Draw up and send off author /illustrator contracts - Date of Contract:		
- Has signed Contract/s been received?		
- Request and submit information to Distributor for signing		
- Other -		
<b>3. Legal</b>		
- Apply for ISBN		
- Submit information for national cataloguing		
- Establish copyright information/submit if necessary		
- Other -		
<b>4. Pre-publication information</b>		
- Create book description for a) back cover b) web c) flyer information		
- Compile author & illustrator bio, using questionnaire (for marketing)		
- Compile and forward sales rep and distributor info sheet		
- Compile info sheet for email to all retail and marketing contacts		
- Other -		
<b>5. Quotation</b>		
- Printing quotes from 3 printers		
- Graphic Designer quotes for book compilation		
- Artist/Illustrator quote for book cover (if required)		
- Artist/Illustrator quote for book internals (if not commission based book)		
- Other -		



Pick-a-Woo Woo

	Date	Completed
<b>1. Pre- Production Process</b>		
- Create draft word document highlighting layout of book based on: a) page numbers b) illustrations c) thematic d) age of audience		
- Edit word document 1 <sup>st</sup> stage with author 2 <sup>nd</sup> stage with editor		
- Make changes to editing as required - resubmit to editor		
- Discuss / create guidelines in conjunction with author for illustrator to commence artwork for individual pages/sections		
- Establish cover design, colour and back information (series or individual)		
- Ensure pre-approval on book design, formatting and final compilation		
- Other -		
<b>2. Production</b>		
- Create book in InDesign software with contracted designer (For Print & POD)/ Desktop Author)		
- Create books in Desktop Author for E-books and preview files in PDF's (if required)		
- Manage artist/illustrator timeline for each illustration		
- Get illustrations scanned/high digital photograph ready as required.		
- Photoshop images - manipulate contrast/colour/brightness saturation etc. convert to tiff files, 300 resolution, image size and flatten image etc and pass to designer		
- Upon completion of book do a final run by editor		
- Assess book final and make any final alterations in house		
- Other -		
<b>3. Post Production</b>		
- Print out colour copy & assess book final, make final alterations in-house		
- Save off in-design files to printer instructions (in-house or contracted designer)		
- Upload files to printers FTP		
- Await printer proofs for signing		
- Other -		



Pick-a-Woo Woo

1. Pre-Marketing	Date	Completed
- Write promotional text to go with book gallery		
- Select media to get galleys / releases / books		
- Solicit expert endorsements where possible		
- Write press releases		
- Prepare other press kit material		
- Ensure book details included in Pick-a-Woo Woo Publishers Catalogue		
- Other -		
2. Direct Marketing		
- Present to book clubs / schools book clubs where possible		
- Present to magazine for excerpts		
- Send covers to bookclubs and magazines		
- Submit PW and ABR announcements info		
- Submit info for special trade features		
- Make follow up calls to book clubs		
- Make additional galley follow up calls		
- Contact major TV shows if appropriate		
- Review Media selection		
- Review Overall plan		
- Finalize and print press material		
- Mail electronic and newspaper release		
- Send out review copies and advance reading copies		
- Begin scheduling interviews / media training (where possible)		
- Stage publication day event if appropriate		
- Begin books and release follow up calls		
- Continue scheduling interviews		
- Review plans and evaluate responses to date		
- Implement second efforts		
- Compile promo sheet of review quotes		
- Sent promo schedule and update sheet to reps		
- Create and implement new campaign		
- Plan campaign for the new edition		
3. Other		