

Marketing Plan Checklist

- Marketing Budget
- Sales goals for years 1 and 2
- Specific marketing targets for this book
- Marketing strategy for this book
- Publicity strategy for this book
 - Individual book website/webpage
 - Catalogs: digital/physical
 - Bound galleys (ARCs) or digital galleys to pre-reviewers
 - Review copy plans
 - Publicity releases
 - Author tours and interviews planned
 - Feature stories planned
 - Press parties/publication parties
 - Blogs to be reached and used
 - Websites targeted
 - Online reviews/reviewers
 - Book clubs
- Author questionnaires
- Book exhibits
- Advertising plans including co-op ad placements
- Author seminars, webinars, lectures, speaking engagements
- In-store promotions
- Library promotions
- Wholesaler promotions
- Textbook/school adoptions
- Special sales prospects
- Premium sales prospects
- Mail-order catalogs
- Specialty/nontraditional outlets
- Other plans

Production Checklist

Text: Hardcover, paperback, e-book

- Title Page
 - Title
 - Author's name
 - Publisher's Imprint
- Copyright Page
 - CIP Information
 - ISBN Information
 - Copyright Date & _____ Copyright Holder
 - "Printed and Bound in the United States"
 - Edition Numbers
 - Legal Notice
- Acknowledgment Page
- Text Pages
- Appendices
- Index

Cover: Softcover, paper-over-board hardcover, e-book (no spine)

- Front
 - Title
 - Author
 - Additional Copy (series name, forward)
- Spine
 - Publisher
 - Title
 - Author
- Back
 - Title
 - Author
 - All Final Copy
 - ISBN
 - Prince (US/Canada)
 - Bar Code (EAN and UPC)
 - BISAC Subject Category
 - Author Photo
 - Quotes

Jacket (Hardcover) if flap (i.e. not paper over board)

- All of the Above from Softcover
- Flap
 - Author Photo
 - All Flap Copy
 - Author Biographical Material
 - Company Blurb

Printer's cover or jacket specification sheet

- Hardcover, including spine bulk
- Softcover, including spine bulk

Tasks to Include in Publishing Timeline

- First 12 months earliest planning for the list
- Second 12 months spent having book written
- Final 12 months spent editing, pre-selling subsidiary rights, selling to final market, producing, warehousing, and shipping completed book
 - Editing
 - Transmitting book's key information and specification (metadata) to the major databases
 - Editorial development and responses from author
 - Production and design
 - Manufacturing
 - Getting out advance review copies and creating normal publicity and marketing materials
 - Pre-selling and then selling to the direct market
 - Shipment from the manufacturer to your warehouse
 - Entering the inventory into your inventory system
 - Invoicing
 - Picking, packing, and shipping from your warehouse to wholesale or retail accounts
 - Unpacking those books and entering them into the account's system
 - Putting those books onto shelves from which they'll hopefully be sold

Title Fact Sheet/Management Form

Title:

Author:

ISBNs:

Publishing Season and Year

Formats and Sizes:

Number of Pages

Tentative Prices:

Estimated initial print run (taken from P&L)

Content Description

Author biographical details

Marketing plans and budgets

Directly competitive books

Blurbs, awards, citations

	1	2	3	4	5	6
Editorial/Design & Manufacturing Track						
Sales/Marketing Track						
	7	8	9	10	11	12
Editorial/Design & Manufacturing Track						
Sales/Marketing Track						

	1	2	3	4	5	6
Post Publication Track						
Sales/Marketing Track						
	7	8	9	10	11	12
Post Publication Track						
Sales/Marketing Track						

Title Fact Sheet

Season				Year			
Title							
Author				Author Location			
Hardcover Price		ISBN		Project Print Qty			
Paperback Price		ISBN		Project Print Qty			
Ebook Price		ISBN		Project Print Qty			
Audiobook Price		ISBN					
Ship Date			Pre-Sale Date		On-Sale Date		
Bindings			# of Pages		Trim Sizes		
Illustrations/Photos			B&W		Color		
Content Synopsis							
Target Market							
Promotional Plans							
Author Bio (Include other titles, publisher, date published, sales history)							
Competitive Books							
Why should accounts expect to sell this book							
Endorsements/Testimonials (for book and author)							

Title P&L Data Form	
Enter info on appropriate lines	
Title	
Author	
Season	
Format (Enter Yes or No)	
Hardcover	
Paperback	
Mass Market Paperback	
Ebook	
Other Digital/Audio	
Book Price	
Print (HC)	
Print (PB)	
Print (MM)	
Ebook	
Other Digital	
Advance	
Earned Advance	
Unearned Advance w/o line 29	
Variable Costs	
PPB/unit	
Royalties	
Print	
Ebook	
Digital	
Freight In	
Other Publishing Income (OPI)	

Gross Unit		Return %
Trade		
Print		
Ebook		
Website		
Print		
Ebook		
OD		
Export		
Print		
Ebook		
Special		
Print		
Ebook		

Development Costs	
Editorial	
Editing (@ /hr)	
Copyediting (@ /hr)	
Proofreading (@ /hr)	
Indexing	
Photos/Illustrations	
Permissions	
Total Editorial	
Production/Design	
Typesetting	
Interior Design	
Jacket/Cover Design	
Type Output	
Separations	
Database Services	
Total Production/Design	
Digital Conversion/Apps	
Print to Ebook Convers.	
App Cost	
Audio	
Total Digital Costs	
Total Developmental Cost	
Year 1 Amortization	
Total Year 1 Amortization	

