



## The Cycle of a Book

### MONTH 1

- Author Questionnaire
- Basic Marketing Planning Form
- Identify Markets
- Prioritize projects

### MONTH 2

- Determine Positioning
- Solicit Opinion Leaders' Endorsements
- Finalize Budget
- Determine Packaging & Pricing

### MONTH 3

- Cover Design
- Fact Sheets
- Publicist
- Distribution Options

### MONTH 4

- Press Kits
- Establish Order Processing/Ful-fillment

### MONTH 5

### MONTH 6

- Subsidiary Rights

### MONTH 7

- Sales Literature
- Sales Conference
- Catalog Houses

### MONTH 8

- Bound Galleys

### MONTH 9

- Trade Reviewers Mailing
- Pre-publication special sales
- Key Account Sales Presentations

### MONTH 10

- Major Consumer Reviewers Mailing

### MONTH 11

- All other Reviewers Mailing
- Bound Books
- Ship Date
- Selective Pre-publication mailings

### MONTH 12

- Publication Date

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