**BOOK PRODUCTION TIMETABLE**

**Contract**

both sides sign a contract   
author sends W-9

**Manuscript**

author sends final manuscript  
MSI reviews and approves final manuscript or requests changes (30 days after receipt)  
author returns revised manuscript (60 days or negotiated deadline)

**Author Platform**

Author platform development should begin 3 years before manuscript completion, but if not yet, now is the time to intensively begin the development—and consider producing an Advance Review Copy (ARC) to provide additional time for platform development

**File Preparation**

MSI copyedits the manuscript (sometimes back-and-forth communication is needed with the author)  
author proofreads the copyedited manuscript and responds to edits   
MSI obtains ISBN and Library of Congress numbers  
MSI typesets the manuscript  
author proofreads galleys (2-week turnaround)  
author provides back cover copy: endorsements, short book description, short bio, photo  
MSI designs and creates the cover  
author provides input into proposed cover design (MSI has final decision on cover design)  
MSI enters any error corrections from galley proofing and finalizes the typeset text (usually one week)  
MSI completes final cover

**Submission of Files to Printer**

MSI submits files to printer and sets release date  
MSI puts book on pre-order at webstore  
Printer prepares the book and informs the distributor of availability  
Ingram (distributor) puts ARC or final book on Amazon etc, depending upon agreed-upon release date  
book is released (immediately, with 3-month delay, or with 6-month delay)

**Book Launch Promotion**

MSI announces book webstore pre-order availability on social media  
book page and author page are established at press website  
MSI prepares press release  
MSI distributes press release to 240 press release distribution sites  
author prepares a list of local media contacts (preferably email)  
MSI or author distribute the press release to local media

**Receipt of Inventory**  
MSI and author receive physical inventory  
author undertakes planned book launch (for ARCs, attempts are made to obtain pre-release reviews)  
author lists book on Goodreads  
author sends to Reader’s Favorite for review  
MSI sends to MidWest Book Review for review  
MSI and author (split costs/division of labor) send to US Review of Books for review  
author registers copyright with the Library of Congress (MSI can help) (within 90 days of publication)

**Marketing**long-term marketing is undertaken by author and publisher, including book award competitions, social media, paid advertising, book reviews, author presentations/workshops/articles/blogs etc.