

SIMPLE PRODUCTION PLAN

Shading indicates scope for 'doing it yourself'; I suggest where to look for help.

DIY feasible
DIY with advice
Delegate

Element:	Printed book	E-book	Online		Specialists	Small team
Marketing plan.	Few 'all-in' services offer this	Might be 'included' but you will need your own	Few 'all-in' services offer this; cover search terms and scope for download	Printed book	Marketing/PR, copy editor, artist, typesetter, proofreader, printer, fulfilment company	Marketing/PR, copy editor with production experience, artist, fulfilment company
	Marketing/PR with relevant experience					
Prepare the typescript.	...for layout or for printing Copy editor, typesetter	...for conversion Copy editor	...for upload, cross-platform function, search-engine optimisation Copy editor, web designer	E-book	Same as above; possibly not typesetter	Same as above; possibly not fulfilment company
Format decisions.	...printing and binding Typesetter, printer	...platform (e.g. ePub, etc.) Typesetter with e-book/HTML experience	...if download allowed, method Typesetter, printer, web designer	Online	Marketing/PR, web designer, possibly typesetter, copy editor with HTML experience, proofreader, possibly fulfilment company	Marketing/PR, web designer, copy editor with HTML experience, possibly fulfilment company
Copyright, web formalities.	Obtain ISBN, register AC Nielsen	Might be 'included'	Register domain(s) Copy editor, web designer			
Cover, landing page.	Many self-published books are let down by their cover Artist, graphic designer with relevant experience	Format will determine need/scope for 'cover'	...or even complete website Web designer			
Proofreading.	Relatively cheap, often skimmed and best done by professional	...in every format.	...on every platform.			
	Proofreader (with e-book/HTML experience)					
Order 'fulfilment': planning.	Decide how this will be managed Some 'all-in' services; fulfilment company	Might be 'included' but need to test Some platforms; fulfilment company	If download allowed, test payment processes Web designer; fulfilment company (if no download)			
Delivery, launch.	Take delivery of books Some 'all-in' services offer 'launch'; fulfilment company	Launch might be 'included' but you will need your own plan Marketing/PR with relevant experience	You will need your own plan Marketing/PR with relevant experience; web designer			
Order 'fulfilment': actual.	Test purchases and packing/delivery Fulfilment company; monitor performance	Might be 'included' but need to test Some platforms; fulfilment company; monitor performance	Test purchases and packing/delivery Fulfilment company; monitor performance			
Reprinting, new editions, the next book.	Litho or digital? Allowed for in T&C? Some 'all-in' services; fulfilment company	Usually one-book deals; new edition may be new book Some platforms; fulfilment company	Site design (freedom to expand or redesign) Web designer			

NOTES:

- (1) Some 'all-in' services might not provide marketing/PR, and/or order fulfilment.
- (2) Artists/graphic designers with book experience.
- (3) Some fulfilment companies offer digital 'print-on-demand' services.

NOTES:

- (1) Although modern word-processors handle text well and illustrations fairly well, it would be a false economy not to typeset professionally if you wish to print your book.
- (2) Some e-book formats work off PDFs, so would benefit from typesetting; others work off word-processed files (and a short list of illustration formats) so would not require it.
- (3) A typesetter might be needed if a PDF (or e-book) is to be downloadable from a website.
- (4) An editor with production experience might be able to offer print buying.

## YOUR PRODUCTION PLAN

<i>Element:</i>	Printed book	E-book	Online
Marketing plan.	Brief summary:		
Prepare the typescript.	Stages, progress to completion:		
Format decisions.	Decision? Key details:		
Copyright, web formalities.	Stages, progress to completion:		
Cover/ landing page.	Stages, progress to completion:		
Proofreading.	Key details:		
Order 'fulfilment': planning.	Decision? Key details:		
Delivery, launch.	Stages, progress to completion:		
Order 'fulfilment': actual.	Criteria, notes on performance, problems:		
Reprinting, new editions, the next book.	Constraints, decision, key details, lessons for next time:		
<i>Approach:</i> Notes:	All-in service	Specialists	Small team