LIFE CYCLE OF A BOOK

Author

Writer

Has an idea for a book, writes it, edits it into a manuscript, sends to agent.

Publicity

After book is published, author must self-publicize locally and via social media to help drive book sales.

Agent

Evaluates the manuscript's potential sale value. If the agent thinks publishers will buy it, he or she agrees to represent the author.

Editorial

Approached by agents to negotiate the manuscript's sale. **Managing Editorial** plans the project's workflow and schedule. **Editor** works with author to achieve the desired structure and tone for the book.

Production

Gets "finished" manuscripts from editorial, sends to copyeditors, keeps track of design progress, deals with printers, distributors, and/or ebook conversion.

Digital

Works to format and convert book's files for all ereader platforms and vendor specifications.

Design

Decides on the best stylistic approach for the book's cover and interior.

Marketing

Gets word out about the book through advertising and promotional projects.

Publicity

Connects author with media outlets and interested audiences.

Sales

Approaches retailers who might be interested in the book, presents evidence of publicity and marketing that will help the book sell.

Buyer

Book

Meets with sales reps, reviews publisher's catalogues, decides whether to stock the book.

Distribution

Fulfills orders for the book, monitors sales and supply chain, along with platforms that distribute the ebook.

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