

The Traditional Publishing Process:

1. Write the proposal/chapter outline/query letter
2. Send the proposal out to an agent or publisher
3. You find an agent and a publicist to work on your book and platform
4. Agent/you sells your proposal
5. Your editor likes it enough to give you an offer to buy it
6. An editor in chief or the editorial board decides whether to buy it and for how much
7. You write/finish your book
8. Your editor edits your book
9. You respond to your editor's suggestions
10. Your editor accepts your manuscript
11. Your editor sends your book to the production department
12. The production department outsources the copyediting
13. You respond to the copyeditor's notes on your manuscript
14. The art department creates or outsources the design of the cover jacket and the interior
15. A series of launch meetings, your editor and sales, marketing, publicity, and advertising departments (you can include gal-friday publicity here) will:
 - Position your book on one of your publisher's two or three seasonal lists
 - Create a trade and consumer marketing strategy
 - Choose the print, broadcast, and electronic trade and consumer media to carry out the strategy
 - Prepare sales materials for sales conferences
16. Throughout the rest of the process your agent and your subsidiary rights department try to sell movie, book club, foreign and serial rights
17. You receive printed galleys to correct
18. The plans for your book are presented to the sales reps at a sales conference
19. You receive corrected galleys to proofread
20. Sales reps sell your book to online and storefront bookstores, specialty stores, warehouse clubs, and if it's a mass-market book, to the independent distributors who sell to 50,000 mass market outlets.
21. Your publisher's library sales rep sell books to school, college, and public libraries

22. Your publisher's education department sells books with course adoption potential
23. Your publisher's special sales department sells books with potential for premium and bulk sales
24. The production department arranges for your book to be printed
25. Your publisher's warehouse receives books, ships orders, and later receives returns
26. Your publisher's advertising and publicity (this is where your publicist does the majority of the work) departments:
 - Do prepublication trade promotion
 - Send out copies of your book with a news release or media kit they prepare
 - Carry out their consumer promotion plan
27. Your book is on your publisher's website
28. Book reviewers and professionals in your field review your book
29. Your publisher promotes your book for as long as sales justify doing so
30. You promote your book for as long as you want it to sell (you can use gal-friday publicity in addition here)
31. Readers love your book
32. They tell others to read it
33. Reprint meetings are held by your publisher to decide:
 - When to reprint your book and how many copies to print
 - When to sell or remainder part or all of the stock if sales fall below a certain point
 - When to make your book available in a print-on-demand edition
 - When to put your book out of print at which time you can ask for the rights back
34. You write the proposal for your next book

Rachel Sentes- gal-Friday publicity