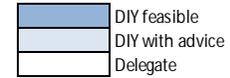
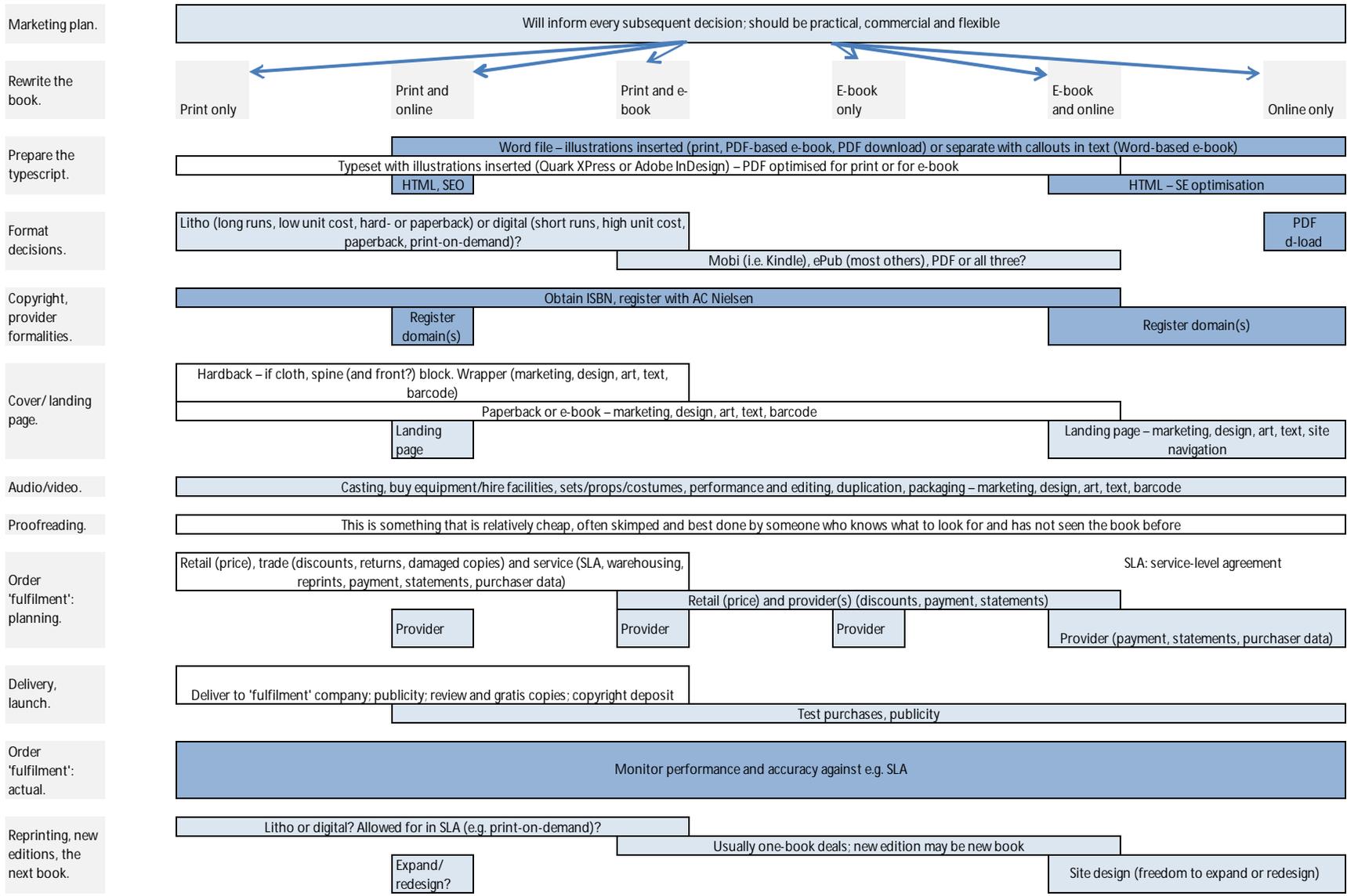


THE IDEAL WAY: PROCESS CHART



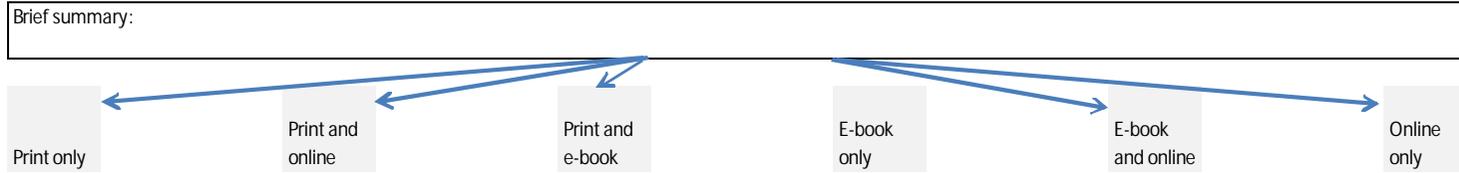
Element:



YOUR PRODUCTION PLAN

Element:

Marketing plan.



Prepare the typescript.

Stages, progress to completion:

Format decisions.

Decision? Key details:

Copyright, provider formalities.

Stages, progress to completion:

Cover/ landing page.

Stages, progress to completion:

Audio/video.

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: