










Copilot Author Map

PHASE 1 OF YOUR JOURNEY: EDITORIAL & PRODUCTION

Publishing is a long, sometimes arduous journey, but it doesn't have to be—as long as you have the right copilot by your side! Here are the major milestones you can expect on the path ahead. **Click the comment icon** on each one for further information and trust that no matter where you are in the process, we can help.

- 1 Concept Development & Positioning 
- 2 Proposal Development & Pitching 
- 3 You've Got a Book Deal—Now Write, Write, Write! 
- 4 Developmental Edit 
- 5 Cover Design 
- 6 Sales Team Outreach to Booksellers 
- 7 Manuscript Delivery & Subedit 
- 8 Copyediting 
- 9 Interior Design, Proofreading & Printing 

PHASE 2 OF YOUR JOURNEY: MARKETING & PUBLICITY

- 1 Build Your Platform 
- 2 Request Endorsements 
- 3 Draft a Book Launch Plan 
- 4 Develop Promotional Content 
- 5 Update Your Website 
- 6 Pitch Media Outlets 
- 7 Announce Your Book and Push for Pre-Orders 
- 8 Consider Paid Advertising 
- 9 Celebrate with a Book Launch Event 

Stuck somewhere on this map? **Click below** to learn about our services.

Consulting &
Proposals

Editorial
Services

Marketing
Services

