

# A Work-in-Progress Novelists in November Timeline!



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## April 2024

- Authors will sign contracts & receive their launch plan.
- Authors will work on their bios or fill out a bio form.
- Authors will receive a lot of info.

## May 2024

- Authors will weigh in on cover design drafts.
- Authors will email or message 10 friends inviting them to the launch team.
- Authors will share launch team signups.

## June 2024 (Part 1)

- Authors will apply edits made by publisher.
- Authors will swap stories with another author in the collection for critique.
- Authors also are encouraged to use 2-3 beta readers.

## June 2024 (Part 2)

- Authors will begin updating their social media/websites as needed/if applicable to their situation.
- Authors will participate in the cover reveal & preorder launch for the collection.

## July 2024

- Authors turn in story, acknowledgements, dedication, etc. to publisher.
- Authors begin prepping for their specific responsibilities for the launch period while marketing to their personal audience.

## Aug.-Sept. 2024

- Authors continue marketing.
- Authors continue any launch activities they committed to.
- **NOTE: please see page 2 for specific information on marketing and launch activities for individual authors!**

## October 2024

- Authors receive edits back from publisher & make changes.
- Authors return edits to publisher for formatting.
- Authors receive formatted book for final proofreads.
- Final launch activities are finalized!

## November 2024

- The book is launched!
- Authors participate in the book launch!
- Especially as pertains to their specific commitments (**see page 2**).

## Late 2024-2025

- For the next three months, authors are encouraged to promote the collection once a week as time permits and excluding holiday weeks/vacations/etc.
- Until Dec. 2025, authors are encouraged to promote the collection every other month in some way.

# Marketing Commitments for Novelists in November



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## All Authors Are Required To:

- Maintain some form of public author platform (email list, blog, social media, or otherwise) that can be used to promote the collection leading up to and in the year after the launch.
- Work with the publisher to develop and grow said platform as well as find creative ways to promote the collection through the platform.
- Invite at least 10 people individually (message/email) to the launch team & post about the launch team throughout the months leading up to the launch to invite people on it.
- Work with the team to write a blurb for their short story.
- Share a short author bio & author photo along with other applicable information as needed.
- Choose 3 things from a list of options to take on themselves or work on with another author (supervised or assisted by the publisher as needed!).
- Participate in group activities AS TIME PERMITS. (This can be discussed on an individual basis.)

## The List of Things:

***Choose 3 things from the list below to take on themselves or work on with another author.***

*The publisher is more than willing to teach the author how to perform ANY of these tasks! Other ideas are also welcome. The author will brainstorm what they are willing to do with the publisher, and the decision will be made well in advance. Further, not all the ideas below must be utilized.*

1. Host the blog tour for the launch.
2. Host a social media tag for the launch.
3. Organize a giveaway for the launch period.
4. Write 5-8 emails for the WBWP email list.
5. Organize an online scavenger hunt or game of some sort.
6. Organize a reading challenge.
7. Help organize a Christmas party for launch team members.
8. Create and update the media kit throughout the launch period.
9. Write “copy” (social media posts, blog posts, etc.) for the launch team members.
10. Create promo graphics for the launch.
11. Create book quote graphics for the launch.
12. Receive a paperback copy of the anthology & take lots of pictures.
13. Write posts & create graphics for the WBWP Instagram/Facebook accounts for a month (12-15).
14. Create reels for the WBWP Instagram account for a month (4-8).
15. Create aesthetic graphics for the individual collection stories.
16. Assist the publisher in communicating with other authors in the collection.
17. Work with publisher and authors to create a digital preorder goodie package.

# Specific Time Commitments



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## How I'd Describe the Time Commitments

- Setting a specific time commitment on this project is difficult because individual authors may take more or less time to learn and perform marketing tasks, to edit their story, etc.
- In general, everything will be laid out simply so you simply have to take the next step. However, having time to take that next step will be up to you!
- I'd note that it will also not be an even "every month you'll do this much work" kind of project! During October 2024, for instance, you'll have to dedicate a **SIGNIFICANT** amount of time to editing and proofreading your short story.
- However, other times, you may have nothing to do at all.
- Further, we understand that life happens and things change.
- That said, by joining the collection, you commit to what will be laid out in the contract and this shouldn't be broached unless absolutely necessary as it will be a legally-binding agreement.

## Further Notes:

- We want this to be sustainable and more helpful for you than it is a burden!
- On any aspect of the process that you are struggling with, you'll have access to coaching not to mention encouragement!
- In general, a lot of these commitments sound like a lot more than they are, and further, marketing responsibility will be equally shared between the authors in the anthology (with the publisher taking over the lion's share of marketing and other responsibilities.)

