

**Transcript, Session 1**  
**Overview**  
**From Contract to Publication . . . and Beyond**

Welcome to this Overview session,

From Contract to Publication

. . . and Beyond,

the first session in Your Publishing Playbook from InterVarsity Press

All of us at IVP are honored that you have entrusted your book to us. And we look forward to partnering with you to ensure its successful launch and its beneficial impact on readers.

So,

let's get started

We've created nine brief video sessions

assembling our best advice for authors at any stage in their careers.

We'll introduce you to our publishing program from beginning to end.

Ultimately, we hope that viewing these sessions—along with upcoming conversations with your editor and members of our marketing, publicity, and sales teams, will help you make the right publishing plays for your book.

First, watch each session. This Overview will show you what to expect in each of the other eight sessions.

Ask us any questions you have as you go along. Start with your editor, who can put you in touch with other IVP staff as needed.

Decide on your action steps

schedule calendar time for them and then work the plan.

Come back to specific sessions as your book launch draws near, so that you can review information, confirm what you've accomplished, and look for next steps.

You can work at your own pace, although we have made suggestions for roughly when to view each session relative to your book's launch date.

So, our next suggestion—after you finish watching this overview session is that you watch soon the next two sessions

on Book Development and Platform.

Here's what you'll find

in the Book Development session:

It all begins after you turn in your first draft!

Watch this session so that you'll understand our process

know ahead of time about points at which you'll need to give input and meet deadlines (like during revisions, corrections, and indexing stages), and

see how marketing and sales considerations influence book development decisions (like for titles, cover designs, endorsements, or even a foreword).

And, here's what you'll find

in the Platform session:

that it's never too early to start working on platform

that it takes a steady investment of your time and energy (probably from now until when your book is two years old!)

and that what you do to build platform should play to your strengths

AND fit your book and audience.

So watch the Platform session soon, and pick one or two things you can do right away. Then expand your efforts over time.

While your book is being edited,

Review sessions 4-6 and, just as you scheduled time to write your book, you now need to schedule time to continue building your platform and to start promoting your book.

Session 4 covers Marketing

As early as 6-9 months before launch, you should prepare for marketing your book.

It's most important to focus on your purpose—why you wrote the book,

to embrace your public role—as an author, you’re an expert!,

to work collaboratively with IVP—this is a good time for questions and brainstorming,

and to find supportive partners—a group of friends who can provide advocacy, accountability, and prayer. There’s much more in the Marketing session, but don’t try to tackle everything at once. Just start with a few action items and expand from there.

### Session 5 covers Publicity

Publicity work begins early, ramps up to full speed about 6 months before your book’s launch, and tapers off after launch depending on your book’s timeliness, topic, and audience. But your thinking about publicity should start much sooner, about 9 months ahead of your book’s launch if you can manage it.

To make the most of your work with our publicity team and their efforts, you should stay up to date on the topic of your book—so you can function well as a “go-to” expert,

pull out enticing excerpts and create interesting talking points for you book to aid in media pitches

alert IVP’s publicity team to unique angles or niches that your book addresses, to your connections within local or national media, and to your opportunities—especially if a reviewer or interviewer contacts you independently instead of through IVP to arrange a meeting. Please make time so that we can help you to capitalize on all of these things!

You’ll learn in the Publicity session much more about how our publicity team works for you and your book, and we hope you’ll ask us any questions you have as your publication date approaches.

### Session 6 introduces you to Social Media.

This session includes “big picture” advice like using the platforms you already know best and

sharing your ideas and plans with us so that we can keep our social media messaging in sync.

It also includes very practical tips like joining our IVP Authors Facebook page,

setting up Google Alerts so you can see online mentions of your name or book title using our tips and tagging IVP's social media handles so that we can like and share or retweet what you post.

Social media can seem like a chaotic and challenging venue, but we can help you break it down into manageable steps.

Session 7 walks you through the Countdown to Launch

View this session about 6 months ahead of your book's launch so that you can start the planning process with plenty of time to spare.

In this session, we'll help you decide which launch activities fit you and your book, identify and invite launch team participants (if you decide to use a launch team), and work with us to gather or create needed launch materials like cover images, PDF chapter samples, infographics, discussion guides, Q&A lists, and more.

The main goal we have for the launch date and the week following is to quickly add Amazon reviews as well as other social media mentions, likes, shares, and posts so that awareness and interest in your book will spread through as many networks as possible.

Above all, we'll tailor your book launch to suit you, your book, and your networks and audience.

Session 8 covers Sales

View this session about 4 months before your book's launch. Even though most sales activities are conducted by IVP's internal sales team and external sales contractors, there are some key things you can do to help us in this area.

For example, you can connect us with your sales leads, including any organizations you are affiliated with that might buy your book for their employees, donors, or others.

You can also contact us when you want to order books to resell at events where you are speaking or

to hand-sell to your friends, family or any others (you'll get a 50% author discount on any orders of your book).

You can also link from your website or blog or LinkedIn profile to your book's page at [ivpress.com](http://ivpress.com) so that any of your connections can easily find and buy your book.

Your book will be available for pre-order a few months before its launch date, both at [ivpress.com](http://ivpress.com) and at other online resellers like Amazon, B&N, and Christian Book Distributors. And the Sales session will give you much more detail on how IVP's sales team works and when you'll get reports during your book's first year after launch.

Session 9 answers the question What Next?

Watch it at any time, but be sure to review it after your book launches.

This session will tell you more of what to expect and how to make the most of the first 2 years in the life of your book. For example, you'll want plan for more intense activity during the first 2-3 months after launch.

And you'll want to consider continuing for a year or two with publicity, social media, speaking, and writing—any of your activities that support your book and extend its reach and impact.

Many IVP books have long and fruitful lives, and we will work to make sure that yours is one of them.

As we begin

To make the most of your collaboration with IVP, in any of these areas, please also ask us your questions at any time,

tell us about your ideas, opportunities, and plans

and update us about job changes, long trips, new babies—anything that significantly affects your schedule or your ability to support your book during the pre-launch, launch, or post-launch periods.

We look forward to working with you!