

Part 6. Delivering the Final Manuscript

Schedules and deadlines.

The publication date for your book is usually tied to its sales projections. Whether your Acquisitions Editor (AE) has signed you to write a new book or whether you are working on a revision, both types of books need to be published in a timely manner in order to maximize marketing and sales opportunities.

As you know, most professors do not adopt books, especially a new title, if they haven't seen it. You know how much time it takes to adjust your class notes and syllabus to accommodate a new textbook or a significant revision. The sooner a professor has access to your book, the sooner the decision-making process and the subsequent transition to your book can begin.

Your AE will determine when your final manuscript must be submitted to production. The earlier your manuscript is ready for production, the greater chance it has of capturing the attention of sales reps at our annual January and August sales meetings.

Is your manuscript ready for production?

The Final Manuscript to Production Checklist refers to the final draft of your manuscript and is intended to help make the transition into production a smooth one. If any of the conditions in the checklist are not met, the production schedule of your book will be adversely affected and your manuscript may have to be returned to you for further work.

If you and your AE have identified other components to be included in your text (e.g., software and/or any media product to be packaged with the text, 4-color insert, printed inside covers, etc.), materials should be submitted with your final manuscript. Delays in submitting these materials to production will affect the publication date of your book.

The Manuscript Submission Checklist and the Marketing Questionnaire must also be submitted with your final manuscript.