



On Time:

Creating Your Production Schedule

Marla Markman
Markman Editorial Services
marlamarkman.com

I Dream of Publishing...

a Professional
Book





*But How Do You
Get There?*

Why Do You Need a Production Schedule?

1. To accurately plan for all the elements that will affect your book's production
2. To set deadlines that keep you on target
3. To track each stage of production at a glance
4. To keep your team informed
5. To reduce stress and confusion



To Create a Professionally Published Book Based on the IBPA Standards

JODI OKUN Dubbed by *Huffington Post* as one of the “Top 30 Social Influencers in Personal Finance & Wealth,” Jodi hosts #CollegeCash every Thursday at 5 pm PST. It’s a Twitter chat devoted to connecting college-bound families with higher education professionals. With more than 10 million impressions per week, #CollegeCash is a top resource for parents and students. In fact, @JodiOkun has been cited as a Top 4 Twitter account on student financial aid.

Jodi is also the founder of College Financial Aid Advisors, an About.com Money Expert, and the Brand Ambassador for Discover Student Loans. A proud mother of two college graduates, Jodi lives in Seal Beach, California.

www.JodiOkun.com

STUDY AIDS / Financial Aid

Everything you need to know about college financing and how to pay for your student’s education.

Jodi’s personable style and financial aid know-how are visible on every page. Parents of college-bound students will find the guidance needed to be savvy college shoppers and aces at navigating the financial aid process from A to Z.

—Robert Fronek, Senior VP and Publisher, The Princeton Review, and Bestselling Author

If you’re panicked about affording college, Jodi Okun’s new book helps you decode all the confusing financial aid jargon and rules. Especially invaluable are her strategies for parents who want to get their students to wake up and smell the financial reality coffee.

—Kim Clark, Senior Writer, Money magazine and Money.com

This is a terrific resource for families facing the challenge of paying for college and understanding the financial aid process. But don’t wait until senior year to read it. Start reading it with your children when they enter high school so you can maximize all your resources and avoid being buried in student loans.

—Terry Savage, Personal Finance Expert and Bestselling Author

Jodi Okun shares her extensive knowledge of college financial aid in an easy-to-understand way and answers all the questions parents might have. There’s no one with as much expertise in this complicated area, and Jodi makes it all seem doable. I highly recommend this book for parents and their college-bound children.

—Peg Fitzpatrick, Speaker, Social Media Marketing Pro, and Bestselling Author

Paying for college often provokes overwhelming fear and anxiety. With tuition higher than ever, how do you pay for school and not go broke? How do you keep yourself from paying student loans for 30 years after you graduate? Jodi Okun knocks down those obstacles in this clear, step-by-step guide through the process of making education affordable. Not only does her book set parents up for success, but most important, she sets students on a path of lifelong fiscal responsibility, an invaluable skill. If you have children, or are a student, and college is in the plans, this book is a must-read. Your wallet and your future will thank you.

—Justin Simon, MoneyTips.com



What an achievement! Jodi Okun has done the near impossible; taking the fear out of applying for financial aid and paying for college. —Robert Fronek, Senior VP and Publisher, The Princeton Review, and Bestselling Author

SECRETS OF A FINANCIAL AID PRO



Master the College Funding Process
and Give Your Child Lifelong Financial Skills
Without Losing Your Cool

JODI OKUN

With insight and humor, Jodi Okun takes you inside the often murky world of college financing. First as a financial aid consultant at Occidental and Pitzer colleges, and then in her own successful consulting business, College Financial Aid Advisors (CFAA), Jodi learned firsthand the struggles families endure to find financing and pay for college.

In *Secrets of a Financial Aid Pro*, she demystifies the process and presents sensible solutions any family can use as they go through what can be a complicated and intimidating affair. No matter where you are in the financing pipeline, this book will be an invaluable resource.

- Understand what you should be doing—and when you should be doing it—to set yourself up for the best possible college financing.
- Learn how to find and apply for every type of financial aid, including FAFSA, grants, scholarships, and loans.
- Find out how to give your student the financial skills they’ll need for life—it all starts in college by helping them manage expenses and money.

SECRETS OF A FINANCIAL AID PRO JODI OKUN

Disclaimers

A Couple of Provisos,
Some Quid Pro Quos



The Road to Publishing

1. Editing
2. Cover Design
3. Interior Design
4. Production
5. Proofreading
6. Indexing
7. Back Cover Design and Back Cover Copy Writing
8. Printing and E-Book Conversion



Your Book Launches . . .



After 120 Days or
4 Months

When Are You Ready to Start on This Timeline?



1. Manuscript Ready for Editing

- Is it my first draft?
- Have I performed self-editing?
- Have I factchecked it?
- Am I ready to let it go?

2. Target Launch Date

- Pick a date and back up 4 months to get your production schedule start date.

A hand holding an orange highlighter pen over a document with handwritten text. The background is a dark blue gradient.

Step 1: Editing

Duration

- Depends on the level of edit and the length of your book
- Allow 2-4 weeks

Rule Bender

- If your book needs both a developmental edit *and* a copy edit, *double* the time for this stage.

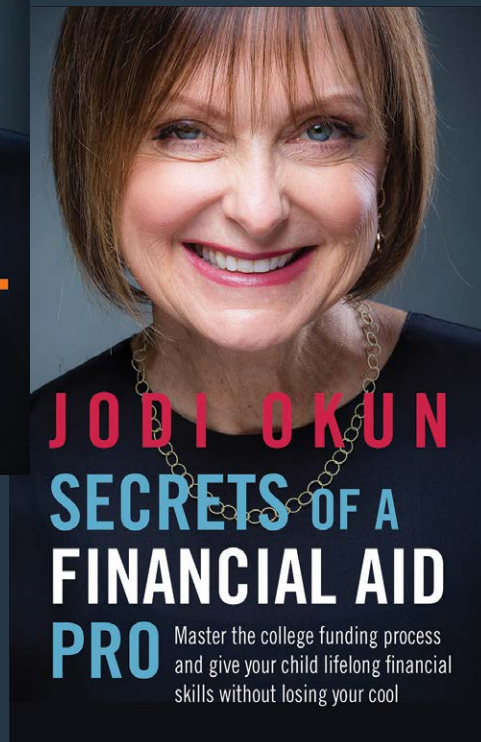
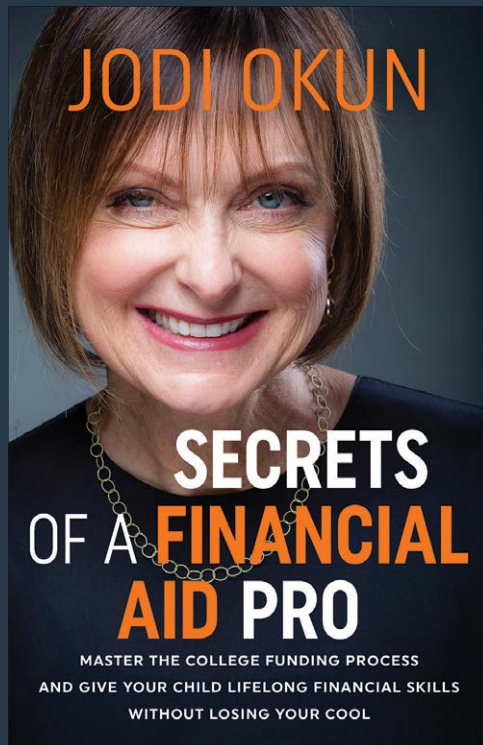
Step 2: Cover Design

Duration

- Depends on the design complexity
- Allow 2-3 weeks

Rule Bender

- You can run this stage concurrently with editing if you want a cover pronto to use for promo purposes.



Step 3: Interior Design

UNDERSTANDING DIFFERENT TYPES OF AID

FINANCIAL AID OPTIONS—THERE MAY BE MORE THAN YOU THINK!

The actual monetary aid for post-secondary schooling comes in many different forms. So, when we talk about “financial aid,” it’s not all one thing. The various forms typically fall into four key categories:

1. Grants
2. Scholarships
3. Work-study programs
4. Loans

The sources of these forms of aid are typically the federal or state government; college, university, or other post-secondary school your student is attending; or private organizations.

FIRST, THE FEDERAL AID

When it comes to education in this country, the federal government is one of the biggest sources of aid, mostly in the forms of grants and student loans, both subsidized and unsubsidized. There are a number of types of student loans, which we’ll discuss in Chapter 8.

Grants

The federal government offers several different types of grants to students attending college or post-secondary schools. Grants are coveted forms of aid because they don’t have to be repaid. They simply offset your child’s COA (cost of attendance, remember?). Some of the types of grants offered by the federal government include:

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SECRETS OF A FINANCIAL AID PRO

GOOD TO KNOW

YOU MAY BE ABLE TO NEGOTIATE AID PACKAGES Many people don’t know that you can contact the financial aid officer to clarify details about the financial aid package your child was offered. This may be particularly useful if you have different financial aid offers from other schools. Contacting the financial aid office is the key to understanding the offer and seeing if you qualify for other money.

Financial aid officers at the college can give you clear, concise information. Offers from different schools may not be apples-to-apples—they may have different criteria for selecting students and awarding aid, as well as different financial resources—but the officer can walk you through the award you were offered and answer your questions. In some cases, such meetings can result in a more favorable award, especially if you can provide more information about your need or a change in your financial situation.

When you’re contacting the school’s financial aid officers, remember one simple tip: Be nice. Financial aid officers field many calls from parents asking for more money, and they really do want the best for all students.

Being courteous and pleasant can go a long way toward making the interaction go well.

Federal Pell Grants

These grants are typically awarded to undergraduate students who have not yet earned a bachelor’s degree, but some teacher certification programs might meet eligibility criteria, too. Your child’s eligibility is determined by financial need. Each year, the grant has a maximum—in the

4

Duration

- Depends on the complexity of the design
- Allow 1-2 weeks

Step 4: Production



Duration

- Depends on the complexity of the design and length of your book
- Allow 2-3 weeks

Don't Forget

- You should have your ISBNs, LCCN, CIP block, and other metadata by now.

Step 5: Proofreading



Duration

- Depends on the length of your book
- *Allow 1-2 weeks*

Rule Bender

You may want to perform this stage twice—once after editing and once after production.

Big Dreams Option

If you are getting Advance Reader Copies (ARCs) designed and printed, begin that phase at the same time as proofreading.

A Passion for Working with Parents to Open Educational Possibilities for Their Children

Author, Keynote Speaker, Entrepreneur, Financial Advisor, Jodi Okun is one of the "Top 30 Social Influencers in Personal Finance & Wealth," according to *Huffington Post*. As the founder of College Financial Aid Advisors, she has helped thousands of families successfully navigate the financial aid process and open educational possibilities for their children, regardless of cost. In addition to CFAA, Jodi's background includes hands-on experience as a former financial aid consultant at Occidental and Pitzer colleges.

Every Thursday at 5 pm PST, Jodi hosts #CollegeCash, a Twitter chat devoted to connecting college-bound families with higher education professionals. With more than 10 million impressions per week, #CollegeCash is a top resource for parents and students. In fact, @JodiOkun has been cited as a Top 4 Twitter account on student financial aid.

Jodi is also an About.com Money Expert. Not only that, but she is the Brand Ambassador for Discover Student Loans.

Jodi is often quoted in the press and speaks frequently at conferences and events.

Marketing and Publicity Campaign

- National trade marketing/distribution and sales campaign
- Author is a top influencer in the financial aid industry
- @JodiOkun/#CollegeCash
- National broadcast and print publicity campaign
- Online marketing and public relations campaign
- Webinar series
- Advance distribution of digital ARC via NetGalley to reviewers, bloggers, journalists, librarians, booksellers and media

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Author Hometown: Seal Beach, CA
Order from Ingram or Amazon.

For publicity information, please contact Sarah Wilson at sarah@swbcommunications.com (518) 637-4326

<http://www.jodiokun.com/>

SECRETS OF A FINANCIAL AID PRO JODI OKUN

SECRETS OF A FINANCIAL AID PRO



Master the College Funding Process
and Give Your Child Lifelong Financial Skills
Without Losing Your Cool

JODI OKUN

Duration

- Allow 1 week for design and 2 weeks for printing.

ADVANCE READING COPY
Uncorrected Proof | Not for Resale

Step 6: Indexing

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Duration

- Depends on the length and complexity of your book
- Allow 1-2 weeks

STEP 7: Back Cover, Spine Design, and Back Cover Copy Writing

Duration

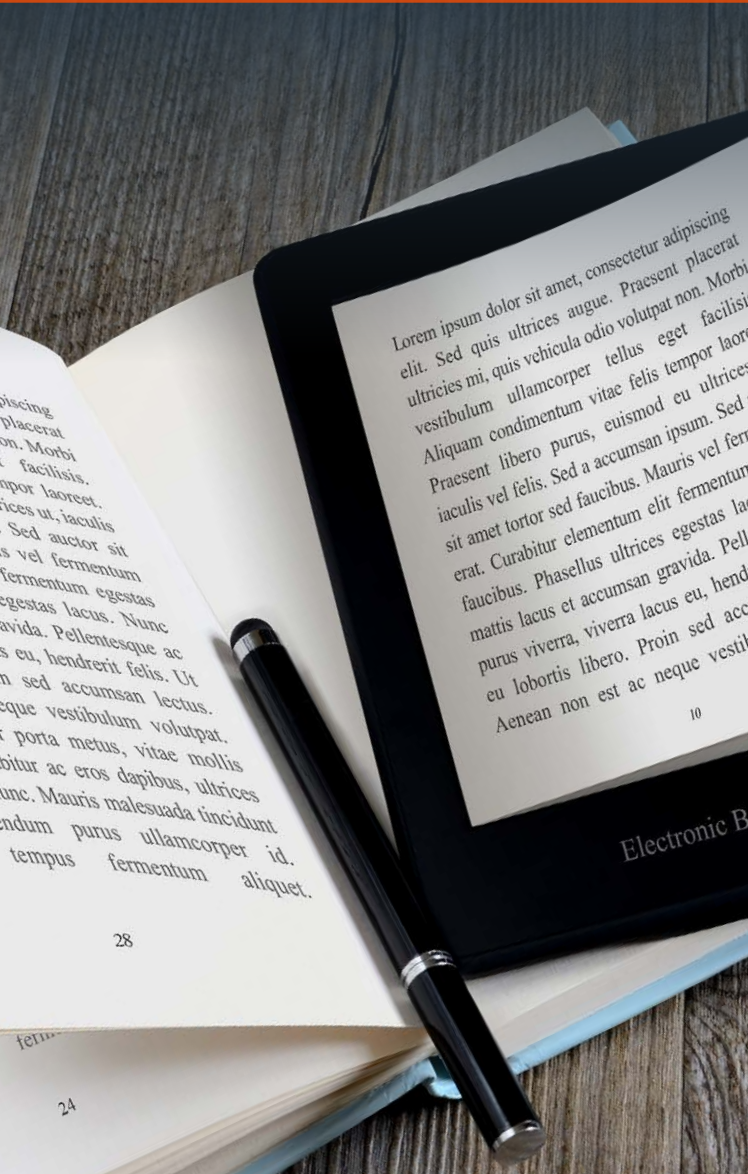
- Allow 1-2 weeks

Don't Forget

- You should have your BISAC categories, retail price, publishing logo, and endorsements by now.



Step 8: Printing and/ or E-Book Conversion



Duration

- Depends on the length and complexity of the book
- Allow 2-3 weeks

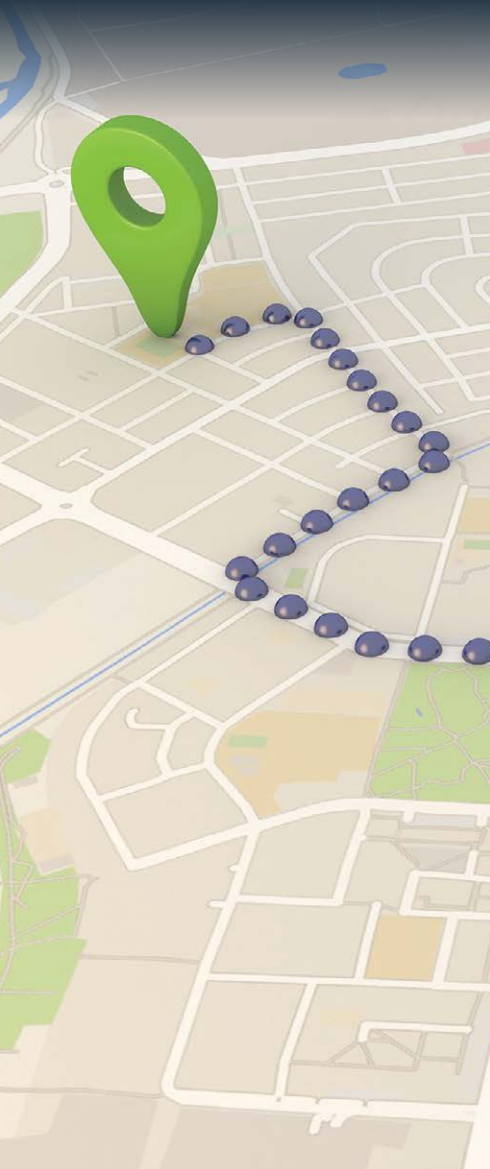
Rule Bender

- If you are getting offset printed books, allow 6 weeks.

Cause for Celebration!
You're Ready to Launch



Your Road Map: *The Production Schedule*



Who Needs to See It?

Format Choices

- Excel
- Project Management Programs
- Google Docs
- Word

How Detailed

- Lean 'n' Mean
- Down 'n' Dirty

Lean 'n' Mean Production Schedule



Cover & Interior Design: Feb. 1 – Feb. 11

Editing: Feb. 1 – Feb. 8

Set Up Pre-Orders on Amazon: Early Feb.

To Production: Feb. 12

First Proof: Feb. 22

Proofreading: Feb. 22 – Feb. 29

ARCs: Mar. 14

Inputting First Proof Revisions: Mar. 7 – Mar. 14

Second & Third Proofs: Mar. 18 – Mar. 25

To Printer (IS, KDP, Offset): Apr. 11

Launch: May 20

Down 'N' Dirty Production Schedule

Editing: Apr. 23 – May 28

Cover Design & Approval: Apr. 30 – May 14

Interior Design & Approval: May 15 – May 29

Author Revisions & 2nd Edit: May 29 – June 22

Production: June 25 – July 16

1st Proof: July 17

Start Asking for Endorsements: July 17

ARCs Design & Approval: July 17 – July 24

ARC to KDP for Printing: July 25

Set up Pre-Orders on Amazon: Mid-Aug.

Proofreading & 1st Proof Review: July 18 – Aug. 1

Inputting 1st Revisions: Aug. 2 – Aug. 9

2nd & 3rd Proofs: Aug. 10 – Aug. 24

Indexing: Aug. 27 – Sept. 10

E-Book Conversion: Aug. 27 – Sept. 10

Design Back Cover/Spine & Endorsements Due: July 26

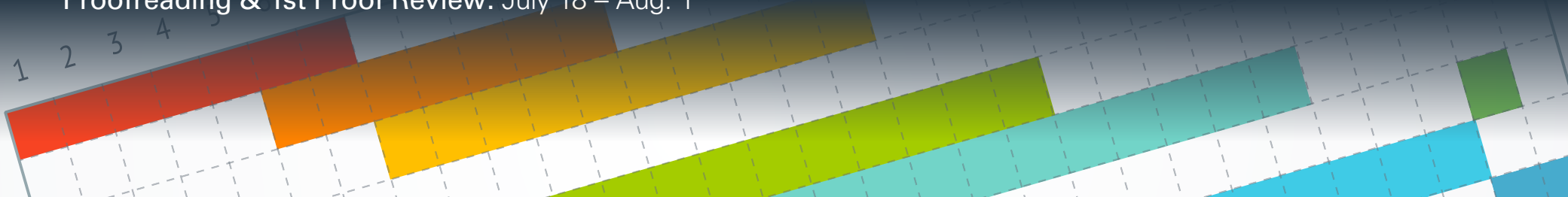
E-Book Proof Review, Corrections & Approval:
Sept. 11 – Sept. 25

Layout Index & Review Final Files: Sept. 11 – Sept. 18

To KDP & IS & Printer: Sept. 19

POD/Amazon Launch: Oct. 5

Offset Books Back: Oct. 31



Beyond the One-Trick Pony



A Little Help From Your Friends



You Can Do It Too!





Thank You for Coming!
Happy Scheduling!

Marla Markman
Markman Editorial Services

(951) 660-0607

www.marlamarkman.com

[linkedin.com/in/marlamarkman](https://www.linkedin.com/in/marlamarkman)