



Custom Workbooks

STAGES	STEPS	SPECIFICS	WHAT DO YOU NEED?	THE	THE	THE	THE	THE	THE
				COACH	CREATIVE	PRODUCER	DESIGNER	GENERATOR	WORKS
DISCOVERY	Connection Call	Initial discussion about project		✓	✓	✓	✓	✓	✓
	Collaboration Kit	Project brief, specifications, schedule, contract, outline				✓	✓	✓	✓
	Clarity Call	Discuss project and move forward with the process		✓	✓	✓	✓	✓	✓
DESIGN STRATEGY	Design Proposal	Cover concepts and renditions			✓	✓	✓	✓	✓
		Interior layouts for 3 page designs (simple, content, visual)			✓	✓	✓	✓	✓
		Inspiration/research/market comparison			✓	✓	✓	✓	✓
		Style/mood board with fonts and colour exploration			✓	✓	✓	✓	✓
	Book Specs	Trim, bleed, count, inks and paper			✓	✓	✓	✓	✓
	Book Outline	Page by page visual chart of book			✓	✓	✓	✓	✓
	Copy Outline	Document content plan of book			✓	✓	✓	✓	✓
	Creative Call	Discuss design strategy		✓	✓	✓	✓	✓	✓
Revisions	1 Round of changes to Design Proposal				✓	✓	✓	✓	
BOOK DEVELOPMENT	Creative Consulting	Content ideas and development				✓		✓	✓
		Manuscript support				✓		✓	✓
		Editing manuscript							✓
	Cover Design	Front and back cover design file					✓	✓	✓
	Interior Page Designs	10 Simple page designs					✓	✓	✓
		10 Content page designs					✓	✓	✓
		10 Visual page designs					✓	✓	✓
	Revisions	1 Round of changes to cover and interior					✓	✓	✓
	Graphic Design	Custom graphics and stock image support + 1 round of revisions						✓	✓
	Logo Design	Logo development and digital assets + 1 round of revisions							✓
Collaboration Call	Discuss development of book		✓	✓	✓	✓	✓	✓	
PUBLISH	Barcode	ISBN/QWERTY set-up							✓
	Printer	Print on demand account set-up							✓
		Print-shop ready specification set-up							✓
		Digital PDF file					✓	✓	✓
	Draft of Book	Digital soft copy for review and approval					✓	✓	✓
	Upload Files	Upload interior and cover files to printer							✓
	Printed Proofs	Printed hardcopy for review and approval					✓	✓	✓
	Approve Book	Published book launches							✓
	Celebration Call	Wrap up call... We did it!		✓	✓	✓	✓	✓	✓