



Getting Started

These items will prepare you for a successful project:

- **Client brief:** A worksheet you'll fill out that describes your target audience, defines your key objectives and messaging, and outlines your desired coverage areas with source materials mapped to the outline. The client brief is a key document for our team and will be discussed during our launch call.
- **Launch call:** A Microsoft Teams call where you'll meet the Wiley team, discuss the steps, and talk about what you want your book to communicate.
- **Source materials:** The content — such as white papers, blog posts, and technical specifications — that the author will use to write your *For Dummies* book. Source materials may not apply if you are supplying a manuscript that we will then dummify.

Wiley team: These folks will make sure everything goes smoothly and you have a book you're delighted with.

- **Author/Dummifier:** You will be working with either an author or a Dummifier for your custom.
 - Dummifier:** Skilled writer and editor who integrates the *For Dummies* style and brand into a manuscript provided by you.
 - Author:** Experienced in the *For Dummies* style and brand and knowledgeable about the subject matter and themes of your book. The author writes the manuscript based on the source materials and information you provide on the topic at hand.
- **AE/Acquisitions editor:** Reviews your client brief and source materials, hires the appropriate author or Dummifier, and schedules the launch call.
- **ME/Managing editor:** Hires the project manager and develops the schedule.
- **PM/Project manager:** Your day-to-day contact, the liaison between you and the author or Dummifier, and the person who manages everything after the launch call up until the layout work is completed. The PM is also responsible for reviewing the manuscript and editing as necessary once our author or Dummifier has finished their work.

Your team: To ensure your project stays on track, make sure you have these folks informed and ready to step in when you need them.

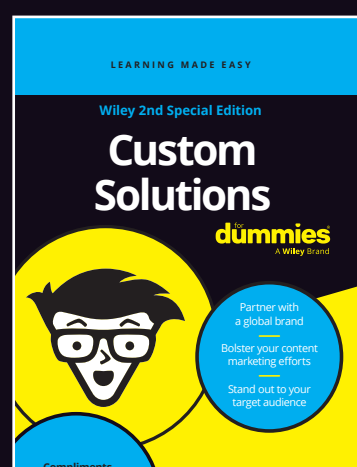
- **SME/Subject matter expert:** Someone who can provide insight into the vision and source materials for the project and can answer technical questions related to the book's content.
- **Approvers:** Key sign-off authority for parts of the project and/or the entire project.
- **Project manager:** Your liaison between your team and the Wiley team; ensures agreed-upon schedule is adhered to.

Publishing terms: Publishing is a confusing business with its own language. Here are a few terms you may encounter during the book creation process.

- **Archive:** A form of version control; the process of archiving involves saving the final approved files in an easily accessible and safe environment with the files clearly marked and named for easy retrieval and assurance that they are the correct files for reprinting or re-use.
- **Copyediting:** The editing of the manuscript for house style and correct usage. The copyeditor queries the author for clarity, consistency, and correctness. Copyediting is typically done by our project manager.
- **Cover (front, back, inside):** Both ebooks and print books contain a front cover and a back cover; the inside of the front and back cover is sometimes used for ads, response forms, company bios, or other promotional materials.
- **eBook:** A generic term that includes ePDF and ePUB file formats that are viewed using a reading app like Kindle or on a device using Adobe.
- **ePDF:** Enhanced portable document format; it is non-editable and is more interactive than a standard PDF.
- **Front matter:** Everything in the book before the Introduction, such as the title page, copyright page, table of contents, and acknowledgments.
- **Interior layout:** Everything contained between the front and back covers of the book.
- **Layout:** Conversion of the book manuscript into the design for the book, including all the *For Dummies* style, colors, and icons; synonymous with typesetting.
- **MS/mManuscript:** Microsoft Word documents that includes all the content that will be included in the book.
- **Page count:** The total number of pages in a custom Dummies book, not counting the cover. Custom Dummies books start at 16 pages and can increase in increments of 16.
- **Page proofs:** The typeset pages before they undergo proofreading; for review process only.
- **Proofreading:** The final review of the book before publication, used to catch typos, misspellings, and other errors; not as in-depth as copyediting.
- **Signature break:** The point in a book where one set of folded pages ends and the next set begins, helping to organize and assemble the pages correctly during binding. Because of our signature break, a custom Dummies book's final page count must be divisible by 16.
- **ToC/Table of contents:** Usually includes the chapter titles and the first-level heads; ideally also includes second-level heads.
- **Typesetting:** The process of arranging text and images for print or digital publication, involving font selection, layout design, and formatting consistency.

Digital assets: Everything you need for a successful integrated marketing strategy. These *For Dummies*-branded assets typically adapt/pull content from your book and are created by the Wiley team once the manuscript is finalized.

- **ipaper:** A short white paper, usually 2-6 pages long, showcasing your expertise on a topic.
- **Cheat sheet:** A one- or two-page sheet that conveys a few discreet topics. (What you're reading right now!)
- **Infographic:** A visual tool that conveys data and concepts through imagery and design, effectively used in marketing to capture attention and inform.
- **Social cards:** Visual previews for shared web content on social media; feature an image, headline, and description to entice engagement and clicks.
- **Checklist:** A list that provides straightforward, actionable steps or items related to a particular topic or process, designed to help readers complete tasks more efficiently and effectively.
- **Article:** Thought-leadership pieces that are posted on Dummies.com after a search engine optimization review.



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