



Creating a *For Dummies* Custom Solution

Getting the Project Rolling

- **Launch call**
You meet our team and share your vision with us — a tactical overview of what you have in mind and the audience you're trying to reach, a rough outline with your desired coverage areas, and your source materials.
- **Table of Contents phase**
We take your desired coverage areas (or your proposed outline if you are writing) and work with you to get the elements into a true *For Dummies* table of contents (TOC). This is a collaborative process with back-and-forth reviews.

Wiley Writes the Book

- **We write the first draft of the manuscript**
This takes about two to three weeks. Our author leans heavily on your source documents to write so we can tell the story from your perspective.
- **Your team reviews the manuscript and makes suggestions**
We typically allow five or six business days for this. Let us know if your team will need more time. Your point person then collects and compiles the comments and sends them back to us.
- **We revise the manuscript**
We address your team's suggestions and return the manuscript to you within five days from receipt.
- **Your team gets a second review of the manuscript**
You'll have three days to do this. Once your team gives us approval, we proceed to layout.

Your Team Writes the Book

- **Your team writes the first draft**
We have materials that can help guide you for both style and page count.
- **We dummify and edit the manuscript**
This takes about two weeks. We'll not only look at the grammar but massage the text so it reads like a *For Dummies* book. We'll also add *For Dummies* elements like icons.
- **Your team has five or six business days to review our edits and answer any queries we have for you**
- **We take a second editing pass through the manuscript and send you revised files within five days from receipt of your edits and queries**
- **Your team has three days to review our final edits**
Once your team gives us approval we proceed to layout.

Layout

- **The project manager preps and submits the book to our layout team**
- **Your team has three days to review the first layouts**
Having been through the manuscript process, the changes should be light, but let us know what changes you'd like to make.
Note: This is your final chance to make changes.
- **We revise the layouts within three days**
- **We send you the revised layouts for final approval**
- **Our production team finalizes the layouts and sends them to the ePDF team and (if you're printing) to the printer**



REMEMBER

If we're writing, a typical project takes 14 weeks* from Table of Contents approval to delivery of printed books.

If you're writing, a typical project takes 13-14 weeks* from when you submit the manuscript draft to delivery of printed books.

*Delivery of the ePDF is typically 2-3 weeks before printed books.



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