## Step 1:

**Complete Proposal Form**

The Full Proposal will describe your book idea and your target audience. Most important is developing **an outline** to show topics and their flow.

- **Working title**

  A strong title helps to convey what is unique about your book and includes the key software/technology concepts being covered.

- **Provide summary**

  What is the reader accomplishing by the end of your book (IE: What does someone need to know to become a lead architect?) Include some of the book's highlights (IE: What makes it critical for the reader to purchase).

- **Define target audience**

  Who's the book for? Administrators, End-Users, CFO's? Avoid making the book general

**Develop Book Outline**

The outline should be the framework of your book. The more detail you can include the better. This will be referenced throughout the writing process and is the most useful tool you can provide yourself

- Include chapter titles and section titles
- Include descriptions for each chapter. The more information the better. You can alternatively bullet point content
- Include the estimated page count per chapter (this can be an actual rough number or labeled as short, medium or long)
  - o Avoid making a chapter longer than 40 A4 pages – split it in two if it is too long
- Ensure there is a logical progression of topics in each chapter
- ➔ Submit when complete: press@onestreamsoftware.com

## Step 2:

**Review proposal and outline**

- Meet with publication manager and Peter Fugere to discuss questions, comments and changes on outline
- Provide the names of 4 technical editors for your book content, ranked in order of preference
  - o Editor selections will need approval
  - o Press Publication Manager will ask the editors if they want to participate
- Revise outline and meet with publication manager and Peter Fugere again (if applicable)

## Step 4:

**Publisher Contract and timeline**

Upon approval of your outline, you will be introduced to the publisher. The publisher will provide templates and FAQs to help the writing process go smoother.

- o OneStream Employees will be provided the publication rules of engagement
- o Non-OneStream Employees will negotiate a contract with the publisher.

The next step is developing a timeline, or a writing schedule.

**Develop Timeline**

- What chapter is being written and when will the first draft chapter be submitted?
  - o Average timetable is 2 weeks per chapter
  - o Who will be writing what chapter? (Applicable to only multiple author books)

*First draft chapters are submitted to the publisher upon completion. Please CC Publication Manager for awareness

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*WRITING*

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## Step 5

**Writing and reviews**

*Please remember to omit client names and screenshots from clients when writing.*

- Abiding to writing schedule
  - o Regular meetings and correspondence to relay progress and potential issues
- After completing the first draft, the editor will have changes and edits for the second draft. You'll work directly with editor to make first draft changes
- Upon completion of all chapters, technical edits will begin and be ongoing while you continue to write your first draft chapters

## Step 6

**Pre-Publication**

- Develop back-page description and the "blurb" for retailer sites
- Book cover will be design
- Technical editors sign off on each chapter
- Peter Fugere to review each chapter
- Marketing to review proof
- Legal to review proof

# Step 7

**Publication & Marketing.**

Once the final draft has been signed off on, the book will go to publication! It usually takes up to 2 months once approved to be published and available for purchase.

Upon publication, authors are invited to the **published author club.** Perks include free PDFs of all OneStream publications, complimentary physical copy of your book prior to release, exclusive OneStream swag, lifetime access to Author badge via Credly, a feature in the OneStream Press Author series podcast and more!

**Marketing**

Books will participate in the following launch campaign:
- o Coming soon
- o Cover reveal
- o Release date
- o Pre-order
- o Now Available