

**Handouts for 5 Year Business Plan
PMA-U 2007
Presenter, Marion Gropen**

Sample Editorial Plan

Title	Type	Total Advance	Plant Budget	Year 1 Month 1	Year 1 Month 2	Year 1	Year 2 Month 1	Year 3 1st Quarter	. . .	Year 5 4th Quarter
Bestsellers for All	criticism	15,000	5,000	pub date							
Lose Weight and Get Rich	diet	25,000	7,500		pub date						
My Dog and My Doctor	memoir	15,000	5,000	cover final							
Another Bestseller	self-help	35,000	6,000	cover draft	cover final						
. . .											
Tuesdays with My Dog's Doctor	memoir	35,000	5,500	ms accepted			pub date				
Your Cat: On A Diet	pets/self-help	35,000	8,300		ms accepted						
diet book	diet	45,000	8,300	signed contract					pub date		
self-help book	self-help	25,000	7,000		signed contract						
My Life as a Butterfly	memoir	15,000	6,000	1st draft in	draft returned				pub date		
. . .											
	Staffing										
	Year 1	Year 2	Year 3	Year 4	Year 5						
Editors											
Asst		3	4	4		5	5				
Editor		2	2	2		3	3				
Senior			1	1		1	1				
In chief		1	1	1		1	1				
Production Staff											
Assistant			1	1		2	2				
Managing Editor		1	1	1		1	1				
Art Director		1	1	1		1	1				