# Publisher Strategy: Example Workflow



#### 3-6 Months Pre-Pub

Upload title but allow Wishes only (build anticipation, start buzz)

Send NetGalley widgets to top contacts, especially long-leads

#### 1 Month Pre-Pub

Send more NetGalley widgets to shorter-lead contacts

Send follow-ups to NetGalley members who have been approved (alert them to any starred/big reviews or newsworthy info, remind them to download/read/review, etc.)

#### On-Sale

Follow-up with approved NetGalley members to post reviews, especially on retail sites now that book is on-sale

## **Pre-Pub**

### 3 Months Pre-Pub

Start allowing NetGalley requests & schedule availability by member type

Target librarians/booksellers specifically (generate nominations for LibraryReads/Indie Next Lists)

Participate in NetGalley Newsletter to get even more impressions and requests

## Pub Date

2 Weeks Pre-Pub through On-Sale

Consider pre-order / buy now advertising via NetGalley & Bookish