


Project Plan for “Selling a Book to a New York Publisher”

(Terry Schmidt Book Pitch to John Wiley & Sons)

Based on the Logical Framework Approach to Strategic Project Management



Objectives	Measures	Verification	Assumptions
Goal			
Purpose			
Outcomes			
Inputs			





Adapted from: *Strategic Project Management Made Simple: Practical Tools for Leaders and Teams*

(Wiley, © 2009) by Terry Schmidt



www.ManagementPro.com

The “LogFrame,” a strategic and project planning and action tool, helps leaders and teams design sound projects by systematically answering the *Four Critical Strategic Questions*:

-  1. What are we trying to accomplish and why?
-  2. How will we measure success?
-  3. What other conditions must exist?
-  4. How do we get there?

The answers to these questions are embedded in the LogFrame cells, and the cells interact with each other in a dynamic fashion.

The LogFrame offers a flexible planning and execution framework that links project deliverables with strategic intent.

To learn more, review our 4-page Special Report “*Turn Strategy Into Action*,” free on our website.

Selling a Book to a New York Publisher (Terry Schmidt Book Sale to John Wiley & Sons)

If you need to sell complex and important ideas to decision-makers, or simply clarify a strategy for yourself, try the Logical Framework planning approach featured in my latest book, *Strategic Project Thinking Made Simple: Practical Tools for Leaders and Teams*. The example which follows helped Terry Schmidt sell this book project to Wiley. [The example includes the book's working title *Turn Strategy Into Action* (TSIA), which was later changed.]

This innovative matrix helps shape agreement on the high-level, vision-focused Objectives of a project (Goal and Purpose) and demonstrates how project deliverables (the Outcomes) will achieve those higher Objectives.

The LogFrame's first column describes the intended strategy using simple "If-then logic" to connect Objectives into a common-sense strategic hypothesis (if Inputs, then Outcomes; if Outcomes, then Purpose; if Purpose, then Goal).

Success measures at each level (in the second column) describe, in advance, the evidence that indicates a successful achievement of Objectives; while the third column describes the evidence and process to verify each measure. The fourth column identifies key Assumptions - risk factors - to be tested and evaluated so that problems can be reduced.

The bottom row - Inputs -- organizes the action plan accomplished of the activities, resources, responsibility, and schedule necessary to produce Outcomes.

This tool can summarize a complex project in a way that improves communications among all stakeholders and sets the stage for more detailed project planning using project management techniques and software. In this case, it sold a book!

Logical Framework Project Plan for Turn Strategy Into Action (TSIA) Book Project

Discussion Draft - Created April 28, 2008 by Terry Schmidt

	Objectives <i>Logical hierarchy of If-Then Assumptions</i>	Success Measures <i>Conditions when Objectives are achieved</i>	How to Verify <i>Source of evidence to verify Measures</i>	Assumptions <i>Additional factors necessary for success</i>
Then	Goal: John Wiley & Sons and Terry Schmidt enjoy long-term profitable partnership which benefits both parties.	<ol style="list-style-type: none"> 1. TSIA and other Schmidt books help Wiley reach high sales and profits in PM field, and book supports his seminar, speaking, and consulting business. 2. Wiley publishes other successful Schmidt - authored books. 	<ol style="list-style-type: none"> 1. Survey both parties. 2. New products on list. 	Assumptions to reach Goal: <ol style="list-style-type: none"> 1. Turn Strategy Into Action is successful in reaching its market. 2. Schmidt generates other good proposals and delivers quality products.
If	Purpose: Turn Strategy Into Action (TSIA) is huge commercial success.	Purpose Measures: <ol style="list-style-type: none"> 1. Sales reach minimum of ___ copies in 2009, ___ in 2010, and remains strong backlist seller. 2. Success of Turn Strategy Into Action reaches or exceeds that of The One Page Project Manager. 3. Book reaches top ten on key lists (Business Week, Amazon and other publisher lists). 	<ol style="list-style-type: none"> 1. Wiley sales reports. 2. Ranking and sales report. 3. Review rankings. 	Assumptions to achieve Purpose: <ol style="list-style-type: none"> 1. Book will be favorably reviewed in appropriate channels. 2. Schmidt will actively promote through seminars, blogs, newsletter, website, etc. 3. Schmidt active on Institute of Management Studies, Harvard Business School club, and other 2009 national seminar agenda.
Then				
If	Outcomes: <ol style="list-style-type: none"> 1. Wiley makes decision to acquire book. 2. Contract negotiated and signed. 3. Revised TSIA manuscript and artwork submitted. 4. Marketing plan developed and being implemented. 5. Turn Strategy Into Action published by Wiley in January. 	Outcome Measures: <ol style="list-style-type: none"> 1. Wiley marketing & editorial leaders approve project by May 9 and notify agent. 2. Negotiations successful in reaching agreement on key terms by May 15. 3. Author submits manuscript in Word, along with charts in acceptable format by June 15. 4.1 Overall marketing plan and schedule developed with Wiley by July 15. 4.2 Schmidt action items include list building, blogs, newsletter, and other virtual marketing aimed at January launch. 5. Wiley book published and available in key distribution channels by January 30. 	<ol style="list-style-type: none"> 1. Jeff Herman informed. 2. Signed contract. 3. Emails confirming sending and receipt. 4. Copy of Plan. 5. Book available in on-line and in other channels. 	Assumptions to achieve Outcomes: <ol style="list-style-type: none"> 1. Wiley decision-makers are excited about the potential and there is good fit with current lists. 2. Wiley offer is superior to those received from other publishers. 3. Schmidt accepts offer & delivers manuscript on time. 4. Author and Wiley will work together effectively; chemistry good. 5. Schmidt gets cooperation of other blogs, access to lists, etc.

