

Publishing Checklist

- If you want it to be successful, you must understand that **a book is a business**.
- Determine the area in which you are an **EXPERT**. Then determine your **niche/specialty market**
- Find a **problem faced by your niche market** that you can solve with your book.
- Create an **"Ask Campaign"** to **find out from your niche market** what, specifically, they'd like to know about solving that problem.
- Visit association meetings, specialty shops, online forums, blogs, and social media sites to ask experts on your subject the **5 questions they are most frequently asked**.
- Research the **other books/e-books** out there on your subject. Determine the angle that will **make your book different** from all the others on the same subject.
- Determine whether you will pursue a contract with a **traditional publisher or self-publish**.
- If you are self-publishing, **create a name for your publishing company** that does not reflect your name (i.e., do not use the author's initials as the publishing company name).
- Write a kick-ass **book proposal**. Even if you decide to self-publish, the book proposal will serve as your business/marketing plans.
- Create a **chapter/section/content** list.
- Create a **blog** dedicated to your book's subject – even if it's fiction.
- Write** the book.
- Set a **tentative but realistic publication date**. Everything on this timeline should be aimed at that date.
- Come up with a **title** and a **catchy, interesting subtitle**.
- Come up with an idea for a **cover design**.
- If you're not an artist/graphic designer, spend the money to have a **professional design the cover** and **interior of your book**. *BillGreaves.com*
- Create a **logo for your publishing company** – and a smaller (sometimes revised version) to go on the spine of your book.
- Gather **endorsements** from experts and household names in your field who have reviewed your book. Use them on the back cover.
- Make a **list of the people** (friends, family, clients, bloggers/experts in your field) you'd like to have **read the book** and offer their feedback.
- Research professional review options** (Publishers Weekly, Kirkus, Foreword, Library Journal, etc) and determine which/how many you will approach. Note: these must go out *4 months prior* to your publication date.
- Create a **plan for marketing your book** to your niche audience.
- Decide on a **URL** for your Web site. **Research** to see if that URL already exists. Purchase your URL **as soon as you find one** that works for you and is available.
- Proofread** the book. Make sure to SpellCheck.
- Double-check** the spellings of all **proper nouns**.
- Double-check** the spellings/existence of all **URLs** you have referenced in your book.
- Double-check** any **phone numbers** you may have included in your book.
- Make sure all your **photos and graphics are maximized to a minimum of 300 DPI** so they will reprint well.
- If appropriate, **create an index** for your book.
- Once the book is as perfect as YOU can make it, go back and tighten it up by **cutting** about **25% of the content**.
- Determine who will **print the book**.
- Determine **how many copies you will print**.
- Ask about having **uncorrected review copies** printed. If preview copies are not available, plan to POD as soon as you know how many you need.
- Send out **Advance Reader Copies** (ARCs) to the people on your lists.
- If you asked for constructive feedback, **accept it graciously**.

- Trust your instincts.** If someone makes a suggestion you're simply not comfortable with, ignore it! This **is your book!**
- Determine **how the book will be distributed.** A POD company will ship single copies to buyers. A wholesale printer will ship cases to you, and you (or a distributor you hire) will be responsible for shipping to individual buyers.
- Spend the money to have your manuscript **professionally edited.**
- Spend the money to have your book **professionally typeset.**
- Determine a **price** for your book.
- Secure an **ISBN** (International Standard Book Number) for your book. *myidentifiers.com*
- If you plan to sell the book in ANY stores, **obtain a bar code for your book.** *myidentifiers.com*
- Consider a **Library of Congress Control Number (LCCN)** if you want to sell your book to libraries. *pcn.loc.gov*
- Create a **QR code** for the back of your book. *QRStuff.com*
- Schedule a **launch event** and begin promoting it.
- Also consider scheduling/promoting a **virtual launch** on the same or a different date.
- Send your book to the printer.**
- Hire a Web designer** — or design your own site. Remember: Your Web site doesn't have to be fancy or hi-tech as much as it needs to be eye-catching and **easy to navigate.**
- Once your book is printed, **copyright** it. *Copyright.gov*
- Determine the kinds of things you can include as "**bonuses**" for your book launch and solicit them!
- Gather **testimonials** from individuals who have read/used your book and benefited from it.
- Write an **irresistibly catchy sales letter for your Web site** that explains all the features and benefits of your product.
- Remember to **use the words "so that"** when explaining your features and benefits. *My cookbook provides quick, easy recipes so that you can get out of the kitchen to sit down with your family in mere minutes.*
- Set up your Web site with e-commerce capability (a **shopping cart**).

- Create **postcards, bookmarks, and other leave-behind printed materials.**
- LAUNCH YOUR BOOK.**
- Take full advantage of all **search engine optimization** tools at your disposal. This is the thing that will DRIVE traffic to your Web site. Without it, you may as well not have a Web site.
- Create **affiliate programs** for your Web sales.
- Send **media releases** about your book to the appropriate media outlets related to your field.
- Cross-market** your book where appropriate. *Market a book about golf courses around the world to golfers and to world travelers.*
- Schedule readings and book signings** at any location that makes sense and will have you. Get creative – don't limit yourself to book stores.
- Position yourself to appear as a guest author in **online chats** dedicated to your field or industry.
- Schedule a **blog tour.**
- Create a **book trailer.**
- Use the **power of e-mail!** Send out e-mail announcements about your book.
- Add a **signature** about your book to the bottom of all your e-mails.
- Promote your book in an **e-mail newsletter.**
- Spend time in **online communities** and groups that your target audience frequents.
- Use **social media!!!!!!**
- Enter your book in **contests.**
- Submit your book to **book clubs** for publication/sale.
- Find and participate in **book fairs.**
- Format your book as an **e-book.** Make it available for the eReader market in the following formats: **epub, mobi, PDB, PDF, RTF, and plain text.**
- Research **eReader distributors:** *BookBaby.com, Smashwords.com, eBookArchitects.com*
- Check to **make sure you haven't overused HTML links** to the point that they're more distracting than helpful.
- Put your PDF eBook on CDs** so that you can carry copies with you at all times.
- Write your next book.