

SELF-PUBLISHING CHECKLIST

- ✓ Purchase ISBNs (and barcode, if barcode not provided by printer): MyIdentifiers.com
- ✓ Acquire Library of Congress Control Number: loc.gov/publish/pcn.
- ✓ Register copyright protection: copyright.gov.
- ✓ Select three BISAC codes (book categories): bisg.org/page/bisacedition.
- ✓ Collect endorsements and/or foreword from fellow authors.
- ✓ Obtain rights/releases for images and other contributed content.
- ✓ Choose a printer and/or distributor. (We recommend [IngramSpark](http://IngramSpark.com).)
- ✓ Select book trim size (5x8, 6x9, 8.5x11, etc.), and hardcover, paperback, or both.
- ✓ Research competing titles – Determine how your book will be different/better.
- ✓ Identify retail price range for print and ebooks in your genre.
- ✓ Acquire high resolution images for cover and/or interior, plus author photo.
- ✓ Choose a professional publishing company name. Search to make sure it's unique.

Book Interior Matter

- | | | |
|---------------------|------------------------|-------------------------------------|
| ✓ Testimonials | ✓ Foreword | ✓ About the author page |
| ✓ Title page | ✓ Chapters | ✓ Order form or sales information |
| ✓ Copyright page | ✓ End notes | ✓ Blank page fillers (quotes, tips) |
| ✓ Table of contents | ✓ Appendices | |
| ✓ Dedication | ✓ Index | |
| ✓ Acknowledgements | ✓ Images, charts, etc. | |

Copy to Write

- | | |
|--|-----------------------------------|
| ✓ Jacket copy/book description | ✓ Blog posts related to book. |
| ✓ Short author bio for jacket | ✓ Excerpts to share. |
| ✓ Longer author bio for back of book | ✓ Social media announcements. |
| ✓ Website sales page copy. | ✓ Email announcements. |
| ✓ Traditional media pitches. | ✓ Sample copy for peers to share. |
| ✓ Online media pitches (bloggers, podcasters). | ✓ Book reviewer pitch. |

Marketing Planning

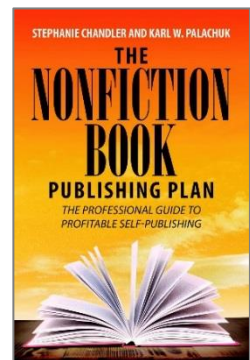
- ✓ Leverage beta readers for feedback, editorial suggestions, and early reviews.
- ✓ Set up a pre-sale for print and ebooks to build momentum for successful launch.
- ✓ Set up an Amazon Author Central account and claim your book.
- ✓ Seek book reviews: bit.ly/bookreviewsforauthors.
- ✓ Build a launch plan: bit.ly/booklaunchchecklistreport.

Hiring Decisions

- ✓ Editors for developmental, copy editing, and proofreading.
- ✓ Experienced cover designer.
- ✓ Book typesetter for interior layout.
- ✓ Ebook formatting.
- ✓ Indexing for back of book (optional).
- ✓ Website designer.
- ✓ Publicist and/or marketing agency.
- ✓ Virtual author's assistant.

Recommended Resources

- ✓ Recommended resources for all of the above:
nonfictionauthorsassociation.com/recommended-resources
- ✓ Editorial: the-efa.org and aceseditors.org
- ✓ American Society for Indexing: asindexing.org
- ✓ Freelance directory for graphic design, typesetting, website design, etc.: upwork.com
- ✓ Royalty-free images for book covers, etc.: iStockphoto.com, 123rf.com
- ✓ Ebook distribution: kdp.amazon.com, smashwords.com,
itunes.com/sellyourbooks, writinglife.kobobooks.com,
play.google.com/books/publish, press.barnesandnoble.com
- ✓ Audiobook creation and distribution: Findaway.com/findaway-voices, ACX.com



Stephanie Chandler is the author of several books including *The Nonfiction Book Publishing Plan* and *The Nonfiction Book Marketing Plan*. She is also CEO of the Nonfiction Authors Association, a vibrant community for writers.