

Self-Publishing Checklist

For more on self-publishing, see <http://diannedurantewriter.com/writing-copywriting-and-publishing/>

Do you want to make money from this book, or are you creating it in order to share your thoughts with family and friends? **If the latter, you can ignore items below that have “\$” in the left-hand column.**

PRE-PRODUCTION

\$	Marketing research: Did you research your topic on Amazon, Books in Print, and the web to find out whether your idea is unique? Did you find books similar enough to suggest that there is a market for your topic?
\$	Platform: Do you have a platform (a website, blog, column, etc.) that makes your name familiar to potential buyers and will allow you to reach them?
	Type of printing: Did you decide whether to publish via print on demand or offset printing? Image resolution: If your book will have images, did you find out what resolution your printer requires?
\$	Distributors: If your chosen printer does not distribute via Ingram or Baker & Taylor, did you research how to distribute your books?
\$	Reviews: Did you consider what periodicals or websites might review your book, and find out how far in advance of publication they would require a copy? Some publications require a copy as much as 6 months in advance of release, and won't review books except when they've just been released.

WRITING & ILLUSTRATING

	Style sheet: Did you create a style sheet for words, abbreviations, etc., so that they are consistent within your book?
	Editing & proofreading: Did you edit and proofread multiple times?
	Spellcheck: Did you spellcheck after every set of revisions?
	Outside editor & proofreader: Did you have someone else edit and proof the manuscript?
	Image permissions: Did you request and keep track of photo and image permissions?
	OPTIONAL: If you will be using a program such as InDesign or Quark for page layout, did you keep formatting in your word-processing program to a minimum?

LAYOUT

	Size & binding: Did you decide on an appropriate size and binding, based on other books of this type and on the sizes offered by the printer you chose?
	Page layout: Did you allow adequate margins and extra for the gutter margin?
	Inserts: Did you insert into the text all photos, images, or figures, along with captions and permissions?
	Page breaks: Did you check for awkward page breaks?
	Footnotes: Did you check that the footnotes are properly formatted and placed?
	Editing, proofing, & spellchecking: Did you print out, proofread, enter changes, and spellcheck?

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	Table of contents: Did you add a Table of Contents?
	OPTIONAL: Did you add a bibliography?
	OPTIONAL: Did you create an index?
	Editing, proofing, & spellchecking: Did you put the book aside for a week, and then print out, proofread, enter changes, and spellcheck?
	Outside proofreader: Did you have someone else proofread the book?

PRODUCTION

	Did you create (or pay to have created) a cover that is attractive and professional, including an eye-catching spine?
\$	ISBN: Did you order an ISBN? http://www.isbn.org/standards/home/isbn/us/application.asp
\$	Bar code (UPC code): Did you purchase a bar code that incorporates the ISBN, for use on the back cover?
\$	List price: Did you set a price that allows for production costs plus standard booksellers' discounts of up to 40%?
	Printer's proof: Did you meticulously check the proof copy sent by the printer?

POST-PRODUCTION & MARKETING

\$	Review copies: Did you send out review copies to periodicals and websites?
\$	Distributors: Did you set up an account with Ingram or Baker & Taylor, if necessary?
\$	Copyright registration: Did you register your book for copyright purposes with the Library of Congress? http://www.copyright.gov/forms/
\$	Promotion: Did you promote the book on whatever platform you have?
	Complimentary copies: Did you send out complimentary copies as necessary, for example to institutions that demanded one in return for the right to reproduce an image?
\$	Press release: Did you write a press release and distribute it?