

SELF PUBLISHING CHECKLIST



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- Research my competition
- Have my manuscript edited and proofread
- Collect quotes from published authors
- Obtain US copyright online

- Purchase ISBN, barcode number obtained from Bowker—myidentifiers.com
- Form an LLC (optional but recommended)
- File a tax permit number
- List book with Library of Congress: (cataloging in Publication) www.cip.coc.gov/
- Find a printer through *Literary Marketplace vol. 2*
- Negotiate an agreement with printer(costs, due-dates, paper, binding, etc.)
- Hire a book designer for my cover and interior design (e.g., fivver.com)
- Find an e-book service to format a digitized version my book bookbaby.com
- Create a website and blog (interactive)
- Cross-market with links to sites related to my book and agree to have the author reciprocate
- Send emails to all potential book-buyers
- Once it's published, get my book listed on google book search
- Send my physical book for reviews to: *Publisher's Weekly, Library Journal*, and related magazines (ask librarian for a longer list)
- Market online: Facebook, Twitter, Instagram, Google+, Pinterest, LinkedIn, Goodreads – make as many connections as possible
- Hold special events at libraries, schools and bookstores. Create a four-page promotional piece to hand out; include samples of your work
- Talk to people in bookstores directly
- Attend writers' conferences and Book Expo America