

SELF PUBLISHING CHECKLIST



STEPS FOR PUBLISHING SUCCESS

- Research target audience
- Analyse book covers within genre
- Select format/distribution channels
- Invest in professional book design
- Proofread, proofread, proofread!

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Research Your Target Audience

Research to determine who your target readers are as this information will have an impact on the editing and book design stages (as well as channels for you to distribute and market your book).

Decide on Appropriate Format and Distribution Channels

Are you going to publish your manuscript as a printed book, ebook, audiobook or all these formats? If you intend to produce printed copies of your book, is Print on Demand, short-run digital printing or offset printing (only suitable for large print runs) the best option?

Purchase Your ISBNs (plus barcode for printed book)

If your end goal is to sell your book, you will need to purchase ISBNs (and a barcode if you are publishing a printed book) from Thorpe-Bowker Identifier Services. ISBNs can be purchased as a single identification number or as a block of ten.

Allocate Sufficient Time for Editing

Editing a book is a time-consuming process – both for the editor and you as author. Ensure that you have sufficient time available in your schedule to focus on this essential task.

Analyse Book Cover Designs within Your Genre

To develop the final ‘look and feel’ for your book’s cover design, spend time analysing covers within your genre to gauge what font style/thematic elements would most suit your book.

Invest in Professional Book Design

As most people judge a book by its cover, it is vital to invest in your book by engaging the services of a professional typesetter and/or cover designer. This will ensure that the front and back covers, plus interior pages of your book are produced to a high quality and in line with industry publishing standards.

Focus on Your Book’s Title and Back Cover Blurb

Think of your book’s title and blurb as a sales pitch for capturing readers’ attention. Consider engaging a professional copywriter to create the back cover blurb as this task is a specialised marketing skill. (Quick tip – after the front cover, the blurb is vital to your book’s sales success.)

Proofread, Proofread, Proofread!

It is essential for you to thoroughly check the final typeset pages of your book to ensure there are no lingering spelling/punctuation errors or typographical mistakes which could distract readers. Also, it’s a worthwhile investment to have your book professionally proofread.

Develop Your Author Platform and Brand Identity

Develop an author platform website (Wix and Wordpress are good options to consider) and blog about your book. Craft an author brand identity that encapsulates your personality and message. Promote your book through social media channels, such as Facebook, Instagram and Amazon Author Central.