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

Copy to Write

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

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Additional Resources: NonfictionAuthorsAssociation.com and NonfictionWritersConference.com

NONFICTION AUTHORS ASSOCIATION

NONFICTION WRITERS CONFERENCE

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.

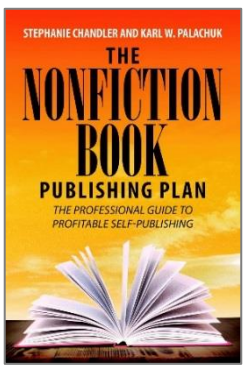
Hiring Decisions

- ✓ 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: ACX.com, Findaway.com/findaway-voices.

Getting ready to publish your book?
***The Nonfiction Book Publishing Plan* is now available!**
NonfictionBookPublishingPlan.com



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