

## Self-Publishing Checklist

- Set up your business:
  - Determine if setting up a business would be good for you
  - File for your business
  - Check to see if your state/county requires any permits, insurance, etc.
  - Get a tax ID (EIN)
  - Get a Certificate of Authority
- Editing
  - Content/Development, Line/Copy, and/or Proof
  - Find an editor...
    - Make sure they fit your book
    - Meet to discuss terms, schedule, payments, and expectations
    - Prepare for multiple rounds
  - ...or get other eyes on your work:
    - Writing groups
    - Beta readers
    - Do some research to make sure your manuscript matches industry standards
- Cover art:
  - Make sure it gives the right impression of your book
  - Check that it's easily readable
  - See if it looks good in print as well as on screen
  - Find an artist/designer...
    - Make sure they fit your book's style
    - Check if they have experience with book covers
    - Make sure that the contract includes commercial rights to the image
    - Send cover dimensions, details, and any desired characteristics to your artist/designer
  - ...or look for other options:
    - Browse pre-made covers
    - DIY? (Only if you have the skill set!)
- Do not use any image without commercial rights
- Avoid all AI art
- Choose a printing platform or printer:
  - Compare pricing, product quality, ease of use, and shipping to decide what's best for you
- Format your manuscript:
  - Make sure it matches the requirements of your chosen printing platform
  - Hire or research how to do it yourself
  - Find examples of layouts you like
  - Familiarize yourself with industry standards
- Get your ISBN:
  - From Bowker: MyIdentifiers.com
  - Choose your imprint (remember—you can't change this once you purchase!)
  - Upload your finished, formatted manuscript
- File for copyright:
  - Copyright.gov
  - Upload your finished, formatted manuscript
- Set up a website:
  - Purchase your domain
  - Choose a template or host it yourself
  - Set up information about you, your books, links to social media accounts, and any sign ups you may have
  - Make sure it's easily navigable on both mobile and desktop
  - Update information regularly
- Make your social media accounts:
  - Find a platform or two that works best for you
  - Find your community on that platform—readers and other writers.
  - Follow others in this community and use/search related hashtags
  - Find what kind of content works for you and establish a realistic, consistent schedule

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- Keep etiquette in mind:
  - Do not:
    - DM (direct message) sales pitches
    - DM readers
    - Treat other authors as competition to be beaten
  - Do:
    - Be polite and respectful (even to those who don't return the favor)
    - Support other authors
    - Acknowledge differences without arguing
- Other marketing:
  - Keep some kind of business card with you at all times
  - Think of your brand; What are some unique, identifiable things about/from your book?
  - Explore merchandise items that tie in to your book.
  - Attend book events as both a vendor and visitor to make real-life connections—or think outside the box and find non-book events that your book may fit in
  - Find book contests that suit your book
  - Find book bloggers and reviewers that might be interested in your book
  - Explore marketing sites
- Beware of scams:
  - Vanity publishers
  - 3<sup>rd</sup> party filings
  - Fake services
  - Paid reviews
  - Fake competitions
  - Fake reviewers
  - Always do your research and trust your instincts!
- Manage expectations:
  - Set realistic goals
  - Remember why you started
  - Keep in mind that self-publishing is a long game—results take time
- Celebrate!

Congratulations! You're a published author! Make sure you regularly take some time to celebrate your accomplishments.