

Self-Publishing Check List

Before You Start

- Define niche within your industry
- Profile your target audience
- Find out their biggest challenge/create a solution/create your call to actions

Pre Publishing

- Apply for [ISBN Number](#)
- Register your publishing company (if buying direct from Nielsen)
- Submit your Title Verso page

Writing

- Brainstorm title
- Create call to action - read [Publish Your Way to More Clients](#) for more info
- Create your Blueprint Plan - follow [this link](#) to see how
- Write your book (using plan)
- Copy edit /proofread your manuscript (check out [our services](#))

Design & Layout

- Design cover (get spine width from printers)³
- Convert ISBN number into black and white graphic
- Create copy for back cover
- [Typeset](#) your manuscript using a desktop publishing programme⁴
- Keep word format for Kindle - e-reader submission
- Output files for printers specification

Publishing & Printing

- Source printers - upload files to their system¹
- Choose size of book and paper choice²
- Source fulfilment company if not using print on demand
- Submit 6 copies of book to British Libraries (Legal requirement)

Marketing

- List your book on Amazon Advantage
- Upload details on Pubweb - Neilsens book data
- Create Lead pages - with up-sell option - see the [Publish Your Way to More Clients](#)
- Offer book to your list - or set up JV opps with suitable partners

