



Self Publishing Checklist

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 - or buy one from [here](#) (you will need to declare Compass-Publishing UK as your publisher, more info on that [here](#))
- Register your publishing company (if buying direct from Nielsen, if buying from Compass-Publishing, then this is done for you)
- Submit your Title Verso page (not required if buying an ISBN from Compass)

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) or visit www.thebookrefinery.com for cover design services.
- Convert ISBN number into black and white graphic
- Create back blurb for back cover
- Typeset your manuscript using a desktop publishing programme





Self Publishing Checklist cont'

- Keep word format for Kindle - e-reader submission
- Output files for printers specification

Publishing & Printing

- Source printers - upload files to their system
- Choose size of book and paper choice
- 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 KDP - see our [KDP upload service](#)
- Upload details on Pubweb - Neilsens book data (If you've bought an ISBN from Compass-Publishing UK, this will be done for you)
- Create Lead pages - with up-sell option - see [Publish Your Way to More Clients for more info](#)
- Offer book to your list - or set up JV opps with suitable partners
- Organise a book launch - [here is a handy blog to find out how](#)
- Get your book listed on [Waterstones](#)

