

## **Self-Publishing Checklist**

At PubSmith Press we know that for an author 'The End' is just the beginning. You are an expert at telling your story, but publishing is where we shine! So we've prepared this Publishing Checklist to help you succeed at getting your story out to your audience.

- Proofread your entire manuscript, ask at least two other people to do the same for you.**  
Errors in your in your manuscript can be costly and time consuming to fix after you publish. If you're using illustrations this is the time you will decide on where they will be and do your typesetting prior to proofing. *Professional copy editing is suggested.*
- Develop an interior design and page layout.**  
Don't forget to add your copyright page, dedication, cover page, and any other acknowledgements you may want before you start your layout. Decide on spacing, fonts, and trim size at the beginning. This can affect the printing costs.
- Design your front and back cover, and create back cover copy.**  
Most print on demand, POD, companies (KindleDirectPublishing (KDP), Bookbaby, Ingram Spark) have free downloadable templates to use for making your cover. Use high quality (300+ dpi) images for a clear, clean image when printing. Be sure you own the correct licensing rights to use the images. Canva.com also is a great resource to create a professional looking cover.
- Create a short list of potential reviewers and testimonial providers.**  
Local book clubs, meetups on your topic, and librarians are a good resource.
- Create a PDF version of your book to send to reviewers and testimonial providers.**  
Pre-release reviews can be used on the back cover or for marketing. If they're not favorable they can be invaluable in evaluating changes that can be made before you publish.
- Obtain and assign ISBN.**  
You have options here, but do a little research before you take that free ISBN from a POD (Print On Demand) company. Your ISBN is very important and can have great impact on where and how you can sell your book. Bowker.com is the ONLY wholesaler of ISBNs in the United States. An ISBN is NOT required for an eBook/Kindle/Nook, NO MATTER WHAT ANYONE ELSE TELLS YOU!
- Create a trade-ready EAN Bookland Barcode for the back cover.**  
There are many options to doing this as well but be aware that KDP will provide you with a FREE barcode no matter what type of ISBN you choose (theirs, yours, or a universal/Imprint). You can also use Bookow.com for a small contribution (recommended).



- ❑ **Select a book manufacturer to complete all book printing and binding requirements.**

This decision will be very much based on your budget, book trim size (finished size of book), type of cover (hardcover, paperback, etc.), and your sales goals. KDP is the largest self-publishing company in the world (owned by Amazon) but they do not print hardcovers. Ingram Spark is a good option for hardcovers but not the most cost effective. Put on that thinking cap!
- ❑ **Select book launch date and tell the world your book has arrived!**

Contact your local bookstores and see if they offer local author promotions like book signings. Most Independent bookstores do for authors in their stores (check their websites for how to submit your book for them to carry). Don't forget to allow enough time to get your books. Be sure to have a signing kit (custom bookmarks, postcards, and business cards) and plan at least two weeks before to start marketing your event through all the media outlets (press release to newspapers, social media, flyers, mailers, and whatever you'd like to use).
- ❑ **Create and proof digital galley.**

Once you've reached this step you should be guided by your book manufacturing resource. Most have an online way to upload your manuscript and then you can proof what your final book will look like digitally. If this is your first or even second book, get a hard copy proof also.
- ❑ **Determine who will manage book inventory, order processing, and order fulfillment and what those services will consist of.**

Your book manufacturer may offer these services or have suggestions. Be aware that all of these services come at some cost and will affect your royalties and bottom line. Amazon supplies all services to KDP books so you will find there is a minimum price you charge so that Amazon can take their fulfillment fees upfront.
- ❑ **Order copies of your book for sale and distribution.**

Determine what quantity you'll need for your initial run (don't forget promotional copies). Depending on your book manufacturer you may have minimums so take that into consideration.
- ❑ **SELL THAT BOOK!**

It's time to start marketing and sell that book. So, market, market, market! But that's another checklist of its own!

Remember that your book is your *business*, and as with all successful businesses it takes work to reap the rewards. PubSmith Press can provide any, or all, of these services with our concierge service selections or value bundled packages. Our goal is to help you create the beautiful book of your dreams fast and affordably.

