

Your Book's Checklist

Here's the complete checklist. Use it to plan, create, format, print, produce, distribute and sell your books! Need more information? It's all in Self-Publishing Secrets, in book or ebook format, at www.jon404.com.

- Create: Outline
- Create: Write
- Create: Illustrate
- Create: Edit
- Price your book
- Web: Register web domain name
- Web: Make a scratch website
- Get 10 ISBN numbers
- Search copyright bookname database
- Copyright your book
- Ebook: assign ISBN number
- Ebook: format and PDF in 4½ x 5½ size, ¼ margins
- Ebook: decide whether you want DRM, or no encryption
- Ebook: upload PDF to distributor for proof
- Ebook: accept proof
- Print: re-format interior and PDF in 5½ x 8½ size, different L & R margins
- Print: assign ISBN number to print book
- Print: get an LCCN for print book
- Print: design and PDF 5½ x 8½ color cover
- Print: color-check the cover on a CMYK xerox at FedEx Office
- Print: get listing in Books In Print
- Print: format and PDF the interior
- Print: design and PDF the cover 73
- Print: CMYK color check, cover

- Print: upload cover and interior PDFs to POD printer for proof
- Print: accept proof of printed book
- Print: order 10-50 books for yourself at publisher's cost
- Print: fax EBM Addendum to POD printer; OK for EBM distribution/sales
- CD: make CD-ROMs with slim jewel case print cover
- Web: setup vendor account with Regsoft/Paypal
- Web: upload ebook PDF to Regsoft/Paypal
- Web: finish home page. Make link to ebook on Regsoft/Paypal website order page
- Web: make, and link to, a supporting book info page
- Web: option: upload ebook PDF to sub-dir on own website
- Web: update book's website with links to printed book on Amazon and B&N websites
- Marketing: write marketing plan
- Marketing: write book's press release
- Marketing: make book's business/pocket cards
- Marketing: make book's flyer
- Sales: send book, marketing plan, & flyer to B&N Small Press Department
- Sales: get short-list orders from local B&N stores
- Sales: get orders from large independent bookstores
- Sales: ask for orders from city/county central libraries
- Sales: sell your printed books and CDs directly to individuals
- Sales: setup 'How to self-publish' meetings at libraries, and sell books
- Sales: give out cards to drive people to your website
- Bkpng: keep mileage records, sales trips to stores
- Bkpng: keep receipts for copying, computer parts, etc.
- Bkpng: keep receipts for POD costs, copyright costs, etc.
- Bkpng: keep records of sales income.