Self-publishing Checklist

( ) Pick a subject with market potential.

( ) Define your book's goals.

( ) Write your first draft.

( ) Collate photos and illustrations.

( ) Choose a catchy title.

( ) Conduct a self-edit.

( ) Solicit book reviews.

( ) Apply for an ISBN.

( ) Hire a professional book editor.

( ) Decide you book's format, e.g. print, e-book etc.

( ) Appoint a graphic designer to typeset and layout.

( ) Work on your cover design.

( ) Proofread the layout.

( ) Order *proof* copies to check errors/stock/print treatments.

( ) Prepare your final e-book/print book files.

( ) Print/publish your book.

( ) Price your book.

( ) Setup sales and distribution channels.

( ) Plan a launch campaign.

( ) Continue to promote your book.