

# the INDIE AUTHOR REVOLUTION

An Insider's Guide to  
**SELF-PUBLISHING**  
Dara M. Beevas

## Your Indie Author Publishing Checklist

### Getting Started: Organization and Planning

- Write your book and self edit
- Start interviewing mentoring presses (DIY authors interview editors, book designers, and proofreaders)
- Create a publishing plan to guide your publishing journey
- Visit your favorite bookstore to scope out the competition
- Brainstorm your title and subtitle. Poll your friends and colleagues. Once you've narrowed it down, check to see if they're taken on [www.booksinprint.com](http://www.booksinprint.com) and [www.amazon.com](http://www.amazon.com)
- Begin collecting or making note of books that have an appealing design. Scope out the competition's design
- While looking at competing titles, research prices to get a sense of reasonable price options for your book

- Join IBPA (Independent Book Publishers Association) and SPAN (The Small Publisher's Association of North America)
- As you work through the manuscript, pull out excerpts that would make good standalone articles, blog posts, and good content for your marketing materials
- Consider setting up a business license (call your county Business License Division for details). With the license, you might want to open a business checking account for all business transactions related to your book
- Create a Twitter account for your book
- Create a Facebook Fan Page for your book
- Create a LinkedIn account, and add "author" to your profile
- Subscribe to, like, and follow books of similar content on Facebook, LinkedIn, and Twitter
- Start researching and following blogs of similar content, blogs by other indie authors, and blogs about self-publishing
- Sign up for Google alerts
- Sign up for Google Analytics and add to website once launched

### Book Building: Preparing for Publication

- Secure your ISBN
- Secure your Library of Congress Control Number
- Submit book info to Bowker's Books in Print
- Begin working with your book editor
- Review changes when they're done. The editing and revisions process takes on average four to six weeks



- Start building your list of important contacts including friends, family, colleagues, media, organizations, authors, and events coordinators
- Select your book designer
- Begin working with designer to craft your book's promotional materials (sell sheet, postcard, business card, and bookmark)
- Create your back cover or dust jacket flap copy
- Put together your list of reviewers for back-of-the-book testimonials or "blurbs." Think about authors and other "key influencers" in your subject area
- Purchase a domain name for your book's website
- Begin the design process, which takes on average four weeks.

### **In the meantime...**

- Confirm book specifications (page count, trim size, paperback/hardcover, and other details)
- Collect printer quotes
- Select a website vendor
- Write website content and secure photos for website pages
- Send book proof to proofreader
- Send 1st book proof files to galley printer (if applicable)
- Mail galley to book reviewers and endorsers
- Send final corrections from proofreader to designer

- Send pre-publication endorsements and reviews to designer
- Approve final book proof from designer
- Send final book files to book printer
- Determine if your book is going to bookstores. If so, do the following:
  - Submit book information to Ingram Book Company
  - Submit book information to Baker & Taylor

### **Book Launch: Marketing and Promotion**

- Brainstorm and target at least three nontraditional sales opportunities
- Research book clubs that might be a fit for your title at Literary Marketplace or [www.booksonline.com](http://www.booksonline.com). Contact the acquisitions editor of the good candidates, pitch them, and offer to e-mail sample chapters or send a galley when done
- Organize a blog tour by contacting bloggers and offering to post a guest blog
- Invest an hour a day updating your book's page on Facebook, networking on Twitter, and commenting on blogs targeted to your audience
- Create op-eds and articles around the topic of your book
- Research and plan to have a table at conferences, tradeshows, festivals, and fairs
- Visit Lions clubs, rotary clubs, and networking groups, and schedule speaking opportunities to promote your book



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