A Road Map to Successful Self-Publishing©

Step 1: Concept and Analysis
—Establish your publishing goals
—Perform comparative analysis (similar titles)
—Perform market analysis (readership)
—Examine legal issues
—Create a marketing strategy (see box at right)

Marketing/Sales/Publicity Action Plan and Timeline
Note: Marketing activity proceeds in parallel with all the steps at left, from concept to finished books and beyond.

Elements:
—Distribution channels
—Social media presence
—Traditional media presence
—Signings, interviews, events
—Reviews
—Sales calls and emails

Step 2: Writing and Editing
—Draft outline (including front matter and back matter)
—Research
—Write
—Develop the manuscript
—Line-edit the manuscript
—Send edited draft to peers and notables for (a) comments and/or (b) a foreword and endorsements
—Acquire reprint permissions

Step 3: Copyediting

Step 4: Cover and Interior Design

Step 5: Production
—Obtain ISBN
—Obtain bar code
—Select printer
—Complete layout
—Proofread
—Index
—Prep printer files
—Go to press
—Do a press check (if proximity allows)
—Review printer proof pages
—Make corrections and return to press

Step 6: Finished Books
—Fulfill pre-orders
—Send review copies
—Register copyright

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