

# Author Roadmap

Each topic on the publishing journey is discussed in detail.

Write Your Nonfiction Book	Independently (Self) Publish Your Book - After the Manuscript is Complete	Market and Sell Your Book
<ul style="list-style-type: none"> <li><input type="checkbox"/> Hire a book coach/virtual author's assistant</li> <li><input type="checkbox"/> Define your topic</li> <li><input type="checkbox"/> Determine constituency/audience (who you are writing this for)</li> <li><input type="checkbox"/> Consider where and when you will write</li> <li><input type="checkbox"/> Organize existing intellectual property</li> <li><input type="checkbox"/> Create a working outline</li> <li><input type="checkbox"/> Consider ways to build in marketability</li> <li><input type="checkbox"/> Create a working title/subtitle (check for URL availability)</li> <li><input type="checkbox"/> Consider working with a partner/ghostwriter</li> <li><input type="checkbox"/> Determine fact checking, research or interviews needed</li> <li><input type="checkbox"/> Estimate timeline for completion/length of book</li> <li><input type="checkbox"/> Consider organization of each chapter (stories, checklists, things to think about)</li> <li><input type="checkbox"/> Write first sentence, paragraph</li> <li><input type="checkbox"/> Write your first chapter (whichever one you have the most passion for or information on)</li> <li><input type="checkbox"/> Work with book coach for feedback</li> <li><input type="checkbox"/> Write more and more and more</li> <li><input type="checkbox"/> Self edit and write more</li> <li><input type="checkbox"/> Include headings/draft table of contents</li> <li><input type="checkbox"/> Self edit to create more media friendly content               <ul style="list-style-type: none"> <li>Add exercises</li> <li>Add illustrations</li> <li>Add tips</li> <li>Add call outs</li> </ul> </li> <li><input type="checkbox"/> Compile into one file instead of separate chapter files</li> <li><input type="checkbox"/> Write the Introduction</li> <li><input type="checkbox"/> Consider a conclusion</li> <li><input type="checkbox"/> Read out loud for sound of words, sentences</li> <li><input type="checkbox"/> Get needed permissions</li> <li><input type="checkbox"/> Consider online companion pieces, downloads, audios</li> <li><input type="checkbox"/> Continue to self edit and rewrite</li> <li><input type="checkbox"/> Add resource/appendices (not links)</li> <li><input type="checkbox"/> Add (all optional)               <ul style="list-style-type: none"> <li>Dedication</li> <li>Foreword</li> <li>Preface</li> <li>Acknowledgments</li> </ul> </li> <li><input type="checkbox"/> Prepare author bio/sales page</li> <li><input type="checkbox"/> Finalize table of contents (no page numbers)</li> <li><input type="checkbox"/> Hire an editor/copyeditor</li> <li><input type="checkbox"/> Make needed changes</li> <li><input type="checkbox"/> Decide when you are finished with the book</li> <li><input type="checkbox"/> Hire an indexer</li> <li><input type="checkbox"/> Do a peer/audience review</li> <li><input type="checkbox"/> Hire a proofreader to catch final errors before publication process</li> </ul>	<ul style="list-style-type: none"> <li><input type="checkbox"/> Hire a virtual author's assistant</li> <li><input type="checkbox"/> Determine size and format - size for hardcover, soft cover, eBook</li> <li><input type="checkbox"/> Finalize title and subtitle</li> <li><input type="checkbox"/> Hire remaining team members               <ul style="list-style-type: none"> <li>Cover designer</li> <li>Head shot photographer</li> <li>Copywriter (back cover copy, bio)</li> <li>Web designer</li> <li>Illustrator (if needed)</li> <li>Interior designer (will also do title page and copyright page)</li> <li>Proofreader</li> <li>Indexer</li> <li>Printer</li> </ul> </li> <li><input type="checkbox"/> Create publishing name/logo</li> <li><input type="checkbox"/> Start and finish front cover design</li> <li><input type="checkbox"/> Get ISBN (order 10)</li> <li><input type="checkbox"/> Get LCCN (printed books only)</li> <li><input type="checkbox"/> Set retail prices</li> <li><input type="checkbox"/> Seek testimonials</li> <li><input type="checkbox"/> Start and finish back cover and spine design (printed books only)</li> <li><input type="checkbox"/> Begin interior lay out</li> <li><input type="checkbox"/> Write final front matter               <ul style="list-style-type: none"> <li>Finish copyright page</li> <li>Dedication</li> <li>Acknowledgments</li> <li>Foreword</li> <li>Preface</li> </ul> </li> <li><input type="checkbox"/> Finalize table of contents (without page numbers)</li> <li><input type="checkbox"/> Complete back matter (resources, about the author, index, order form)</li> <li><input type="checkbox"/> Finalize illustrations and placement</li> <li><input type="checkbox"/> Create Index               <ul style="list-style-type: none"> <li>Add page numbers to table of contents and index</li> </ul> </li> <li><input type="checkbox"/> Proofread and make corrections</li> <li><input type="checkbox"/> Finalize interior layout</li> <li><input type="checkbox"/> Select printer(s)               <ul style="list-style-type: none"> <li>Set up printer accounts</li> <li>Get bar code (if printer doesn't)</li> </ul> </li> <li><input type="checkbox"/> Interior designer prepares eBook format</li> <li><input type="checkbox"/> Upload cover and interior in separate files (for printed books)</li> <li><input type="checkbox"/> Upload formatted eBook</li> <li><input type="checkbox"/> Order proof copy/proofread</li> <li><input type="checkbox"/> Order printed books</li> <li><input type="checkbox"/> Register the copyright (within 90 days of printing)</li> </ul>	<ul style="list-style-type: none"> <li><input type="checkbox"/> Set publication date</li> <li><input type="checkbox"/> Set marketing strategy and plan</li> <li><input type="checkbox"/> Complete web site</li> <li><input type="checkbox"/> Set up social media accounts and plans</li> <li><input type="checkbox"/> Consider writing a blog</li> <li><input type="checkbox"/> Create a downloadable one sheet</li> <li><input type="checkbox"/> Announce the book/pub date on social media, web site, email list</li> <li><input type="checkbox"/> Consider author video (book trailer)</li> <li><input type="checkbox"/> Complete media kit (including interview questions)</li> <li><input type="checkbox"/> Make media list</li> <li><input type="checkbox"/> Add to Amazon page</li> <li><input type="checkbox"/> Seek testimonials and reviews</li> <li><input type="checkbox"/> Send industry reviewer copies</li> <li><input type="checkbox"/> Send consumer reviewer copies</li> <li><input type="checkbox"/> Prepare collateral materials (bookmarks, business cards, small posters)</li> <li><input type="checkbox"/> Plan and execute launch events</li> <li><input type="checkbox"/> Seek speaking engagements</li> <li><input type="checkbox"/> Create a virtual book tour</li> <li><input type="checkbox"/> Entice local bookstores</li> <li><input type="checkbox"/> Consider marketing to libraries</li> <li><input type="checkbox"/> Pursue local, regional, national print media</li> <li><input type="checkbox"/> Pursue local, regional, national broadcast media</li> <li><input type="checkbox"/> Pursue special sales</li> <li><input type="checkbox"/> Apply for book awards</li> <li><input type="checkbox"/> Consider hiring a publicist/marketing consultant</li> <li><input type="checkbox"/> Consider spin off products</li> </ul> <div data-bbox="1104 1323 1575 1407" style="border: 1px solid black; padding: 5px; text-align: center; margin-top: 20px;"> <p><b>Find an Established Commercial Publisher</b></p> </div> <ul style="list-style-type: none"> <li><input type="checkbox"/> Make preferred publisher's list</li> <li><input type="checkbox"/> Draft book proposal               <ul style="list-style-type: none"> <li>Competitive analysis</li> <li>Author platform</li> </ul> </li> <li><input type="checkbox"/> Pursue connections to meet publishers</li> <li><input type="checkbox"/> Negotiate best contract</li> <li><input type="checkbox"/> Meet contract deadlines</li> <li><input type="checkbox"/> Make needed changes</li> <li><input type="checkbox"/> Work with publisher's publicist</li> </ul>