

**Legacy Publishing
& Gerard Publishing**
A Fine Essence Company
Menlo Park, CA 94025

Recommended Checklist for Self-Publishing Authors

Author Checklist

- Completed Manuscript
- Book Title
- Cover Design
- Interior Layout
- ISBN Prefix
- Bar Code
- Library of Congress Number
- Marketing Plan
- Promotional Tools
- Author Press Kit, Author of Bio and Publicity Shots
- Website

Independent Publisher Checklist

- All of the Above
- Publishing Company Name
- Entity Formation
- Business Identity/Branding/Corporate Presence
- ISBN Prefix
- Business Website &
- Strategic Marketing Plan
- Company Press Kit, Bio of CEO, and Publicity Shots (if applicable)