

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

Find an Established Commercial Publisher

- Make preferred publisher's list
- Draft book proposal
 - Competitive analysis
 - Author platform
- Pursue connections to meet publishers
- Negotiate best contract
- Meet contract deadlines
- Make needed changes
- Work with publisher's publicist