

WHAT'S IN YOUR QUIVER?

You wouldn't head out on a mighty quest without some preparation, would you? If you are going to be a competent authorpreneur, you will need some gear to help you be ready when opportunity knocks.

What do you already have to work with?

The Very Basics

- ☐ Business checking account
- ☐ Business savings account
- ☐ Business credit card
- ☐ Electronic payment portal/card reader for your business
- ☐ Website that you can easily update solo
- ☐ Dedicated email address
- ☐ Dedicated social media handles
- ☐ A signing kit
- ☐ Collapsible table and chair

notes:

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Media Kit

- ☐ Professional headshot in multiple sizes
- ☐ Photo credit and release paper
- ☐ Author biography, short and long versions
- ☐ Book cover(s)
- ☐ Short synopsis of your book(s)
- ☐ ISBNs for your books in all formats including audiobook
- ☐ Links for where to buy your books
- ☐ List of all your social media handles, website, etc

notes:



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Fine Tuning

- ☐ All media files are labeled descriptively for organizers
- ☐ Cloud-based Media Kit that can't be changed
- ☐ All text assets in one document
- ☐ All assets are backed up on an external hard drive
- ☐ Can you prep for an in-person signing event in less than one hour?

notes:

Questions:

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