



Quick checklist: 40 things to consider for your self-publishing journey

1	HAVE:	An idea for a book.
2	KNOW:	Your audience. Who are you writing this for? And why? Do you want to entertain them, educate them, or a mix of both?
3	KNOW:	What you want for this book. Do you want it to reach a wide market, do you want to make money, or do you just want to leave a legacy?
4	DO:	Start writing! 😊
5	DO:	Once finished, leave it alone for a month to 'cleanse your palate', then come back and start re-reading and self-editing.
6	KNOW:	Your budget for the project.
7	HAVE:	Ideas for a cover.
8	HAVE:	Copyright clearances for any quotes, images, brand names, etc.
9	DO:	Consider obtaining a manuscript appraisal or beta reader assessment before you get too far through the process.
10	DO:	Engage a developmental or structural editor if recommended.
11	DO:	Engage a copy editor once you feel the structure is complete.
12	HAVE:	An idea of whether to publish in print, as an ebook, or both.
13	KNOW:	If printing, do you want paperback, hardcover or both versions?
14	HAVE:	Ability to prepare the files yourself (internals file, cover file, possible ebook file(s) and ebook cover), or engage a reputable book designer or service to do the work you.
15	HAVE:	An understanding of layout and design so that you can check the layout. e.g. Roman numerals on early pages, odd page numbers on the right, when page numbers should be suppressed, what needs to go on the imprint page, how to insert headers, endnotes etc.
16	DO:	Proofread the laid-out files to the best of your ability.
17	DO:	Engage a qualified proofreader to work on the files to pick up what you might have missed.
18	KNOW:	Where and how people will get your book. This will dictate your service providers e.g. if you want the book available worldwide via online stores, best to publish print on demand via IngramSpark or Amazon KDP. If you just want to sell a few copies face-to-face or via your website, then consult a local book printer.
19	KNOW:	Whether you need a website, social media or other forms of marketing tool.

20	HAVE:	ISBNs – one for each format if releasing publicly i.e. one each for paperback, hardback, epub ebook, Kindle ebook.
21	KNOW:	Whether you're buying your own ISBNs or using the self publishing service's.
22	HAVE:	An understanding of the implications of who owns the ISBNs.
23	KNOW:	Only buy barcodes if using a non-Ingram or non-Amazon printer. Ingram and Amazon supply barcodes for print files.
24	DO:	Write long and short marketing blurbs for online metadata.
25	HAVE:	The right subject categories for classifying your book.
26	HAVE:	An understanding of pricing, distribution, logistics chains.
27	HAVE:	Accounts with each print on demand and/or ebook distributor you need, such as IngramSpark or Amazon KDP if you're truly self publishing; OR
28	HAVE:	One single account with an author services provider who will set up your title on the various platforms and aggregate all your royalties for you.
29	DO:	Order a printed proof.
30	DO:	Check your printed proof or have someone check it for you.
31	DO:	Make updates to your pre-press files based on the errors found during the proofread – unless you can live with those errors.
32	KNOW:	How to release your printed book and ebook version(s).
33	DO:	Register your book with the National Library's Pre-Publication Data Service.
34	DO:	Order copies for yourself to hand out, give away for promotion, legal deposit, to sell, etc.
35	DO:	Carry out legal deposit with the National Library, and your State Library if required.
36	DO:	Update Thorpe-Bowker if you purchased your own ISBNs.
37	DO:	Start marketing!
38	DO:	Keep records of your royalty income and publishing and marketing expenses for possible tax and accounting purposes.
39	DO:	Consult a tax accountant before claiming or declaring any publishing expenses or income.
40	DO	Start writing your next book! 😊