

SELF-PUBLISHING CHECKLIST

COURTESY OF THE OTAKU SURVIVAL GUIDES
[HTTP://WWW.OTAKUSURVIVALGUIDE.COM](http://www.otakusurvivalguide.com)

READY TO GO TO PRESS

EDITING

- Create a style sheet
- Ask a few friends who have a good grasp of grammar to read the book over
- Do a find for words/phrases you know you use too much (like her lips quivered; his brown eyes crinkled)
- Read the entire text out loud to a friend who has a copy of the text to look at and match up with what you say
- Research your title to make sure it's different than other books

DESIGN

- Check over random pages for errors and readability
- Print the book out in the final type and trim size and have a friend read this to make sure it doesn't hurt their eyes or have other problems
- Find out what format your printer wants
- Make sure you have any and all illustrations and that they are in their proper places

BUSINESS

- Get an ISBN assigned
- Complete and submit LCCN form
- Obtain Bookland EAN Scanning Symbol
- Complete and submit the ABI form
- Get any needed permissions (photos, song lyrics, etc.)

MARKETING

- Start your marketing research – find names of reviewers, magazines, associations, etc. that might be interested in your book
- Create a website
- Look for conventions that might be interested in having you speak and where you might sell your book
- Keep in mind artists' alleys and dealers rooms fill up fast at big conventions

WHILE BOOK IS AT PRESS

PROOFS

- Check over the proofs carefully for any errors
- Remember, if it's your error from the file you gave (such as a typo), it's going to cost a lot to change it right now. Only change crucial things.
- Make sure all the illustrations are clear and in their proper places

MARKETING

- Throw your marketing efforts into full gear, writing press releases, making contacts, offering ARCs, sending out postcards, and doing speaking events
- Check over your website again and make sure it is set up to sell books, meaning the order information is all clearly visible
- Carry bookmarks and information about your book with you at all times, just in case you start talking it up to someone on the street

WHEN YOU GET THE BOOKS

- Open random cases to make sure that the books aren't scuffed and that they are all there
- Send out the complimentary copy requests
- Fill advanced orders
- Contact all the bookstores in your area
- Start selling the book to everyone you meet and at every event you go to
- Run contests or events on your websites that compliment the book and its topics