

The Work of the Author

Write Your Nonfiction Book	Publish Your Book		Market Your Book
<ul style="list-style-type: none"> <input type="checkbox"/> Select Topic <input type="checkbox"/> Prepare work area/files/notebook <input type="checkbox"/> Organize past Intellectual Property <input type="checkbox"/> Consider Idea Feasibility/Marketability <input type="checkbox"/> Audience Analysis/Positioning <input type="checkbox"/> Create Working Book Title/Subtitle <input type="checkbox"/> Determine book Type/Genre/Style/Length <input type="checkbox"/> Estimate Timeline/Create Accountability <input type="checkbox"/> Consider working alone or with partner/ghostwriter <input type="checkbox"/> Draft Outline - Organize Your Thoughts <input type="checkbox"/> Determine Research or Interviews Needed <input type="checkbox"/> Writing and more writing <input type="checkbox"/> Self-edit/Rewrite <input type="checkbox"/> Chapter Titles/Headings/Subheadings <input type="checkbox"/> Media-Friendly Content <input type="checkbox"/> Exercises/Checklists First sentences/paragraphs <input type="checkbox"/> Introduction/Preface/Acknowledgments/Dedication <input type="checkbox"/> Resources/Appendices <input type="checkbox"/> Get Needed Permissions <input type="checkbox"/> Do Peer/Audience Review <input type="checkbox"/> Editing <input type="checkbox"/> Indexing <input type="checkbox"/> Proofreading 	<ul style="list-style-type: none"> <input type="checkbox"/> Define Success for you <input type="checkbox"/> Research Publishing Options/make choice 		<ul style="list-style-type: none"> <input type="checkbox"/> Marketing Strategy/Activities selected <input type="checkbox"/> Market Determination/Distribution <input type="checkbox"/> Author Web Site <input type="checkbox"/> Prepare Media Kit <input type="checkbox"/> Prepare Amazon page
	<h3>Established Commercial Publishing Plan</h3>	<h3>Self (Independent) Publishing Plan</h3>	
	<ul style="list-style-type: none"> <input type="checkbox"/> Preferred Publishers List <input type="checkbox"/> Book Proposal <ul style="list-style-type: none"> <input type="checkbox"/> Competitive Analysis <input type="checkbox"/> Author Platform <input type="checkbox"/> Connections to meet publishers <input type="checkbox"/> Negotiate best contract 	<ul style="list-style-type: none"> <input type="checkbox"/> Determine Size/Format <input type="checkbox"/> Create Budget <input type="checkbox"/> Select Team Members <ul style="list-style-type: none"> <input type="checkbox"/> Editor <input type="checkbox"/> Proofreader <input type="checkbox"/> Cover Designer <input type="checkbox"/> Interior Designer <input type="checkbox"/> Indexer <input type="checkbox"/> Printer/Distributor <input type="checkbox"/> Publicist <input type="checkbox"/> Web Designer <input type="checkbox"/> Attorney <input type="checkbox"/> Select Interior Designer <input type="checkbox"/> Research Printers <input type="checkbox"/> Select Cover Designer <input type="checkbox"/> Finalize Title and Subtitle <input type="checkbox"/> Cover Design comps/selection <input type="checkbox"/> Target Testimonials <input type="checkbox"/> Write author bio/sales copy for back cover <input type="checkbox"/> Choose Page Design <input type="checkbox"/> Determine Initial Print Quantity <input type="checkbox"/> Author Photo <input type="checkbox"/> Write Author Bios <input type="checkbox"/> Select Category <input type="checkbox"/> Set Pricing <input type="checkbox"/> Obtain Standard Book Numbers and Listings (ISBN, etc.) <input type="checkbox"/> Graphic Elements Selected/Completed <input type="checkbox"/> Interior Created <input type="checkbox"/> Index Created <input type="checkbox"/> Final Proof before Press <input type="checkbox"/> Prepare Review Copies <input type="checkbox"/> Select Publication Date <input type="checkbox"/> Register Copyright 	<ul style="list-style-type: none"> <input type="checkbox"/> Send Review Copies <input type="checkbox"/> Prepare Collateral Materials <input type="checkbox"/> Launch Events at Publication Date <input type="checkbox"/> Virtual Book Tour <input type="checkbox"/> Email Campaigns <input type="checkbox"/> Social Networking <input type="checkbox"/> Launch Public Relations Plan <input type="checkbox"/> Plan Speaking Engagements <input type="checkbox"/> Write Articles <input type="checkbox"/> Exhibit at Trade Events <input type="checkbox"/> Pursue Broadcast Media <input type="checkbox"/> Pursue Print Media <input type="checkbox"/> Internet and Affiliate Sales <input type="checkbox"/> Pursue Catalog Sales <input type="checkbox"/> Pursue Special Sales <input type="checkbox"/> Subsidiary Rights <input type="checkbox"/> Apply for Book Awards <input type="checkbox"/> Sales Tracking/Best Sellers
 <p><i>Everything for the author and publisher</i></p> <p>Books, software, CDs, DVDs, training and gifts for the novice as well as the professional.</p>			