Author Roadmap

Each topic on the publishing journey is discussed in detail at www.AuthorAcademy.com.

Write Your Nonfiction Book

- [ ] Hire a book coach/virtual author's assistant
- [ ] Define your topic
- [ ] Determine constituency/audience (who you are writing this for)
- [ ] Consider where and when you will write
- [ ] Organize existing intellectual property
- [ ] Create a working outline
- [ ] Consider ways to build in marketability
- [ ] Create a working title/subtitle (check for URL availability)
- [ ] Consider working with a partner/ghostwriter
- [ ] Determine fact checking, research or interviews needed
- [ ] Estimate timeline for completion/ length of book
- [ ] Consider organization of each chapter (stories, checklists, things to think about)
- [ ] Write first sentence, paragraph
- [ ] Write your first chapter (whichever one you have the most passion for or information on)
- [ ] Work with book coach for feedback
- [ ] Write more and more and more
- [ ] Self edit and write more
- [ ] Include headings/draft table of contents
- [ ] Self edit to create more media friendly content
    - Add exercises
    - Add illustrations
    - Add tips
    - Add call outs
- [ ] Compile into one file instead of separate chapter files
- [ ] Write the Introduction
- [ ] Consider a conclusion
- [ ] Read out loud for sound of words, sentences
- [ ] Get needed permissions
- [ ] Consider online companion pieces, downloads, audios
- [ ] Continue to self edit and rewrite
- [ ] Add resource/appendices (not links)
- [ ] Add (all optional)
    - Dedication
    - Foreword
    - Preface
    - Acknowledgments
- [ ] Prepare author bio/sales page
- [ ] Finalize table of contents (no page numbers)
- [ ] Hire an editor/copyeditor
- [ ] Make needed changes
- [ ] Decide when you are finished with the book
- [ ] Hire an indexer
- [ ] Do a peer/audience review
- [ ] Hire a proofreader to catch final errors before publication process

Independently (Self) Publish Your Book - After the Manuscript is Complete

- [ ] Hire a virtual author's assistant
- [ ] Determine size and format - size for hardcover, soft cover, eBook
- [ ] Finalize title and subtitle
- [ ] Hire remaining teaam members
    - 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
- [ ] Create publishing name/logo
- [ ] Start and finish front cover design
- [ ] Get ISBN (order 10)
- [ ] Get LCCN (printed books only)
- [ ] Set retail prices
- [ ] Seek testimonials
- [ ] Start and finish back cover and spine design (printed books only)
- [ ] Begin interior lay out
- [ ] Write final front matter
    - Finish copyright page
    - Dedication
    - Acknowledgments
    - Foreword
    - Preface
- [ ] Finalize table of contents (without page numbers)
- [ ] Complete back matter (resources, about the author, index, order form)
- [ ] Finalize illustrations and placement
- [ ] Create Index
    - Add page numbers to table of contents and index
- [ ] Proofread and make corrections
- [ ] Finalize interior layout
- [ ] Select printer(s)
    - Set up printer accounts
    - Get bar code (if printer doesn't)
- [ ] Interior designer prepares eBook format
- [ ] Upload cover and interior in separate files (for printed books)
- [ ] Upload formatted eBook
- [ ] Order proof copy/proofread
- [ ] Order printed books
- [ ] Register the copyright (within 90 days of printing)

Market and Sell Your Book

- [ ] Set publication date
- [ ] Set marketing strategy and plan
- [ ] Complete web site
- [ ] Set up social media accounts and plans
- [ ] Consider writing a blog
- [ ] Create a downloadable one sheet
- [ ] Announce the book/pub date on social media, web site, email list
- [ ] Consider author video (book trailer)
- [ ] Complete media kit (including interview questions
- [ ] Make media list
- [ ] Add to Amazon page
- [ ] Seek testimonials and reviews
- [ ] Send industry reviewer copies
- [ ] Send consumer reviewer copies
- [ ] Prepare collateral materials (bookmarks, business cards, small posters
- [ ] Plan and execute launch events
- [ ] Seek speaking engagements
- [ ] Create a virtual book tour
- [ ] Entice local bookstores
- [ ] Consider marketing to libraries
- [ ] Pursue local, regional, national print media
- [ ] Pursue local, regional, national broadcast media
- [ ] Pursue special sales
- [ ] Apply for book awards
- [ ] Consider hiring a publicist/marketing consultant
- [ ] 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