

13 Questions to Get your Story to the World

Self-publishing is not an easy route. There is a lot of work to do. You will need a well-developed plan. Consider this questionnaire your starting point.

1. Will your book be an ebook, paperback, and/or hardcover? If you plan to have an ebook, what file types do you want to make available?

Device	File Type
Kindle	.mobi
Nook, iBooks, most e-readers	.epub
Any computer or tablet	.pdf, .html

2. Who do you want to carry your book? Have you researched royalty rates paid by each distributor? Do you want to be exclusive to Amazon? Do you want to be available at all major online bookstores? Where and how you distribute will affect formatting and file prep. Entering into Amazon's KDP Select program means that you are exclusive to them and you cannot sell your ebook through any other retailer for a set period of time.
3. Do you want to sell your books on your own Website or Facebook page?
4. Do you want to secure your book with DRM (Digital Rights Management)?
5. Have you applied for your copyright?
6. Do your distributors offer free ISBN(s)? Do you need to obtain them yourself?
7. Will you format the manuscript yourself or hire someone to do it? Preparing ebook formats is easier if you have a basic understanding of html.
8. Have you thought about your genre, categories, and keywords? These will help your book become more visible to customers searching online bookstores.
9. Do you have an attractive cover? Is it sized according to the requirements of your distributor(s)?
10. Does your book blurb excite the potential reader?
11. Have you prepared a separate book blurb for the back cover?
12. Have you written a brief author bio for the book listing on websites?
13. Have you written your forematter and about the author page for inside the book?