



Quality Book Formula Checklist

Congratulations! I'm excited you decided to write a book and become a published author! There are a lot of steps to produce and market a book. Please make sure you have a quality book at the end...no matter the method chosen to publish and distribute. This checklist was created to help you become aware of the design and overall production process. ~Brigitte Cutshall

Production Process

<input type="checkbox"/> Editing the manuscript	3 – 6 weeks
<input type="checkbox"/> Proofread the manuscript	1 – 2 weeks
- <i>Be happy with the manuscript before it reaches the design stage.</i>	
<input type="checkbox"/> Design the Front and Back cover	2 – 3 weeks
<input type="checkbox"/> Design and Layout of the Interior	1 – 2 weeks
<input type="checkbox"/> Proofread the Cover and Interior Layout	1 – 2 weeks
<input type="checkbox"/> Proof generated by the Printing Plant	1 – 2 weeks
<input type="checkbox"/> Offset Printing	
Soft cover book	4 – 5 weeks
Hard cover book	5 – 6 weeks
<input type="checkbox"/> Digital Print ~ aka Print on Demand (POD)	
Soft cover book	1 week
Hard cover book	1 – 2 weeks

Estimated Time Frame

Publishing Checklist

<input type="checkbox"/> Get your list of 10 ISBN numbers	1 – 2 days
<input type="checkbox"/> Apply for your LCCN (Library of Congress Control Number)	1 – 2 weeks
<input type="checkbox"/> Request testimonials from VIPs	3 – 4 weeks
<input type="checkbox"/> Determine the price for your book	1 – 2 days
<input type="checkbox"/> Get estimates from several printers	2 weeks
<input type="checkbox"/> Set up an account with your chosen printer	1 week
<input type="checkbox"/> Purchase your bar code for the ISBN	1 day
<input type="checkbox"/> Finalize the back cover copy	1 week

Estimated Time Frame

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|--|-------------|
| <input type="checkbox"/> Determine publishing company name (if you choose Indie route) | 1 week |
| <input type="checkbox"/> Create content for the Copyright Page | 1 week |
| <input type="checkbox"/> Set up an Amazon account | 1 - 4 weeks |
| - This could depend on who you use for distribution | |
| <input type="checkbox"/> Build your Book's website | 2 – 6 weeks |
| - Or update your website to include a "Book Page" | |

Reaching the Finish Line

- ☐ Register the Copyright of your book
 - Will be helpful for any counterfeit issue in the future
- ☐ Select a Distributor
- ☐ Convert your book into eBook formats
 - Mobi for Amazon.com
 - ePub for Apple iBookstore
 - ePub for Barnes & Noble
 - PDF for Google Books
- ☐ Start Social Media Marketing

Estimated Time Frame

6 months

1 week

2 – 3 weeks

1 day

TIPS

1. Choose a designer whose specialty is books. There are cover design specialists, interior design specialists, and designers that create book covers and interiors. Make sure to review their portfolios.
2. Have your manuscript proofread before you send to the designer. Then have the interior layout file proofread **again** before it goes to the printer. Hire a professional; don't proofread it yourself.
3. Colors on computer monitors and personal inkjet printers are not reliable, and low-resolution PDF's should be reviewed with this in mind. Review a *physical* color proof from the printer before your book is printed. Their proof will be the most accurate of what the final book will look like.

Feel free to reach out and connect!

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