

The Scott Jordan Group

Outsourcing Checklist

Publish your book at any good provider and let us help you get it done without confusion and worry. Working with publishing professionals insures that your book project will meet industry standards and your publishing goal. You will save time and frustration by getting it done right the first time and avoid unnecessary costs. Use this checklist to get organized before seeking a consultant.

- ✓ Write a brief publishing plan to organize and prioritize your efforts.
- ✓ Open an account and familiarize yourself with their process.
- ✓ Determine the size of the book otherwise known as trim size based on the total number of words, front and back matter, in your manuscript
- ✓ Determine the graphics or photographs for your book including the rights to publish them.
- ✓ Determine your title and subtitle.
- ✓ Determine the author(s) and coauthors name(s) and biographical information.
- ✓ Determine your front and back cover elements to be used by the cover designer.
- ✓ Determine a page layout design. Page layout templates are available at: <http://www.bookdesigntemplates.com/>.
- ✓ Determine the publication date.
- ✓ Optional: prepare a compelling description of your book for the back cover and use at point of sale outlets.
- ✓ Optional: determine your need to copyright and register at www.bowkerlink.com.
- ✓ Determine the category necessary to classify your book. BISAC or Book Industry Standards and Communications category can be found at: <http://www.bisg.org/what-we-do-0-136-bisac-subject-headings-list-major-subjects.php>.
- ✓ Determine a list of keywords that will comprise the metadata necessary to guide Internet search engines to identify your book.

Contact us for more information about independent publishing. We will lead you through the publishing pipeline and get your book printed and delivered.