

The Ultimate Self-Publishing Checklist for Business Authors

Self-publishing a business book can catapult your status as a thought leader and provide a great boost for your company as well as your own professional career—but it's not as simple as just sitting down and writing. It takes pre-planning and post-writing work, too. Here's a step-by-step checklist to keep you on track and ensure you're setting yourself up for success:



IDENTIFY YOUR GOALS.

Consider the reasons you're writing your business book and what you want it to accomplish. For example:

- Is your ultimate goal to become a professional author?
- Will your book help establish your thought leadership in your industry?
- Would you like your book to lead to public events like speaking engagements and consulting opportunities?

IDENTIFY YOUR TARGET AUDIENCE.

Think about who your book will help the most. Questions to ask yourself include:

- Will your book focus on your industry, or is it more of a general business topic?
- Is your book geared toward veteran professionals or a younger crowd who wants to become executives or entrepreneurs?

CREATE AN OUTLINE.

Jot down your main thoughts and ideas and organize them so they flow well.

DETERMINE YOUR RESEARCH NEEDS.

Nonfiction works like business books often require research and gathering quotes you can include in your book. Incorporate research time into your overall book project schedule.



SET UP A SCHEDULE WITH ATTAINABLE GOALS.

Although you might want to publish your book as quickly as possible, give yourself enough time, and make sure your timeline isn't too aggressive. For example:

- Set word count goals (i.e., write 1,000 words per day or 5,000 words per week).
- Block off time each day or week to work on your book. The time will vary based on your schedule and goals, but set aside a few hours where you can focus on writing without distractions.

WRITE YOUR HEART OUT!

Every word that you write is one step closer to finishing your draft and preparing it for publishing, so don't lose momentum—keep on writing!

FIND A PROFESSIONAL EDITING SERVICE.

Before your book is ready to publish, it'll need to go through multiple editing phases. Find professionals that can take care of the developmental editing, line editing, copyediting, and proofreading for you.

FIND A PROFESSIONAL BOOK DESIGN AND FORMATTING COMPANY.

Writing a business book is a big undertaking, so many business authors choose to partner with professional book designers and a service that can handle the final book formatting.

CHOOSE YOUR BOOK RETAILERS.

You can sell hard copies and e-books online, pick a brick-and-mortar bookstore, or do a mix of both. Think of how your audience finds their favorite business books, and base your retailers on your potential readers' preferences.

DEVELOP A BOOK MARKETING STRATEGY.

While you're waiting for your book to go through the final editing and formatting processes, put on your "marketing hat" and think of how you can plug your book. Ideas include:

- Launching a social media campaign
- Planning a book launch event
- Speaking as a guest on a podcast related to your industry
- Optimizing your online book listings
- Recording a book trailer video
- Getting authentic, genuine book reviews



Are you ready to get started? Book a one-on-one
consultation with an expert today!

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