

PublishandSell Enterprises

Manuscript, Cover Art, Publishing, Retail Listing Checklists

(Updated 11/02/09)

I. Manuscript

1. How long have you been working on your manuscript? If it has taken longer than you'd hoped, why is that (time constraints, research needs, etc).

2. How complete is your basic manuscript (in percentage)? If it's not finished, what needs to be done to complete your manuscript for publishing and when do you expect it to be completed? Do you need significantly more time to add or revise content, or do you just need to perform some minor changes along with some proof-reading?

3. Do you need assistance in finishing your manuscript? If so, do you need a ghost writer or research assistant? Is there a need for legal expertise to make sure all references are acceptable, accurate and properly attributed? Please specify any external activities needed to finish your manuscript.

8. Will your book require special pagination (i, ii, iii, for example)? Does your manuscript currently accommodate that? *(It's a good idea to find and list other books that represent these preferences)*

9. Will you be including a Dedication, Introduction, Forward, Preface, Acknowledgements, Glossary, Appendix, or Index with your book? If so, please specify where each of these items will be located in your book relative to one another and relative to your main manuscript. Also, specify which items are or are not completed.

10. What are the preferred top, right, and bottom margins for your book? *(It's a good idea to find and list other books that represent these preferences)*

11. Do you have specific preferences regarding the layout and appearance of each new chapter of your book?

II. Cover Art

1. What are your initial ideas for your cover? *(It's a good idea to find and list other books that represent these preferences)*
2. Have you selected a cover artist? If so, please provide their name and contact information below. When do you expect your cover art to be completed?
3. Do you want to include photos and/or illustrations of people, animals, or places—or mostly graphic (computer-generated) art?
4. Have you finished the text and copy for all aspects of your cover? This includes the title, subtitle, author name, author bio, book teaser/description, email address, website and author blurbs/recommendations that you might want to include.
5. What fonts and font sizes have you chosen for **all** text contained on your book cover—the title, subtitle, author name, bio content, author blurbs? (This includes your book's spine). Please specify below.

III. Pre-Publishing

1. What is the final word count for your manuscript?
2. Is the book's manuscript now fully edited?
3. Have you asked others to read your manuscript and offer feedback or suggestions to confirm that you are ready to publish now?
4. Is the cover art complete, and the copy fully edited?
5. What is the specific title of your book?
6. What is the specific subtitle of your book?
7. What is the specific author name?
8. What is the copyright date?
9. What is the publisher name?
10. What is the ISBN Number (if you have purchased them previously)?
11. Are you including other items such as a Library of Congress Control Number (LCCN) on your Title Page?

12. What is the binding and trim size for your book? Will it be color or B&W interior?

13. What other information is necessary to properly complete your book's Title Page? *(It's a good idea to find and list other books that represent these preferences)*

14. What are the specific fonts and font sizes to be used with all of your book's interior content and cover art—including Title Page, TOC, Introduction, Acknowledgements, etc. Do the interior fonts and cover art fonts match as intended? (See Sections I and II)

15. Does the interior content (Title Page, title, subtitle, author name, web sites, email addresses, ISBNs, publisher names, etc) correlate as intended with the cover art copy?

16. What other specific images, photos, tables or other items need to be inserted into your manuscript prior to publishing? Please list the file names, file types, and their specific locations within the book. If any items include captions please make sure that you have properly chosen a font/font size that correlates with your previous manuscript decisions in Section I.

IV. Publishing

1. What printer/site has been selected to publish your book? Why?
2. What is the expected print fulfillment time? For one book? For volume orders?
3. What is the page count of your book based on the trim size that you have selected?
4. What is the cost of a single book? For volume orders?
5. What is the royalty split/payment arrangement between you and the printer/publishing site?
6. Have you filled out the proper information with your printer/publishing site in order to receive royalty payments?
7. What are the shipping costs for you and your customers?

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8. Is all content—interior content, cover art content—fully formatted and compliant to all the requirements identified in Sections I, II, and III?

9. Have you fully reviewed your formatted and uploaded PDF files prior to purchasing a proof?

10. Once you receive your proof, are any revisions needed? If so, see Sections I, II, and III as applicable.

V. Retail Listing

1. Have you approved your proof?

2. Even if you have approved your proof, do you anticipate further changes to this book within the next three months? If so, please specify.

3. What is the author name, title, subtitle, book description, category, and other information that will be used for your retail listing? Does it match with your book's interior content and cover art content?

4. What is your final listing price? How much will you make on each sale?