****

**Self-Publishing Your Art Book**

**- Worksheet -**

**Pre-production**

1. What mindset do I most need to have to set my book up for success? (circle all that apply)  
     
   determined committed clear enthusiastic
2. What are my goals? (Should be identical to my goals as an artist.)  
     
   inspiration education validation as an authority
3. Audience(s)?   
     
   general public specific group \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
4. Timelines? (Weeks or Months)  
     
   1 2 3 4 5 \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
5. Budget?   
     
   $0 $100 $300 $600 $1,000 $2,000+
6. Title of my book?

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**How will I stay organized?** (circle one)

Paper folder Folder on my computer AirTable (cloud-based)

[**https://airtable.com/invite/r/as7XLjNO**](https://airtable.com/invite/r/as7XLjNO)

(This is Art Impact’s referral link)

**Photography**

Who's going to photograph my work? (circle one) (Costs?)

Self Friend Relative Professional

Name of photographer: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Printers / Publishers**

Which printing companies will print or publish my book?

Simon & Schuster MGXCopy Americas Printer Kindle Direct ZNO   
  
LuLu Blurb

**Preparing digital files**

Which standard size do I want my book be? (circle one)

* Fiction: 4.25" x 6.87", 5" x 8", 5.25" x 8", 5.5" x 8.5", 6" x 9"
* Novella: 5" x 8"
* Children's: 7.5" x 7.5", 7" x 10", 10" x 8"
* Textbooks: 6" x 9", 7" x 10", 8.5" x 11"
* Non-fiction: 5.5" x 8.5", 6" x 9", 7" x 10"
* Memoir: 5.25" x 8", 5.5" x 8.5"

**Images**

What type of resolution size and image file works best for my printed book?

300 dpi, .jpg

**Graphic design**

Who's going to layout the pages? Costs?

Self Friend Relative Professional

Name of graphic designer: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Quality** **Assurance**

Who's going to proofread or check for errors? Costs?

Self Friend Relative Professional

Name of proofreader: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**ISBN Barcodes** (International Standard Book Number)

How or where do I get one?

It’s strongly recommend you use the resources provided by Bowker, the company responsible for ISBNs in the United States, on the [ISBN website](http://www.myidentifiers.com/) and at [Bowker’s website](http://www.bowker.com/products/ISBN-US.html).

If you ever publish another edition of your book, or another book entirely, you will need more than one ISBN. I suggest you buy the 10 pack. A single ISBN today costs $125, while 10 ISBNs cost $250, 100 cost$575 and 1000 cost $1000. Note that the price per ISBN drops from $125 to $25 to $5.75 to $1.

**Copyright**

Should I take all the steps to formally do that?

Under U.S. copyright law, your self-published work is protected as soon as you put the pen to paper. Copyright is based on your creative authorship and is not dependent on any formal agreement with a book publisher or self-publishing company, although registration with the U.S. Copyright Office is beneficial.

The standard filing fee for electronic registration is $55 for basic claims. However, the filing fee is $35 if you register one work, not made for hire, and you are the only author and claimant. To access electronic registration, go to the Copyright Office's website at www.copyright.gov.  
  
Works published after 1923, but before 1978 are protected for 95 years from the date of publication. If the work was created, but not published, before 1978, the copyright lasts for the life of the author plus 70 years.

**Book Distributors**

Which ones do the libraries use to order my book?

Ingram

Baker & Taylor   
Brodart  
Follett (K-12 and University)

**Library Placement Preparation**

Should I bother with libraries at all?

The libraries buy the books from publishers. And depending on the size of the library and the popularity of the book, a library might buy a particular title by the case. ... Tax payers have paid for the library books, but how much authors make from that sale depends on their contracts.

**Pricing**

How should I price my book? (Consider: dimension size, quantity, printing costs, library budgets.)

If your book is a 375-page novel, it's reasonable to ask $16.95 for it. Most average-sized trade paperback novels fall into the $13.95 to $17.95 price range. The average price range for a library to buy a book is $12 to $18. That being said, this range is true for most books—always do the research into comparable books and price your book accordingly.

Hardcover art books can range from $27 to $40+. Kindle versions range around $9.99.

**Marketing**

How do I get the word out about my book?

1. Be sure your book is good. ...
2. Tweet about it.
3. Make a video book trailer.
4. Publish free samples.
5. Ask your readers to send in images of them with your book and then pin them on Pinterest.
6. Comment on threads in Facebook groups or on other people's threads to build your reputation as an expert.
7. Write a press release for PRWeb.
8. Run a Contest with Your Book as an Award.
9. Contact bookstores about carrying your book on consignment.
10. Look for a little local media attention.
11. Sell on Amazon.
12. Contact magazine journalists.
13. Use friend networks.
14. Hold readings.
15. Get a stall in a local market.

**Self-publish for free eBooks and paperbacks for free with Kindle Direct Publishing, and reach millions of readers on Amazon.**

1. Get to market fast. Publishing takes less than 5 minutes and your book appears on Kindle stores worldwide within 24-48 hours.
2. Make more money. ...
3. Keep control. ...
4. Publish in digital and print. ...
5. Get started today!

**Zapier:**  Simple Task Automation Platform  
<https://zapier.com/>

**RESOURCES**

**Self-Publishing Book Printing Platforms**

MGX Copy: <https://www.mgxcopy.com/>  
Americas Printer: <https://americasprinter.com/>  
Blurb: <https://www.blurb.com/>  
Lulu: <http://www.lulu.com/create/books>  
ZNO: <https://www.zno.com/products.html>  
ISBN Publishing Services: <https://www.isbn-us.com/publisherservices/book-printing/>

**Simon & Schuster:** Complimentary publishing consultation (888-242-5904)  
Archway Publishing Guide (eBook): <https://www.artimpactinternational.org/archway>

**Amazon’s Kindle Direct Publishing** (KDP): <https://kdp.amazon.com/en_US>

**ISBN (International Standard Book Number)**

**Bowker:** <http://www.bowker.com/products/ISBN-US.html>  
 <https://www.myidentifiers.com/>

Independent Publisher Services (self-distribution): ($55)  
<https://www.isbn-us.com/shop/publisher-programs/independent-publisher-program/>

Publisher Package (larger distribution with help from 3rd party distributors & libraries): ($129)  
<https://www.isbn-us.com/shop/publisher-programs/personalized-publisher-program/>

**Graphic Design Services** (Virtual Assistants)  
**Proofreading Services** (Virtual Assistants)  
 Fiverr: <https://www.fiverr.com/>  
 Upwork: <https://www.upwork.com/>

**Distributors** (to libraries, et. al.)  
Ingram: <https://www.ingramcontent.com/>  
Baker & Talor: <http://www.baker-taylor.com/suppliers_supplier_info.cfm>  
Brodart: <http://www.brodartbooks.com/>  
Follett (K-12 and University): <https://www.follett.com/contact-vendor>

**Social Media Post Scheduling**KuKu: <https://app.kuku.io/>  
HootSuite: <https://signup.hootsuite.com/na-eng-social-media-management/>  
ZoHo: <https://www.zoho.com/>  
**Copyright Service** US Copyright Office: <https://www.copyright.gov/help/faq/>  
 WALA: <https://waladc.org/>