



Vine Leaves Press Independent Publishing Assistance Quick Guide

This is a guide only and can be tailored to individual needs. Your manuscript needs to be completed before undergoing the following steps.

○ Production Day 1–90

- HAVE A DEVELOPMENTAL EDIT DONE.
- BEGIN RESEARCHING PUBLICITY OPTIONS AND BUDGET FOR COSTS IF YOU ARE GOING TO HAVE AN AGENCY PUBLICISE YOUR BOOK.

Notes/Tips:

- During this 90-day period author revisions should also be made.

○ Production Day 91–125

- PREPARE MANUSCRIPT FOR COPYEDITING.
- SEND MANUSCRIPT TO COPYEDITOR.
- SEND MANUSCRIPT TO READERS FOR PUFF QUOTES.
- BUY AND/OR ASSIGN YOUR ISBN TO BOTH THE PAPERBACK AND EBOOK.
- HAVE EBOOK COVER (FRONT) DESIGNED.
- WRITE PRESS RELEASE
- IF YOU ARE GOING TO HAVE ADVANCE PROOF BOOK PRINTED FOR PUBLICITY PURPOSES, THIS IS WHEN THEY SHOULD BE SENT TO LONG-LEAD MEDIA, EITHER BY YOU OR BY AN AGENCY. PLAN FOR 30-40 COPIES.
- SET UP SOCIAL MEDIA ACCOUNTS AND START POSTING TO BUILD UP FOLLOWERS.

Notes/Tips:

- You will want to include the puff quotes in your press release if you can get them.
- Make sure you book a copyeditor and a cover designer well in advance—at least three months.
- Make sure the manuscript you send to your copyeditor is a clean document with no Track Changes visible.
- When sending your manuscript to readers for puff quotes, be sure to explain that it is still being edited so they don't come back to you with a list of errors. Assure them that all errors will be dealt with.
- Allow readers about month to read and get quotes back to you.
- You can obtain ISBNs from your respective national ISBN registration agency. A directory of ISBN agencies is available here: isbn-international.org
- Your intention with publicity is to try to have reviews and media mentions happen around and after the publication date, not before, so make sure that you include your publication date on the press release and send it to media contacts (long-lead media) who are working well in advance.
- Long-lead media is usually magazines (including magazine sections of newspapers) television and national radio shows.

○ Production Day 126–140

- PROOFREAD COPYEDITED MANUSCRIPT, OR OUTSOURCE TO A PROFESSIONAL PROOFREADER.
- PREPARE PROOFREAD MANUSCRIPT FOR TYPESETTING.
- SEND PROOFREAD MANUSCRIPT TO TYPESETTER WITH A CLEAR PAGE PLAN AND BRIEF.
- FOLLOW UP WITH ADVANCED READERS AND GATHER PUFF QUOTES.
- FOLLOW UP BOOKS SENT TO LONG-LEAD MEDIA

Notes/Tips:

- Typesetting is the professional arrangement of text for printing.
- Make sure you book a typesetter and proofreader at least two months in advance.
- In your page plan sure to include enough pages for your front and end matter and brief the designer on what should be included.

○ Production Day 141–155

- CHOOSE A PUFF QUOTE FOR THE FRONT COVER AND HAVE YOUR COVER DESIGNER ADD IT (OPTIONAL)
- HAVE YOUR PAPERBACK COVER DESIGNED
- PROOFREAD 1ST ROUND OF TYPESET PROOFS
- PREPARE FRONT AND END MATTER (IF YOU HAVEN'T ALREADY).
- WRITE AND FINALIZE YOUR JACKET COPY (BOOK DESCRIPTION).
- SEND CORRECTIONS TO TYPESETTER.
- ADD YOUR BOOK TO YOUR WEBSITE & GOODREADS.
- CREATE AUTHOR WEBSITE IF YOU DO NOT ALREADY HAVE ONE.

Notes/Tips:

- Now that your book is typeset you can tell your cover designer your page count. Your paperback cover can't be designed unless you have an exact page count as the page count determines width of the spine.
- If you don't have a website yet, get one made or make one yourself with a host such as Wordpress.
- Goodreads is a very popular social network of book readers and reviewers. If this is your first book, you won't be able to add your book to Goodreads until it is officially published and available at online booksellers. As soon as your first book is available, make sure you apply for a Goodreads Author account. You will then be able to manually add your forthcoming books to the site before they are officially released. Instructions can be found on Goodreads.

○ Production Day 156–165

- CHECK CORRECTIONS WERE PUT THROUGH PROPERLY ON 2ND ROUND OF TYPESET PROOFS.
- GIVE 2ND PROOFS ONE LAST PROOFREAD.
- SEND FINAL CORRECTIONS TO TYPESETTER.

○ Production Day 166–180

- HAVE TYPESETTER FINALIZE YOUR PAPERBACK INTERIOR.
- HAVE EBOOK FORMATTING DONE.
- PITCH BOOK ACROSS ALL RELEVANT MEDIA, INCLUDING RADIO, TELEVISION, MAGAZINES, NEWSPAPERS AND ONLINE.
- ENCOURAGE ADVANCE SALES WITH OUTREACH TO FRIENDS, FAMILY AND MAILING LIST (IF YOU HAVE ONE)

○ Production Day 181–190

- CHECK EBOOK FOR FORMATTING ERRORS.
- SEND CORRECTIONS TO FORMATTER.
- SCHEDULE INTERVIEWS
- CREATE ADVERTISEMENTS

Notes/Tips:

- If any additional proofing errors have been spotted during the checking of your eBook, make sure your typesetter adds the corrections to your paperback interior as well.