

AUTHOR CHECKLIST:

Author's Name:

More Info: ICPublishing.ca/ICBookstore.ca



Insightful
Communications
Publishing

Canada's Premiere Partner Publisher

Committed to Quality Content, Design & Platform

Book Cover:

____ **Name of Book** (usually provided by Author initially – with creative support and feedback from I C Publishing) _____

____ **Including Sub-Title** or Tag Line, if one _____

____ iStock Photo (selected by Author and/or recommended by I C Publishing, can be purchased for Author)

Or ____ Illustration (provided by Author's Designer or I C Publishing's Designer)

____ **Author's Photo** (professionally done, provided by Author – I C Publishing can recommend, if needed)

____ **About The Author** Promo Piece (approx. 125 words) – ideally provided by the Author initially – with creative support and editing by I C Publishing

____ **About the Book** Promo Piece (approx. 125 words) – ideally provided by the Author initially – with creative support and editing by I C Publishing

____ / ____ / ____ Book Prices (H/Cover, EB, ER) _____ Dimensions of Book

____ **ISBN Number (and Bar Code)** _____ **QR Code(s)**, Author/Publisher

Inside Book (Completed Manuscript) Includes:

____ **Copyright** Page (Provided by I C Publishing) – and registering of book, provided by I C Publishing

____ Dedication, Acknowledgement or Thank You Page (provided by Author, with creative support and editing by I C Publishing)

____ **Preface/Intro** (written by the Author to reader, re what they will gain, etc.) – I C Publishing can assist

____ Foreword (usually written by someone of significance in the Author's life – and typically, but not always, someone with a relatively high profile in one's local or national community)*

____ **Testimonials** (written by a selection of people that know or revere the Author and their work)*

*Typically this info is accessed by the Author and reviewed by I C Publishing – although I C Publishing can provide the service of collecting the foreword and testimonials as well – with a list provided by the Author. Along with this request, usually a small cross-section of the book is sent, such as the Preface and an impactful chapter. Note to Authors: It is best to ask for testimonials communicating the intention that their contribution be considered for your upcoming book and/or supporting marketing material.

- _____ **Table of Contents** (usually included in final manuscript submission by author, although I C Publishing can easily assist with this set-up as well)
- _____ **Permissions** obtained if applic. (Responsibility of Author – can be obtained by I C Publishing for Author)
- _____ **Citations/Reference** list (Responsibility of Author – can be obtained by I C Publishing for Author)
- _____ **End-notes/credits** formatted (Provided by I C Publishing)
- _____ Final Book Manuscript in a word document (provided by Author)

- _____ **Editing**
- _____
- _____
- _____ **Proof-Reading**
- _____
- _____ Approval by Author
- _____ **Book Cover Design** Process
- _____ **Type-Setting** Final Manuscript
- _____ Proofing Type-Set Final Manuscript
- _____ **E-Book Conversion**
- _____ **E-Reader Conversion** and E-Reader Stores
- _____ **Printing** Hard Copies **
- _____ Media Kit **
- _____ Press Release
- _____ Other Supporting Marketing Material (Book Marks, etc) **
- _____ **Set-up on Amazon.ca** under I C Publishing
- _____ Set-up on **ICBookstore.ca** website

ADDITIONAL NOTES / GOALS / REMINDERS:

- **Pre-Marketing**
-
- Workshop material or keynote
 - referencing book content
-
- Author's Website
-
- **Author's Blog and/or Social Media**
-
- **Book Launch**
-
- **Book Signings**
-
- **Book Stores** – Sales & Consignments
-
- **Book or Writing Award** Applications
-
- Charity Component
-
- Company Affiliations
-
- Marketing Video for Book Promo
-
- **Interview Opportunities** (target audience)
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****Can be out-sourced by Author or provided by the I C Publishing Team**