

## AUTHOR CHECKLIST:

Author's Name:

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More Info: [ICPublishing.ca](http://ICPublishing.ca)



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### Book Cover:

\_\_\_\_ **Name of book** (usually provided by author initially – with creative support and feedback from I C Publishing) \_\_\_\_\_

\_\_\_\_ **Including subtitle** 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)

\_\_\_\_ **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, PDF, ePUB) \_\_\_\_\_ Dimensions of book

\_\_\_\_ **ISBN number (and Bar Code)** \_\_\_\_\_ **QR Code (optional), author**

### 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. Along with this request, usually a small cross-section of the book is sent, such as the preface and an impactful chapter or two. 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. This way, variety can be achieved by using excerpts or full endorsements where it will help you most.

- \_\_\_\_\_ **Table of Contents** (usually included in final manuscript submission by author)
- \_\_\_\_\_ **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)
- \_\_\_\_\_ **Endnotes/credits** formatted (can be reviewed or provided by I C Publishing)
- \_\_\_\_\_ Final book manuscript in a word document (provided by author)

- \_\_\_\_\_ **Editing**
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_ **Proofreading**
- \_\_\_\_\_
- \_\_\_\_\_ Approval by author
- \_\_\_\_\_ **Book Cover Design** process
- \_\_\_\_\_ **Typesetting** final manuscript
- \_\_\_\_\_ Proofing typeset final manuscript
- \_\_\_\_\_ **E-Book Conversion**
- \_\_\_\_\_ **E-Reader Conversion** and E-Reader Stores
- \_\_\_\_\_ **Printing** hard copies \*\*
- \_\_\_\_\_ Media Kit
- \_\_\_\_\_ Press Release
- \_\_\_\_\_ Other supporting marketing material (bookmarks, etc.)

ADDITIONAL NOTES / GOALS / REMINDERS:

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