



Publishing Planning Guide

Section 1: Book Overview

Book Title:

Author:

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Summary/Description

Objectives (*What is the purpose of the book? Why was it written?*)

Book Goals (*Grow Business? Generate Income?*)

Publication Date

Targeted Release Date:

Is this date critical?

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Book Specifications

Manuscript Page Count:

Proposed Trim Size:

Desired Bindings (*hard cover, paperback, ebook*):

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Author Credentials (*why is the author qualified to write this book?*):

Section 2: Audience Analysis

	Primary Reader	Secondary Reader
Age		
Gender		
Education Level		
Income Range		
Profession		
Hobbies		
Professional Organizations		
Newspapers Read		
Magazines Read		
TV shows watched		



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Audience Analysis Continued

	Primary Reader	Secondary Reader
Websites Frequented		
URL:		
URL:		
URL:		
URL:		
URL:		
Other/Notes		

Section 3: Competitive Analysis

	Title	Author
Competing Book No. 1		
Competing Book No. 2		
Competing Book No. 3		

Pricing Comparison

	Title	Retail Price
Competing Book No. 1		
Competing Book No. 2		
Competing Book No. 3		

Suggested retail price of this book: \$

How does this price compare to the competition?

Can the book be profitably printed to compete on price?

Does the price put this book at a disadvantage?

If so, what can be done to overcome this?



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Competitive Advantages/Disadvantages

Why is this book different from the competition?

Competing Book No. 1
Competing Book No. 2
Competing Book No. 3

Why is this book better than the competition?

Competing Book No. 1
Competing Book No. 2
Competing Book No. 3

What advantage does the competition have?

Competing Book No. 1
Competing Book No. 2
Competing Book No. 3
Notes:



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Section 4: Distribution

Where does the intended reader shop?
Where should this book be sold?
What distribution channels are needed?

Section 5: Resources Needed (Funds)

A. Book Development & Design

Activity	Estimated Costs / Notes
Writing	
Editing	
Proof Reading	
Cover Design	
Interior Design/Page Layout	
Misc. <i>(artwork, photography, obtaining permissions, research, etc.)</i>	
Estimated Total:	



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B. Publishing

Activity	Estimated Costs / Notes
Set-up Fees	
Initial Book Order	
Copyright Registration	
Distributor Fees (if any)	
Misc.	
Estimated Total:	

C. Marketing

Marketing Activity	Estimated Costs / Notes
Estimated Total:	

Estimated Budget:

Section 6: Resources Needed (Time)

Note time available to work on this project? Full time? Part time? Outsource?

Comments/Notes on Resources Needed:



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Section 7: Summary of Publishing Options

Based on the analysis, select the publishing option that best meets the objectives for this book.

Pay-to-Publish Service (self-publishing service provider):

Can Be Good Choice When:

- One-stop shopping desired
- No publishing expertise needed (pay someone else to handle the details)
- Primarily looking for online sales or short print runs
- Basic Marketing programs available to purchase
- Profits less important than getting book in print

Cons:

- Limited control over end product
- Limited control over distribution
- Limited control over pricing
- Limited rights (ISBN ownership)
- Limited rights to final artwork
- Bookstore distribution difficult to obtain
- Less profitable
- Hidden costs (add-ons get expensive)
- Limited quality control (service publishes exactly what is submitted)
- Need to research for reputable, author-friendly companies (DO YOUR HOMEWORK!)

ePublishing

Can Be Good Choice When:

- Limited budget: Low/no upfront costs
- Printed version of the book is not needed
- Content must be updated often
- Objective is to gain exposure to readers, agents and/or publishers
- Testing the waters, get input on writing
- Combining with print version of book for additional exposure

Cons:

- No Bookstore distribution
- Limited/no printed books for in-person sales
- Limited quality control (service publishes exactly what is submitted)
- Can have formatting issues



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Self-Publishing (author as publisher, with or without assistance)

Best for:

- Control over final product
- Control over distribution
- Control over pricing
- Establishing brand
- Publishing multiple titles
- Keeping all profit
- Retaining all rights
- Ability to publish for other authors (income stream)
- Tax benefits (can claim business expenses)

Cons:

- Knowledge/expertise needed (need to understand printing and publishing industries to make educated choice)
- Need to outsource (finding resources for editing, design, etc.)
- More time required (unless outsourced)
- Need to manage business side (set up licenses, permits, taxes, etc)

Notes:
