



Writing • Author + Book Publishing Services

Tips for Publishing Success

- Be clear about your goals
 - Why do you want to write a book?
 - Hold your book in your hand?
 - Support your business?
 - Be a best-selling author?
 - Save the world?
- Know what you can do yourself... and what you really can't
 - Are you as good an editor as you are a writer?
 - Are you really a decent graphic designer?
 - Do you know typography?
 - What are you really interested in learning?
 - Are you a marketing pro?
- Assess your resources.
 - Your skills
 - Your energy
 - Your interests
 - Your time
 - Money
- Develop a budget (This may change along the way)
 - Know what things really cost for the level of professionalism you need
 - Know what you want to spend
 - Know what you can spend
 - Know what your bottom line is
- How professional does your book need to be?
 - Is this a family history for distribution at a reunion?
 - Is it going to be what establishes you as an expert in your field?
 - See Goals
- View this as a team effort.
 - Who do you want on your Success Team?
 - What levels of expertise or professionalism do you want/need?
 - What kind of personal and professional chemistry is important to you?
 - Does the team need to be local for face-to-face talks or virtual?
- Be realistic about what it will take to get the result you want.
 - Time
 - Money
 - Quality
 - Effort

Available online: <http://www.cinnabarbridge.com/publications/books/>