Self-Publish Your Book in 30 Days
WEEK THREE | Build your book: Interior and cover design

Homework Checklist #3

Prepare your Word text manuscript

❏ Removed double spaces

❏ Remove page headers and footers

❏ Remove Page numbers

❏ Remove multi-column layouts

❏ Remove text boxes

❏ Remove drop caps

❏ Remove any visual formatting (colors, images, borders)

❏ Separate chapters with a page break

❏ Use black text

❏ No greater than 1.5 live spacing

❏ Keep formatting simple: **bold**, *italic*, or ALL CAPS

❏ Include copyright page

❏ As desired: dedication, acknowledgements, about the author

❏ Run spell check one more time

More in-depth checklists located in the articles linked on the class page.

Format your eBook

❏ Decide if you will do it yourself, use a service, or hire help

If hiring help: Ask how the book will be delivered to you. What formats will be provided? What if you find errors? What if you need the book changed in the future?

If doing it yourself: Choose your tool. Consider using a free or paid template. Remember to text the exported file on an actual device. (Even after uploading.)

Format your print interior

❏ Decide if you will do it yourself, use a service, or hire help

If hiring help: Ask how the book will be delivered to you. Will you receive the "source" file (such as InDesign)? What formats will be provided? What if you find errors? What if you need the book changed in the future?

If doing it yourself, check your design for these things:
   ❏ Front matter included
   ❏ Justified text
   ❏ No auto-hyphen
   ❏ Wide interior margin
   ❏ Remove widows and orphan (reference article on class page)
   ❏ Blank pages truly blank (no headers or page numbers)
   ❏ All chapters begin on right (odd) pages
   ❏ No headers on chapter pages
   ❏ Table of contents page numbers match final design

Format your print interior

❏ Decide if you will do it yourself, use a service, or hire help

If hiring help: Ask how the cover will be delivered to you. Will you receive the "source" file (such as InDesign)? How many revisions are you allowed? Do you have to pay for stock images? How are future change requests handled?

Check your cover for these things:
   ❏ Genre is clear at a glance
   ❏ Generates excitement or offers a hook
   ❏ Makes potential readers curious
   ❏ Matches the tone of your book

- ❏ It's legible
- ❏ Author name is clear
- ❏ Describes the "offer"

If you design your cover yourself, I suggest a "blind" test to see if it's up to snuff. Post your cover (with your name and title changed) with two others from your genre on your social. Ask your audience which seems the strongest and the weakest. The why is important. If they identify your cover as weakest, you'll want to know what is tripping people up.