



## **Intellect Publishing, LLC**

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### **Checklist for Authors:**

When starting a project, it is important to take these steps in order to assure that your book has the greatest chance of success in this new and dynamic marketplace.

These steps are ALL necessary even if you do end up getting a deal with a major publisher, and may even help you to get a deal in the first place.

If you have already completed your book, you still must go through these and, if you need to, adjust your title.

### **Action Steps:**

1. Google your title name - see what comes up. If there are too many competitors, consider adjusting your title a little so as not to get buried by the results. Be creative.
2. Go to Amazon and type in your title's name - again, if there are too many titles of that same name, consider changing it.
  - a. NOTE: your search results in Amazon will be based on sales and relevance. If the titles are older or out of date, you may be okay.

3. Go to your Domain service (if you do not have one, go to [www.GoDaddy.com](http://www.GoDaddy.com)) and check to see if your **book's name is available**. If it is, procure it immediately. Do not wait. There are trolls who see what you looked for and they get it and try to ransom it back to you.
  - a. IF your title is not available, try adding 'book' to the end of it. For instance, if the title is My Memories of Mobile, and [www.mymemoriesofmobile.com](http://www.mymemoriesofmobile.com) is not available, add book to the end: [www.mymemoriesofmobilebook.com](http://www.mymemoriesofmobilebook.com). It should be available. If not, time for another title.
4. While at the domain service also check to see if your **name is available** for a web site (If you do not already have it). If it is available, again, grab it right away. If it is not available, use your name and add 'author' or another title such as 'entrepreneur' to the end. I use [johnwoodsauthor.com](http://johnwoodsauthor.com).
5. IF your book is already written, **copyright it**. This is easy and simple. Go to [www.copyright.gov](http://www.copyright.gov) and then follow the directions. You can either file an electronic version which is less expensive (\$55.00 as of this writing) or mail in a hard copy for \$85.00.
6. Open up a KDP account at [www.kdp.amazon.com](http://www.kdp.amazon.com). This is usually connected to your existing Amazon account if you have one. In other words, it will use your same username and password. But if not, sign up for it.
  - a. Make sure you fill in all the financial info including your social security number for tax reasons and enter a credit card and bank account. These will be used to both charge you for copies and PAY YOU when you have book sales.
7. Open up a Facebook account as an author. ([www.Facebook.com](http://www.Facebook.com)) This is NOT your personal account where you post family pictures. This is your AUTHOR PAGE page and used for the business of BEING an author.
  - a. You can also open up additional pages for your book titles, but really not necessary.
  - b. Once you get the page up, search for friends and 'friend' them.
    - i. Make it a practice that every day you 'friend' (from the recommendations you receive from Facebook) at least FIVE

people. No more than TEN people, or you may have your account frozen.

8. Open up a twitter account ([www.Twitter.com](http://www.Twitter.com)) Use your AUTHOR NAME.
  - a. You'll use this to announce your book signings and the release of your book.
9. Open up an Instagram ([www.Instagram.com](http://www.Instagram.com)) account under your AUTHOR NAME.
  - a. You'll use this to take pictures of your book and book signing venues
10. Sign up for and open a Google Plus account. You can go to [www.accounts.google.com/signup](http://www.accounts.google.com/signup) to open up an account. This is the same idea as a Facebook account and will help with search engine optimization.
  - a. You'll use this to announce book signings and events. This will help with google searches about you.
11. Sign up for a blog at [www.blogspot.com](http://www.blogspot.com).
  - a. This will be used for short articles and descriptions of events for your book and about you as an author.
12. Open up a snapchat page. Use this for all book signings and anything to do with your book or you as an author.
  - a. Again – to announce book signings and events.

NOTE: Do NOT use this for anything political. It is a way for people to find out about you and your book!

13. You can go to Hootsuite and do all of these at once (but it is not necessary to sign up here ([www.HootSuite.com](http://www.HootSuite.com))).
14. Go to PAYPAL and set up a business account. This is so you can take credit cards at book signings. ([www.PayPal.com](http://www.PayPal.com))
15. Go to Amazon's Author Page ([www.author.amazon.com](http://www.author.amazon.com)) and create an account for you as an author. This is very important.
  - a. You will need a head shot (take it with your phone) and copies of your book's cover.

These are steps that you can take today that will position you to launch *your book* and control your intellectual property, whether Intellect Publishing publishes your book or you do.

TO find out more about getting your book published by Intellect Publishing, contact us through the web site or send us an email: [info@intellectpublishing.com](mailto:info@intellectpublishing.com)

And good luck with your project!

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