



INDIE PUBLISHING SCORECARD

My Score:

AUTHOR PLATFORM:

1. Even if I am only writing part-time, I consider my author career a business and treat it as such. Yes No
2. I have established a sole proprietorship or LLC for my author business in order to protect my interests. Yes No
3. As a business, I have a definable name and logo to brand my company – even if it is just my pen name. Yes No
4. My readers know who I am and how to find me online. Yes No
5. I know who my readers are and how to contact them. Yes No
6. Even if I am only working on my first manuscript; I am already taking the steps to build a following. Yes No

AUDIENCE:

1. I know the age and gender of my ideal reader. Yes No
2. There are at least five traits I can name about the person who would like to read my book. Yes No
3. I can list several books or other authors that my fans would enjoy reading. Yes No
4. I know where and how my prospective fans buy their books. Yes No
5. As a reader myself, I have spent time reading books just like mine. Yes No
6. If I were searching for a book like mine, I know what words I would type into a search engine to find it. Yes No

MANUSCRIPT:

1. Whether my manuscript is complete or not, I am using basic editing tools like the spell check and grammar functions inherent in my word processing application. Yes No
2. I intend to have an associate, friend, or family member read and critique my manuscript prior to publishing (also known as an Alpha reader). Yes No
3. I have determined what genre my book fits into and have searched for books like mine on Amazon or other online retailers. Yes No
4. My intention is to have my book professionally edited for clarity and grammatical issues so I can offer my readers the best experience. Yes No

5. I have or will submit my proofread manuscript to several initial readers for feedback and review (also known as Beta readers). Yes No
6. The copy that I will use on the back cover of my book is fine-tuned for precision, copy edited, and tested for positive responses. Yes No

PRESENTATION:

1. I have researched the top ten best-sellers in my book's genre; and, I know what their covers and supplemental graphics look like. Yes No
2. My artwork has been designed for optimum clarity in retail listings and fits with genre specifications and print specifications. Yes No
3. I realize that people do indeed judge books by their covers. Yes No
4. The graphics I am using to promote my book are consistent and help build awareness of who I am as an author. Yes No
5. The cover I am using for my books will appeal to my audience. Yes No
6. My supplemental graphics like book trailers, book marks, signage for events, and other merchandise represent who I am as an author and present a polished image to my fans. Yes No

SALES GOALS:

1. I know how and where to sell my book in a way that will meet my financial goals. Yes No
2. I have a clear, identifiable plan for getting my book into the hands of my readers. Yes No
3. My marketing tools, like website and social media accounts, are optimized for functionality and provide successful access to my readers. Yes No
4. I have, or am building, an email list that allows me to engage with my fans on a regular basis. Yes No
5. I understand and can/will make use of strategies like incorporating a reader magnet, permafrees, etc. to help build my audience. Yes No
6. My readers are engaged – they interact, post reviews/testimonials, and recommend my book to others. Yes No

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