

Checklist for Planning Your Non-Fiction E-Book

Are you ready to try your hand at self-publishing a non-fiction e-book but aren't sure where to start? Rather than take a chance on publishing a bad book, take some time to plan your strategy. If you give readers something of value, you'll set your book up for success. Follow these steps to get ready for writing.

Choose a Topic

- Focus on a topic, not a subject
- Determine what problem your book solves
- Choose a working title and subtitle
- Decide which bookstore category you will market your book in

Determine Your Topic Audience

- Demographics: age, income, gender, location, education
- Psychographics: personality, attitudes, values, hobbies, lifestyle

Investigate the Competition

- What issues does the competition not discuss?
- What do they get wrong?
- How will you make your book stand out?

Create a Content Plan

- Write a detailed chapter by chapter outline

Research

- Online and published books
- Keep track of research for citations
- Only do enough research to fill the gaps in your content plan

Develop a Writing Schedule

- Determine the approximate length of your book
- Calculate how many words you can realistically write each day
- Calculate the date you will finish your draft

Create a Budget

- Calculate costs for:
 - Time off work
 - Research expenses
 - Book cover
 - Professional editing

Set up a Marketing Plan

- Create a sales page for newsletter and website
- Contact early readers for blurbs
- Choose a platform – website or online bookstore

Finally,

- Apply for an ISBN through Library and Archives Canada
- Order your book cover
- Begin writing!