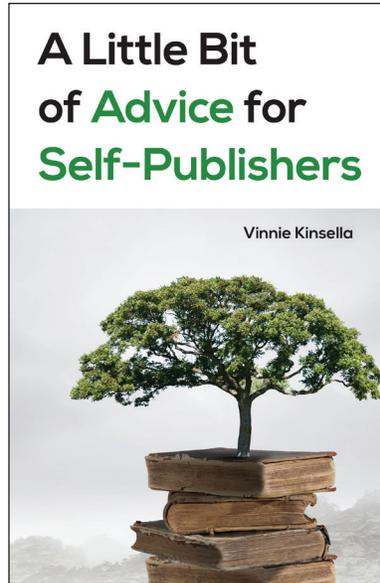


## Self-Publishing Plan Questionnaire

1. What is your measure of success for your book (see attached excerpt from *A Little Bit of Advice for Self-Publishers*)?
  
2. As an independent publisher, will you be conducting business as a sole proprietor, or will you be conducting business through an LLC, corporation, or nonprofit organization?
  
3. Who will edit your book?
  
4. In which of the following formats will you release your book?
  - Paperback
  - Hardback
  - Ebook
  - Audiobook
  - All of the above
  
5. Who will design your book's cover?
  
6. Who will lay out your book's interior?
  
7. Who will handle your ebook conversion?
  
8. How do you intend to print your book?
  - Traditional offset printing
  - Digital short-run printing
  - Print on demand





The following excerpt is just one of the many tips found in *A Little Bit of Advice for Self-Publishers*.  
To order your copy of the book, visit [vkbps.com/book](http://vkbps.com/book).

### **Set Your Own Measure of Success**

Success has no standard measure. For some authors, success means making it onto a national bestsellers list. For other authors, it means having just one person they don't know buying and reading their book. As a self-published author, you have the privilege of defining success on your own terms. Before you delve into the process of self-publishing, take the time to set your own measure of success by filling in the blank in the following sentence: I will consider my book successful if \_\_\_\_\_. Once you have that measure in mind, it will help guide you through the many decisions you will have to make during the publishing process. When faced with a difficult choice about your book's publication, ask which option betters your chances of achieving the success you hope for.