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- NONFICTION GHOST WRITER
- DEVELOPMENTAL EDITOR
- BOOK STRATEGIST & CONSULTANT

*Cindy*  
Tschosik



Your Book. Your Readers. SoCONNECTED.

# *The* **PERFECT BOOK** **CHECKLIST**

**Everything You Need to Write  
Your First Book or Your Next Book**



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Dear Author:

Congratulations on writing a book! This is a BIG DEAL for you. How great that you've chosen to download The Perfect Book Checklist to make this process faster, easier and more fun.

As a writer and editor, authors ask me the same questions before, during and after writing their books. Now, you get the benefit of everything I've learned over the years—all in one convenient place.

All of this to support your goal: Writing The Perfect Book!

A word of caution: As you read through this list, you may feel overwhelmed. Take a deep breath. Writing your Perfect Book is a marathon, not a sprint. You don't have to decide on or do everything today. Take it one page at a time, as you become ready.

And if you need additional support, I'm happy to be a resource.

In the meantime, I hope you find this guide extremely helpful in your journey. Happy writing!

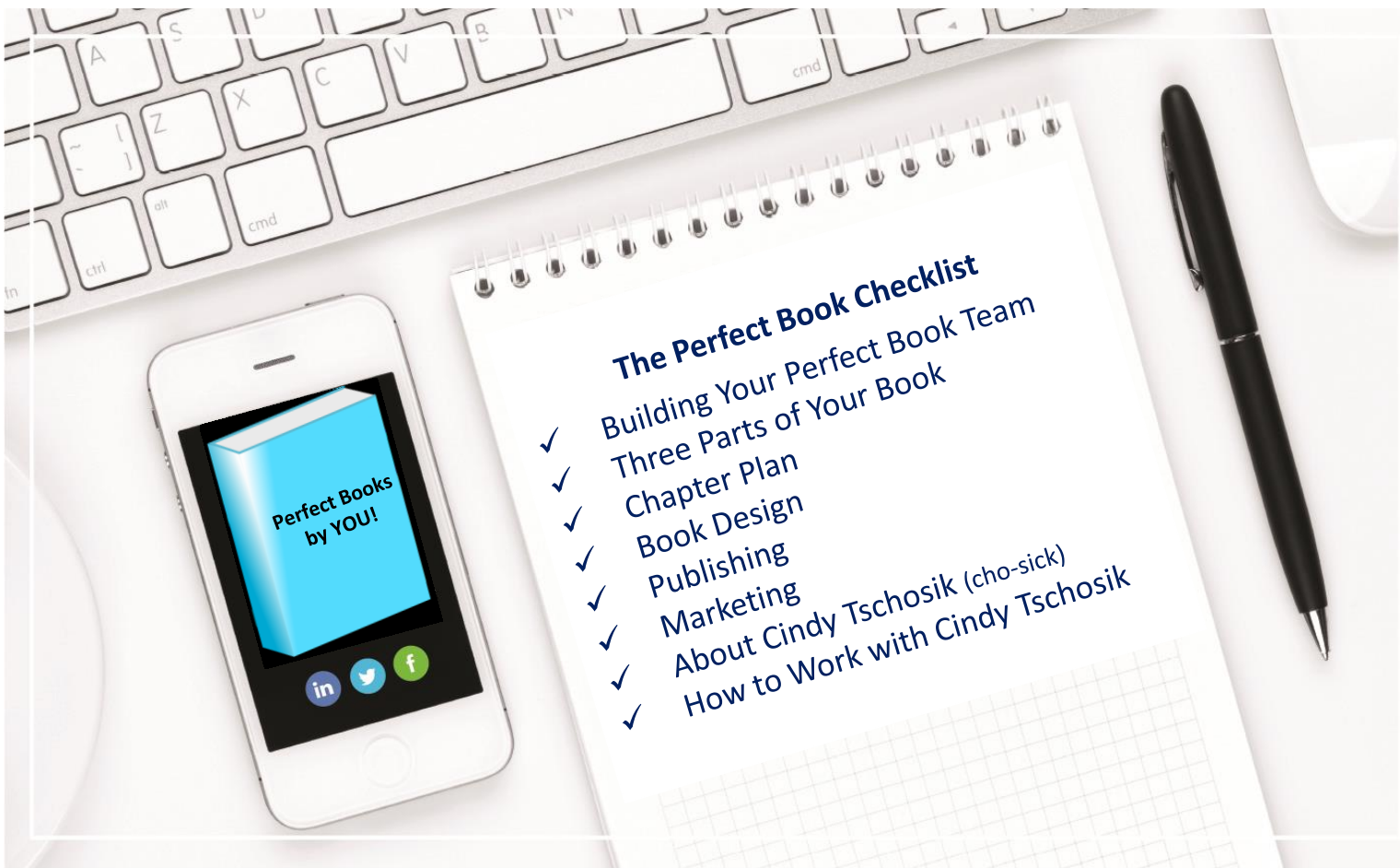
Cheers to Your Writing Success,

Cindy Tschosik  
Professional Ghost Writer & Developmental Editor  
Founder & President of SoConnected LLC

# *The* PERFECT BOOK CHECKLIST by *Cindy* Tschosik



## Table of Contents



Here's the good news! The process you use to write your book is as unique as you. There is no "one size fits all" approach to creating your book or building your team. What you'll find here are best practices, so don't worry. Your definition of "perfect" is unique, too, so give yourself grace. Your own strengths, talents, availability, budget and that which you ENJOY the most will determine the approach, needs and support required to write your Perfect Book!

The checklist below includes ALL the professional roles involved in the book writing and publishing journey. Check those you feel will be helpful to YOU.

### Your "PERFECT" Dream Team

- ☐ **Book Coaches** have many roles, depending on your needs. Different coaches specialize in services within their wheelhouse. These may include time management, motivation, book strategy, marketing or publishing. I have not met one person who helps with these services *and* with writing or editing the book. However, coaches sometimes work hand in hand with ghost writers and editors.
- ☐ **Book Strategists** provide the strategy for chapter topics, content order, table of contents and chapter structure. They also define the message, stories and lessons used in the book.
- ☐ **Ghost Writers** are hired professionals who write the book for the author, under the author's name. Authors share their content with the ghost writer through interviews, previous writings and recordings. Then the author reviews, comments on and approves the text the writer creates throughout the project.
- ☐ **Editors** have many different roles, depending on the needs and writing quality of the manuscript:
  - ☐ **Developmental editors** also can be called substantive editors, content editors and line editors. They generally come in at the beginning of the project and work alongside you to the end. They may work with authors after the manuscript is drafted to get it to the finish line. Their role is extensive: to examine the quality of the writing, structure, message, storyline and consistency, while finding ways to strengthen and polish the story to get it in shape for publishing and readers. Dev editors can also offer project management services to oversee the process of the book through the editorial phase, the design phase, and up to the publishing phase.
  - ☐ **Copy editors** correct spelling, grammar, usage and punctuation. They can verify cross-references and check consistency and accuracy throughout the manuscript. They often create style sheets to ensure consistency.
  - ☐ **Proofreaders** are your final "fresh eyes" to check one more time for mistakes, including errors within the designed pages. They cross-reference previous versions to ensure corrections have been made.

- ☐ **Book Proposal Writers** are professionals who compose your book proposal, which is submitted to traditional publishers. If you choose the traditional publishing route, you will want to write the proposal early on, sometimes even before starting or finishing the book.
- ☐ **Literary Agents** work with you to finalize your book proposal and prepare it to submit to multiple publishers on your behalf to accelerate the process. Some authors choose to submit to the publisher directly. However, the process is easier if you have a literary agent who highly recommends your book and believes in its merit when pitching a traditional publisher.
- ☐ **Researchers** provide content, pictures and other information to support your ideas.
- ☐ **Indexers** compose the index for books that require one.
- ☐ **Bibliographies** are needed when citing references. As the writer, you are expected to provide the list of referenced resources. Your editor or ghost writer can assist with the proper citation format. You can also reference the gold standard of style in publishing, by using the Citation Guide in [The Chicago Manual of Style](https://www.chicagomanualofstyle.org/tools_citationguide/citation-guide-1.html). [https://www.chicagomanualofstyle.org/tools\\_citationguide/citation-guide-1.html](https://www.chicagomanualofstyle.org/tools_citationguide/citation-guide-1.html).
- ☐ **Fact Checkers and Translators** provide these services as needed.
- ☐ **Book Designers** are graphic artists who work with the author, ghost writer, and developmental editor (when necessary). Then they provide design concepts for the cover (front, spine and back) and the interior pages of the book. Often, it's easiest to work with the same designer for the cover and interior.
- ☐ **Printers** work with designers to prepare the book for production and printing. Publishers usually have their preferred printer. Therefore, you may need a printer if you self-publish and want a more sophisticated cover than on-demand printers offer.
- ☐ **Publishers** offer many types of services, depending on whether you self-publish or work with a hybrid or traditional publisher. If you're self-publishing, you need to get the ISBN#, copyright registration, UPC code and price. If not, then ask your publisher about the services it offers to develop, produce, print, market and distribute your book. (See the "Publishing" page.)
- ☐ **Marketing and Public Relations Firms** offer services that expand your reach to increase book sales. This will be in addition to publishing, because many publishers do not market the book. (See the "Marketing" page.)

Below is a table for each phase of your book journey. The Team Deployment column shows which professionals are engaged in this part of the process. Remember, based on your strengths, talents, budget, availability and that which you enjoy, you choose *your* best-fit team members.

Phase	Team Deployment
<b>Book Prep</b>	<p>Once you start preparing or thinking about your book, engage the</p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Book Coach</li> <li><input type="checkbox"/> Book Strategist</li> <li><input type="checkbox"/> Ghost Writer</li> <li><input type="checkbox"/> Developmental Editor</li> <li><input type="checkbox"/> Book Proposal Writer</li> </ul> <p>Engage any of these professionals earlier rather than later. They will save you time, mistakes and money.</p>
<b>Book Writing</b>	<ul style="list-style-type: none"> <li><input type="checkbox"/> Ghost Writer</li> <li><input type="checkbox"/> Developmental Editor</li> <li><input type="checkbox"/> Literary Agent - Lean on this person for input and advice.</li> <li><input type="checkbox"/> Publishing Option(s) - Think these through early on to save time later.</li> <li><input type="checkbox"/> Cover Design - Once the first few chapters are done and you have some concepts, the graphic designer can be working on the front, spine and back cover as you are writing the book.</li> </ul>
<b>Book Review / Final Approval</b>	<ul style="list-style-type: none"> <li><input type="checkbox"/> Ghost Writer</li> <li><input type="checkbox"/> Developmental Editor</li> <li><input type="checkbox"/> Literary Agent</li> <li><input type="checkbox"/> Copy Editor</li> <li><input type="checkbox"/> Proofreader</li> <li><input type="checkbox"/> Publisher</li> </ul>
<b>Book Publishing</b>	<ul style="list-style-type: none"> <li><input type="checkbox"/> Literary Agent – Stay connected with this professional.</li> <li><input type="checkbox"/> Interior Book Design – Make sure all edits are FINAL! Don't start the interior design until the final manuscript is approved. It's so hard to add or delete words because it will change the layout on each page.</li> <li><input type="checkbox"/> Self-Publish or</li> <li><input type="checkbox"/> Hybrid Publisher or</li> <li><input type="checkbox"/> Traditional Publisher</li> </ul>
<b>Book Marketing</b>	<ul style="list-style-type: none"> <li><input type="checkbox"/> Publishing</li> <li><input type="checkbox"/> Marketing Firm</li> <li><input type="checkbox"/> PR Firm</li> <li><input type="checkbox"/> Your Own Initiatives: Book Launch, Book Signings, Website, Social Media, Upsell to services, etc. (See the “Marketing” page.)</li> </ul>



### Front Matter Tips & Checklist

Front Matter includes all the pages that come before the chapter content.

#### PERFECT TIPS ABOUT FRONT MATTER

- 1) The most common mistake here is the spelling of “Foreword.” The foreword is a lengthy endorsement from someone who respects you and your work. This person is willing to recommend your book based on what they know about you and your content. For example, think about a legal mystery author. Their foreword could come from a district attorney, a powerful prosecutor, a criminal defender, a juror on an important case. Or... maybe not. The good thing is - *you* get to choose. Pick the best one for YOU!
- 2) Endorsements are shorter recommendations, like a testimonial on your website. Plan to have 3, 5, or 9 endorsements for your book to make an impact.
- 3) \*As soon as possible, even when the book is just a thought, start your list of people you will ask to write your foreword and endorsements.
- 4) The dedication is one page that contains a special note to the person you want to pay tribute to in this book.
- 5) \*\*Your acknowledgements are written by you. The goal is to thank all the people in your life, on your book and publishing team, and anyone who helped bring this book to fruition.

#### DO YOU HAVE EVERYTHING?

- |  |  |   |
|--|--|---|
| <input type="checkbox"/> Title                   | <input type="checkbox"/> Title Page                | <input type="checkbox"/> Dedication Page    |
| <input type="checkbox"/> Subtitle                | <input type="checkbox"/> Copyright Page            | <input type="checkbox"/> Preface            |
| <input type="checkbox"/> Back Cover Content      | <input type="checkbox"/> ISBN#                     | <input type="checkbox"/> Acknowledgements** |
| <input type="checkbox"/> Bio                     | <input type="checkbox"/> UPC Code                  | <input type="checkbox"/> Table of Contents  |
| <input type="checkbox"/> Spine Content           | <input type="checkbox"/> Price (U.S. & Canada)     |   |
| <input type="checkbox"/> Foreword *              | <input type="checkbox"/> Legal Page (if necessary) |   |
| <input type="checkbox"/> Endorsements (3, 5, 9)* |  |   |



## Parts 2 & 3: Body & End Matter

### Body & End Matter Tips & Checklist

The body, also known as -- “the good stuff” -- is your chapter content. These two pages are dedicated to planning your chapters.

#### PERFECT TIPS for BODY of the BOOK

##### BODY MATTER CHECKLIST

- ☐ Introduction / Prologue\*
  - ☐ Chapter Content
- (See the Chapter Plan on the next page.)

- 1) \*The “Introduction” or “Prologue” is used when the author believes the reader needs to know some preliminary information about the book. Introductions are used for various purposes -- historical data, background information, general inspiration -- and offer details that aren't included in the book.
- 2) Organizing the book is one of the most important responsibilities, only second to messaging and purpose. There are many options to organize your book with parts, sections, chapters. Be sure to build your chapters so they logically and emotionally segue into the next chapter. When possible, organize the chapters with headings and subheadings.

#### PERFECT TIPS for END MATTER

##### END MATTER CHECKLIST

- ☐ Bibliography (Optional)
- ☐ Glossary (Optional)
- ☐ Index (Optional)
- ☐ Promotion / Keep-In-Touch Page

- 1) End matter is optional, based on the sources used in the chapter content. For instance, if you site quotes, facts and research, you'll want a Bibliography. If your book is over 250 pages, you may want to include an Index. If it contains difficult terminology or jargon, then a Glossary is helpful for readers.
- 2) The Promotion / Keep In Touch page is used when the author wishes the reader to consider responding to a call to action. For instance, a professional speaker may include additional books, presentation topics, coaching, training or consulting services. Think of this as your “advertisement,” after they fall in love with you when they read the book. Note: Including this as the last page is much more acceptable and respectful than trying to “sell” yourself throughout the book.



## Chapter Plan

	Chapter #	Working Title	Concept	Message
<input type="checkbox"/>	Intro			
<input type="checkbox"/>				
<input type="checkbox"/>				
<input type="checkbox"/>				
<input type="checkbox"/>				
<input type="checkbox"/>				
<input type="checkbox"/>				
<input type="checkbox"/>				
<input type="checkbox"/>				
<input type="checkbox"/>				
<input type="checkbox"/>				
<input type="checkbox"/>				
<input type="checkbox"/>				
<input type="checkbox"/>				

If you have additional chapters, just print or copy and paste this page again.

Book Design is one of the most exciting phases of your book! You get to see your entire story and message illustrated to attract the attention of your readers.

When partnering with an independent book designer or a designer working with your publisher, keep in mind there are four parts of your book to design.

## PERFECT Tips for Book Design

1) The Front Cover will include the following:

- ☐ Book Title
- ☐ Book Subtitle
- ☐ Byline (your favorite element!)
- ☐ Illustrations, Graphics, Images
- ☐ Perhaps a “Best Seller” Sticker or Embossed Print

### BOOK DESIGN

- ☐ Front Cover
- ☐ Spine
- ☐ Back Cover
- ☐ Interior Pages

2) To have a Spine, Amazon requires a minimum of 100 pages. This text appears on the spine:

- ☐ Book Name
- ☐ Byline
- ☐ Maybe the Publisher’s Logo (when applicable)

3) The Back Cover is an important area for persuasive elements:

- ☐ Headshot
- ☐ Short Bio
- ☐ Teaser of Book Contents, Benefits to Reading It
- ☐ Testimonials / Endorsements
- ☐ Price, UPC Code
- ☐ Imagery, Illustrations (that follow from the front cover)

4) The Interior pages of the book also require design work. These elements need to be selected:

- ☐ Margin Sizes
- ☐ Chapter Title Pages (and amount of white space)
- ☐ Type Size
- ☐ Illustrations, Graphics, Images, etc.
- ☐ Font Style
- ☐ Style Elements

There also are many options on the look and feel of your book that designers can recommend, including cover texture, shine (matte, gloss, etc.), embossing, background, foreground, topography, text, etc. If you self-publish, your online print-on-demand publishers will have limited options when it comes to texture and shine.

## Book Publishing Tips & Checklist

Self-publishing has taken the traditional industry by storm, and the industry is constantly changing with new options and new “deals.”

When deciding which option is the best fit for you:

- ☐ Weigh your options carefully
- ☐ Ask lots of questions
- ☐ Talk to previous clients for referrals
- ☐ Ask for the details on fees
- ☐ Read every word of the contract

### PUBLISHING OPTIONS

- ☐ Self-Publishing
- ☐ Hybrid Publishing
- ☐ Literary Agent
- ☐ Traditional Publisher

## BOOK PUBLISHING SERVICES

Service	Self	Hybrid	Traditional
Book Team	Selected & Managed by Author or Book Project Manager	Most of Team selected by Hybrid Publisher	Team is within Publishing House
Own Copyrights	Author	Author or Publisher	Publisher (usually)
In Charge of Schedule, Deadlines	Author	Publisher	Publisher (can take 18-24 months)
Upload & Sell to Online Sites	Author	Sometimes	Yes
E-Book	Author	Sometimes	Yes
Book Proposal	No	No	Yes
Literary Agent	No	No	Yes / Maybe
Funding	Author	Author	Publisher
Advance	No	No	Yes / Maybe

## Three Book Publishing Options

### **SELF**

Self-publishing is the most economical, convenient and timely option for publishing your book.

### **HYBRID**

Each hybrid publisher offers different services. Be sure to ask the questions below. The answers will help you fully understand the process, what you -- as the author -- need to provide, and what the PR firm will do.

### **TRADITIONAL**

Traditional publishing is most efficient when working with a literary agent. Once your book proposal is done, you can submit it to your literary agent (or many agents) who will then pitch it publishers. Once the publisher says “yes!” and you agree to work with them, the publisher takes your manuscript in its current state or requires you to finish it. From there, the Publishing House takes care of the rest of the steps from developmental editing to proofing, design and printing.

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## Questions To Ask Hybrid & Traditional Publishers

- ☐ Which genres do you represent? (If they don't include yours – find one that does!)
- ☐ What is the process to work with you?
- ☐ Which services do you offer?
- ☐ What is included in your publishing services?
- ☐ Is there a minimum book order required?
- ☐ What are your expectations of the author?
- ☐ What do fees include? (Hybrid publishers only)
- ☐ Is there an advance provided? (Traditional publishers only)
- ☐ What is the timeframe?
- ☐ What is the process for distribution?
- ☐ Which distribution channels are included?
- ☐ How do you market my book? Online? In bookstores?
- ☐ Is marketing included? What do you recommend for marketing?
- ☐ Are there additional services and might they help me? Are fees involved?
- ☐ Is there anything else I should be asking or should know?

## Book Marketing Tips & Checklist

After completing your book, your next most important activity is marketing it to sell. Fortunately, you have plenty of options. The key is to discover the elements that are the best fit for you and your readers. Select the options that give you these benefits:

- ☐ Have time to manage the initiatives
- ☐ Can use consistently
- ☐ Fit your budget
- ☐ Reach your audience

### MARKETING OPTIONS

- ☐ Website
- ☐ Social Media
- ☐ Print Collateral
- ☐ Public Relations / Media
- ☐ Book Launch

## Marketing Options

1) Before or at the start of writing the book, announce it to the world!

- ☐ Email / Newsletter Announcement
- ☐ Social Media Posts
- ☐ Video
- ☐ Website or Landing Page with Announcement or Pre-order Options
- ☐ Prepare for Your Book Launch

2) While writing the book, keep people informed.

- ☐ Website
- ☐ Social Media (posts with blurbs from the book)
- ☐ Memes
- ☐ Articles
- ☐ Local Media (newspapers, targeted local ads, TV)
- ☐ Ads to Pre-order
- ☐ Print Collateral: Bookmarks, Postcards, Business Cards, Signage, Buttons
- ☐ Mention it in Group Introductions

3) After the book is published, printed and online, spend twice as much time doing the marketing as it took to write it.

- |                                       |  |
|---------------------------------------|--|
| <input type="checkbox"/> Book Launch! | <input type="checkbox"/> Printed Collateral: Press Kit, Bookmarks, Postcards   |
| <input type="checkbox"/> Website      | <input type="checkbox"/> Online Initiatives: Emails, Newsletters, Ads          |
| <input type="checkbox"/> LinkedIn     | <input type="checkbox"/> Social Media Initiatives: Articles, Posts, Memes, Ads |
| <input type="checkbox"/> Facebook     | <input type="checkbox"/> Public Relations Campaign (at least six months)       |
| <input type="checkbox"/> Twitter      | <input type="checkbox"/> Local Media (TV, newspapers, events, ads)             |
| <input type="checkbox"/> Instagram    | <input type="checkbox"/> Back of the Room Sales (at events or add-on perk)     |
| <input type="checkbox"/> Pinterest    | <input type="checkbox"/> Bookstores, Book Signings, Book Tours                 |
| <input type="checkbox"/> Others _____ | <input type="checkbox"/> Keep Copies with You (talk about it wherever you go!) |



# SoCONNECTED

## Your Book. Your Readers. SoCONNECTED.

### HAVE QUESTIONS? NEED CLARIFICATIONS? Consider Me Your PERFECT BOOK RESOURCE!

#### SO, AUTHOR,

You have THE PERFECT BOOK to write, and you might need some help along the way. Authors come to me when they

- 1) don't have time,
- 2) don't like writing or
- 3) don't know how to make their story into a book that readers value.

When we work together, I support you in two ways.

- First, as an *advocate for you*, to make sure we meet your objectives
- Second, as an *advocate for your reader*, to make sure we find ways to provide "extreme value" to those who buy your book.

I've been writing articles, blogs, marketing content and books for years. Now, my focus is non-fiction books for authors with a mission to help readers by sharing powerful stories, expertise, lessons, best practices, and strong messages.

No matter the writing project, I learn what you need. Is it a content counselor who reviews and suggests changes? Is it Cindy Scissorhands who rolls up her sleeves and digs in deep to produce a higher quality manuscript? Or, is it both?

I am as dedicated to your book as you. You'll see this through my skills and talents, such as:

- Attention to detail
- Big picture thinking
- Arrange, organize and strategize piles of writings
- Creativity for storyline, sequence, persuasion and readability
- Intuitive to identify your "extreme value"
- Analytical to strengthen the structure, tone, voice, benefits and outcome
- Focused while cheering you on to the finish line

Whatever you need, from concept to final manuscript, we become partners to "download" the book in your head, polish your draft and develop the story. I'm here to coach you through the whole process.

[Let's explore the best fit for YOUR PERFECT BOOK!](#)

[VIEW PORTFOLIO](#)



Cindy (in light blue) speaks at C-Suite Network about writing books



Click to View Testimonial from Joyce Marter, LCPC



Association  
of **Ghostwriters**



C-SUITE NETWORK Advisors



**"BOOK ME" for a Complimentary Book Chat**





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## HOW CAN WE WORK TOGETHER? LET'S CONSIDER THE WAYS!

BOOK WRITING SUPPORT	SERVICE
Which of these statements is true for you?	Then, you need...
<input type="checkbox"/> I have a book, a manuscript or an outline. <input type="checkbox"/> I have many questions about how to start. <input type="checkbox"/> I need to talk to a professional to avoid making mistakes and pitfalls.	Book Consulting or Book Coaching
<input type="checkbox"/> I'm a great writer. <input type="checkbox"/> My content is everywhere in my head, on notepads and in devices, newsletters, podcasts, and videos. <input type="checkbox"/> Where do I start and how do I organize all of the pieces? <input type="checkbox"/> How do I even make a book out of all of this?	Book Strategist
<input type="checkbox"/> I drafted a manuscript. <input type="checkbox"/> I have most of my manuscript finished. <input type="checkbox"/> My draft needs some work, and I need a professional to make sure it is great book.	Developmental Editor
<input type="checkbox"/> I have this book in my head, and I need to get it out. <input type="checkbox"/> I don't know where to start. <input type="checkbox"/> I don't have time to do it.	Ghost Writer

## WHAT'S YOUR NEXT STEP?

LET'S GET SOCONNECTED WITH  
A COMPLIMENTARY BOOK CHAT!

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