



April 3, 2011

Dear Author,

My clients use the following worksheet to build detail about their publishing projects. Be sure to include, circle or write in, details you already have.

A few thoughts to consider:

- Keep a standard trim size and save money! (9 x 6 or 8 x 5.25).
- Publishing is a quantity-driven industry. Print-on-Demand is the best economical choice without sacrificing quality.]
- There is always a one-time set-up fee. After that, you can print one or 1,000 copies.
- Use the color on the cover rather than the interior pages. We can select a color stock if it serves your objectives. Remember, white is best for graphics and photos.
- The latest sales trend is that bookstores want photos on the cover.
- If a book is printed, using traditional lithographic offset, you can estimate cost for 500 books to yield about \$12,000 including design, registration and associated costs. **POD (Print On Demand) will save you at least 50% for the same quantity of soft cover!**
- Several cost variables include paper selection, hard or soft cover, number of pages editing, proofreading and design.

Please e-mail (scan) or return by fax if you would like feedback on your planner. Also, include the best time and how to reach you.

I am looking forward to learning more about your topic and project choices.

Regards,

A handwritten signature in black ink that reads 'Michelle Cubas'.

Michelle Cubas, Armchair Publisher, Enterprise Brand Marketer & Business Coach
Positive Potentials LLC <http://www.positivepotentials.com>



Your Name:

Michelle, here are details about my project and experience.

Today's Date:

	A	B	C	D
My topic is:				
How many years have you been expert in this topic?				
What experiences make you an expert in your field?	Teacher	Consultant	Writer	
My ideas would best be expressed in a:	Newsletter	Tip Sheet	Booklet	Workbook
Audiences that would enjoy my book are:				
What other markets would benefit from my topic?				
What is the main point of your topic?				
I want to:	Instruct	Persuade	Inform	Change
I already have connections with my target market.	Yes	No		
I've been published before:	Yes	No		
How will the book be used?	Reference	Interactive	Display	
What is the most important element we need to know about this project?				
Have you registered for ISBN identifiers?				
PRODUCTION ISSUES				
Projected Publishing Date				
Finished Cover Size	8.5 x 5.5	9 x 6	8.5 x 11	Oversized
How many colors on the cover?	One	Two	Four	Other
Paper Stock (varies with content)				
Page Count (8, 16, 32, 64 increments for best pricing)				
Graphics (Scans)	Photos	Art/Illustration	Captions	Clip Art
How large a distribution?				
Editor/Ghostwriter				
Research/Documentation	Need help	Already done	Don't know	
Digital POD				
Indigo				
Offset				
E-Book (download, PDF format)				
MARKETING ELEMENTS				
Pre-Sell Marketing Strategy	Tell me more			

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More details I need help on:

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