

100 PUBLISHING TIPS

Practical advice from over 25 years of producing books and products for independent creators



PUBLISHING SOLUTIONS FOR CREATIVE MINDS

01 Sell Directly From Your Own Website

You keep more of the profit and you own the customer relationship.

02 Own Your Files

Always own your manuscript, cover design, and print-ready files.

03 Choose an Experienced Printing Partner

Experience, reliability, and support matter.

04 Invest in Professional Editing

Clear, polished content builds credibility and trust.

05 Focus on Quality, Not Just Price

Quality printing reflects your brand and keeps readers coming back.

06 Design a Professional Cover

Your cover is the first impression of your message.

07 Check Your Spine Width

Spine width depends on page count and paper. Confirm it before you design the cover.

08 Design for Your Binding

Wire-o, spiral, and perfect bound each need different margins.

09 Use High-Quality Paper

Good paper elevates the reading experience.

10 Format for Readability

Clean, consistent formatting keeps readers engaged.

11 Order a Proof Before You Print

A physical copy catches what a screen never will.

12 Know Your Cost Per Unit

Real margin starts with knowing what one copy costs to make.

13 Price For Value

Price to reflect the value you deliver, not just the cost.

14 Build Your Email List

The most important thing you can do is create and build an email list.

15 Understand Your Audience

Create content and products that solve their problems.

16 Set Clear Goals

Define what success looks like and map your path.

17 Offer Multiple Products

Diversify your offerings to grow your reach and revenue.

18 Plan Your Launch

Plan ahead, build excitement, and create momentum.

19 Ask for Reviews and Testimonials

Social proof builds trust and credibility.

20 Leverage Social Media

Social media is for conversation, not only announcements.

21 Repurpose Your Content

Turn one idea into many formats and reach more people.

22 Build Strategic Partnerships

Partner with others to expand your reach.

23 Copyright Your Work

Register your own work, and respect other people's intellectual property.

24 Offer Excellent Customer Service

Happy customers become loyal advocates.

25 Stay Organized

Systems and organization save time and reduce stress.

26 Keep Learning

The best publishers never stop growing.

27 Deliver on Your Promises

Consistency builds a brand people can trust.

28 Maintain Work-Life Balance

Sustainable success matters most.

29 Create a Series

Series keep readers engaged and coming back.

30 Use Professional Graphic Design

Good layout enhances readability and impact.

31 Choose the Right Trim Size

Different sizes serve different purposes.

32 Provide Bonus Material

Extras create value and delight your audience.

33 Optimize For Mobile

Make your website and offers easy to access on any device.

34 Test Your Ideas

Validate your ideas before investing heavily.

35 Get Professional Photos

Quality images build trust and elevate your brand.

36 Offer Digital Products

Digital products have high value and low overhead.

37 Automate Your Marketing

Automations save time and nurture your audience.

38 Write a Compelling Description

Your description sells your book before the reader buys it.

39 Use ISBNs Correctly

You need a separate ISBN for every format and every new edition.

40 Distribute Widely

Make your book available where your audience shops.

41 Offer Bulk Options

Bulk sales are great for events and organizations.

42 Protect Your Brand

Use your logo and branding consistently.

43 Create a Media Kit

Make it easy for others to promote you.

44 Speak in Public

Stage time builds authority faster than advertising does.

45 Network With Intent

Build real relationships and offer genuine value.

46 Join Relevant Communities

Engage where your audience hangs out.

47 Offer a Lead Magnet

Give something valuable in exchange for email sign-ups.

48 Nurture Your List

Build relationships, do not just send promotions.

49 Launch With Incentives

Bonuses and limited offers increase action.

50 Get Booked on Podcasts

Podcasts are a powerful way to reach new audiences.

51 Run Targeted Ads

Use ads to reach the right people with the right message.

52 Stay Adaptable

Markets change. Be willing to change the plan you started with.

53 Innovate and Experiment

Do not be afraid to try new things.

54 Create a Signature Process

A clear process builds trust and sets expectations.

55 Use Print-on-Demand Wisely

Print on demand reduces risk and inventory.

56 Plan Your Reorders

Know your lead times so a sold out product does not stall your launch.

57 Offer International Shipping

Expand your reach globally.

58 Localize When Needed

Consider translations and cultural nuances.

59 Make Your Website Easy To Navigate

A simple site converts better and builds trust.

60 Use Strong Headlines

Great headlines grab attention and drive action.

61 Proofread Everything

Typos damage credibility and professionalism.

62 Create a Style Guide

Consistency strengthens your brand across all platforms.

63 Offer Payment Options

More payment choices mean more sales.

64 Build an Affiliate Program

Affiliates can help you reach new audiences.

65 Provide Excellent Packaging

A great unboxing experience creates raving fans.

66 Add QR Codes

QR codes connect print materials to digital content.

67 Encourage User-Generated Content

Let your audience share your message.

68 Be Visible and Consistent

Show up regularly so people remember you.

69 Share Behind-The-Scenes

People love the story behind the work.

70 Offer Personalized Products

Personalization increases perceived value.

71 Cross-Promote Strategically

Promote complementary products and services.

72 Host Webinars or Workshops

Teach, connect, and build authority.

73 Create a Community

A strong community creates deeper loyalty.

74 Use Email Segmentation

Send the right message to the right people.

75 Focus on One Platform At A Time

Master one platform before expanding.

76 Optimize Your Checkout

A smooth checkout reduces abandoned carts.

77 Follow Up

Follow up leads to more sales and stronger relationships.

78 Give Back

Serve others and support causes you believe in.

79 Include a Strong Call To Action

Guide readers on what to do next.

80 Keep Your Customers Informed

Communicate updates and build trust.

81 Refresh and Update Content

Keep your content relevant and valuable.

82 Create Limited Editions

Scarcity can drive demand and excitement.

83 Offer Gift Options

Make it easy for others to buy and gift your products.

84 Monitor Your Reputation

Online reviews and feedback matter. Respond and learn.

85 Create a Reading Guide

Help readers apply your message and go deeper.

86 Provide Discussion Questions

Great for book clubs and coaching programs.

87 Include a Resource Section

Point readers to the tools, books, and links that helped you.

88 Collaborate on Projects

Co-creation expands your reach and creativity.

89 Be Patient and Persistent

Success rarely happens overnight.

90 Focus on Long-Term Impact

Build a legacy, not just a quick win.

91 Use Analytics

Data helps you make smarter decisions.

92 Create Evergreen Content

Timeless content keeps working for you.

93 Surround Yourself With Great People

Your network shapes your results.

94 Stay True to Your Message

Authenticity attracts the right audience.

95 Delegate and Outsource

Focus on what you do best.

96 Document Your Process

Systems make your business scalable.

97 Practice Gratitude

Gratitude keeps you grounded and motivated.

98 Enjoy The Journey

Celebrate the journey, not just the destination.

99 Keep Making an Impact

Your message has the power to change lives.

100 Celebrate Milestones

Acknowledge progress and keep moving forward.