



Decisions, Part I: Pre-planning [Self-Publishing Basics]

Questions to ask and plans to make to get yourself on the right track before you ever even begin to write. <http://selfpublishingteam.com/decisions-part-i-self-publishing-basics/>

Questions to Ask: Overall

1. What is my goal?

Questions to Ask: Marketing

1. Who is my target market?
2. How will my book stand out? How will it be unique from millions of others?
3. Where will my book fit in? To what would it be compared?
4. Write your book's elevator pitch.



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Questions to Ask: Writing

1. When/where am I going to write?
2. How long is it going to take? Take out a calendar and sketch out rough milestones and word count goals.
3. What style will I write in (such as literary vs. commercial)?
4. What tone will the piece have?
5. Get started on a rough outline of your book. Revise as necessary.



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Resources for further information:

Original Post (Decisions, Part I: Pre-planning)

<http://selfpublishingteam.com/decisions-part-i-self-publishing-basics/>

Planning

<http://selfpublishingteam.com/podcast-no-3-what-everyones-talking-about-the-importance-of-planning/>

Target Markets

<http://selfpublishingteam.com/tag/target-markets>

Elevator Pitch

<http://www.iuniverse.com/ExpertAdvice/MarketingYourBook.aspx>

Finding Time To Write

<http://selfpublishingteam.com/claiming-writing-time-and-working-smarter/>

Your Writing Workspace

<http://selfpublishingteam.com/writing-workspaces-i-think-i-need-a-pillow/>

Outlining

<http://www.thecreativepenn.com/2010/01/25/outlining-novel/>