

MANUSCRIPT READINESS REPORT



The Indie-publishing Summit is within reach. Your score is _____

Your score lets you know whether or not you are on the quickest, most beneficial route to the summit of independent publishing.

If you scored 100-140 on the readiness quiz, you are on the SKYTRAM to the summit of self-publishing. You know where to expect any delays or detours and you're ready to "do-it-yourself." However, if you'd like to sit back and enjoy the scenery, feel free to explore our [indie-author services](#) and

choose the HALF or FULL UPLOAD PACKAGES, the SCIENCE OF CATEGORIES, or IDEAL READER REPORT, or WEB DESIGN SERVICES. If you need assistance with designing your author platform, consider becoming a member of our WRITER'S GUILD or choose one of our MARKETING PROGRAMS when you [Select a Plan](#).

If you scored between 60-95, you are on the GONDOLA ride to the top of your game. It might take a little longer than you anticipated, but the route is clear. If you need help with any of the topics, you know where to find us. Consider cutting back on some of those learning curves by hiring any of our [indie-author services](#).

If you scored between 14-55, you are on the Chair-Lift to the ski runs. It's gonna take a while to achieve your goals, but now you know the moguls that might impede your success. Whether it's categories, key words, optimized book descriptions, or trim size and book length issues, you have a good idea what needs to be done. If you have experienced errors and rejections at uploading, you may be using PDF/ EPUBS formatted with MS WORD or MAC PAGES. You need to address those issues with type-setting format programs such as [Atticus](#), [Vellum](#) or [Reedsy](#). However, if you get lost in the details, send up a flare and the team at Stormview Mountain Press will rescue you! Choose an [indie-author service](#) or [contact us](#) by filling out a form.

Points to Remember

Every published version of your manuscript requires its own unique ISBN number.

Microsoft Word and Apple Pages both insert app-specific formatting which can trigger upload verification errors. Many authors experience frustrating rejections when uploading manuscripts and cover art to online retailers.

Inadequate bleed, inaccurate spine dimensions and/or low resolution can cause cover art to be rejected at upload. Your book cover and title are important factors in getting readers to dive into your **book funnel**.

Proper book formatting includes trim size, acceptable fonts, font size, content length and retail pricing.

Improper cover art images may be rejected by retailers at upload. In addition to that, your full page cover spread may be rejected for improper spine measurements. Spine measurements are based on trim size and

of pages. You may end up, “back at the design board.” If so, our author service, [Book Cover Re-sizing](#) can help.

Copyright ownership must be clearly indicated in your manuscript, and registering with the Library of Congress is advised.

Sometimes your graphic designer can retain copyright ownership of your book's artwork - always double-check this important detail.

The use of Artificial Intelligence is currently in flux. Intellectual property laws are being re-evaluated for restrictions and limitations of its use. Retailers require this information before accepting books for publication - future laws may disallow AI-generated content to be copyrighted.

The Amazon Best Seller algorithm is based on properly designated book categories. This complex analysis is difficult to change after publishing - it sets the baseline for your book's competitive placement in best sellers lists. It is an important feature of your **book funnel**.

The right search keywords help readers find your book when they're interested in genre-specific details. These key words, if selected can guide potential readers to your **book funnel**.

An optimized book description is crucial for your book's availability across competing online retailers and search engines, It includes internet searchable details, as well as comparable authors, and compelling features about your book that help readers make a decision to buy. It is not your book's back jacket description. Your optimized book description is an important part of your **book funnel**. If you need help with this, our author services can help. Choose our [Science of Categories](#) service, and select “*opt in for optimized book description.*”

There are four pillars to an author's platform for successful independent publisher marketing. These include: a dedicated website, official email address, fanbase mailing list, and social media accounts for influencing readers to buy your books.

Building a strong fanbase take time, but knowing your ideal reader's psychological traits can rapidly accelerate that process. If you need assistance determining your audience, [clue: IT'S NOT JUST YOUR GENRE), our author services can help. Select [Ideal Reader Profile](#).

A **book funnel** is the process by which a reader makes the decision to buy a book. It is an important detail in marketing. The reader can, AND WILL, opt out of the funnel at any time. Making your book compelling enough to keep your ideal reader in the funnel to the point of "*Click to Buy*" requires a craftiness most authors do not possess. Let's face it, you are a *creative producer*, not necessarily a marketing whiz.

We will be offering a course in the Do-it-Yourself book marketing process which includes excellent (and crafty) ways to create a successful book funnel. It will be included in our [Writer's Tool Box](#), seminars. To learn when it will be offered, [subscribe](#) to Stormview Mountain Press' blog and emails.

Let us know if we can help you reach your summit!

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