

# Self Publishing Checklist

## Covers and graphics

If you commission a cover from an illustrator or graphic designer, ask for the following formats in **HIGH RESOLUTION (min 300 dpi)**. It will save you going back and asking for different formats/quality/dimensions.

Once you have all those formats, CLEARLY NAME THEM and SAVE them in a folder. For example:

- Turning Points\1 - The Siege of Masada\Images\Covers\ ebook1frontcoverPNG

Cover Type	File type	Saved
Front cover	JPEG	
Front cover	PNG	
Front cover	PDF	
Front cover with NO TEXT	JPEG	
Title text with no background	JPEG	
Series text with no background	JPEG	
Full wrap	JPEG	
Full wrap	PNG	
Full wrap	PDF	

Convert high res to low res using Microsoft Photos or similar.

- Google “how to change image resolution in Photos”.

With these assets, you have the basis to create other marketing assets such as:

- Bookmark assets (PDF, JPEG, TIFF)
- Website banners (usually JPEG)
- Facebook banners
- Kickstarter banners
- Instagram images
- Posters with your covers (you need **high quality** for print – minimum 300dpi)
- Business card assets (JPEG)
- Other iconography that you can use in marketing.

If you don't have the skills to create these assets yourself, think about asking your graphic designer for these as well (depending on what they charge).

Want more hints? Read my article on [The Difference between Beta-reading, Editing and Proofreading](#) or [Loading up Books to Online Platforms](#).

Have a question? Shoot me an email at [jodie@jodielane.com](mailto:jodie@jodielane.com)

*THIS CHECKLIST IS NOT DEFINITIVE OR EXHAUSTIVE. It's a starting point based on things I've learnt as an Australian independent author. Help improve it by giving feedback and sharing with other authors.*