



Indie author checklist for approaching organisations

This is ALLi's simple checklist for self-published authors who wish to approach any writing-related organisation: while all publishing choices are down to the individual, knowing and following industry standards should eliminate unnecessary and frustrating rejections.

ALLi also produces a helpful guide, *Open Up to Indie Authors*, which offers authors more detailed advice on how to professionally approach a range of organisations.

Manuscripts

- Quality content which is well written and of a genre-appropriate length.
- Clearly and professionally presented following the organisation's guidelines or industry standards.

Published books

- Quality content which is well written and of a genre-appropriate length.
- A professionally designed, genre-appropriate cover.
- Interior formatting laid out to suit the content.
- An ISBN number assigned to the title (1 for each format).
- Available for sale on a known platform (e.g. Amazon) and, where relevant, listed on a wholesaler with an appropriate trade discount (e.g. via Ingram Spark).
- When seeking to be physically stocked in a bookshop, it would be courteous of an author to have a 'buy' button on their website which links either to that specific bookshop or at least explains how customers can order from their local bookshop: many authors only list buying links to the big online retailers, which does not make smaller retailers feel valued.

Marketing materials

- A succinct biography, headshot, the book cover as a jpeg and a link to some form of online presence such as a website or social media page.
- A reasonable number of copies of the book, in an organisation's preferred format, should be available on request if required for quality control, reviewing, etc.

The author

- A polite and professional approach, whatever the outcome of the application.
- Where relevant, for example to take on a Writer in Residence or Fellowship role, to be able to show a 'track record' as an author, as appropriate to the organisation and the proposed activities: number of publications, previous experience of events, qualifications, etc.
- Possibly (though this is not a necessity) membership of an appropriate organisation, e.g. ALLi, the Society of Authors, or a genre-appropriate group such as the Crime Writers' Association.