

Tasks Needed to Start Your Author or Publisher Business

Business Licensing

- Choose a business name or publishing company name or both
- File for business license (county)
- File a DBA (Doing Business As)
- File for an EIN (Employer Identification Number)
- File for a resale license (sales tax, county)
- File a trademark

Financials

- Open a business bank account
- Keep all receipts
- Bookkeeping (hire out or do yourself)
- Accountant (tax planning)
- Create a cash flow forecast
- Establish a budget

Legal

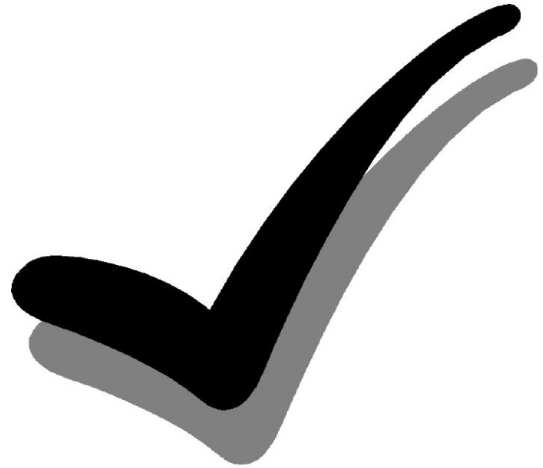
- Establish entity (sole-proprietor, LLC, S-corp)
- Website disclaimer and privacy policy
- Liability insurance

Logistics

- Set up your office (home or outside)
- Get a post office box

Hiring Considerations

- Virtual assistant
- Graphic designer
- Web designer
- Editor
- Proofreader
- Typesetter
- Indexer





- Publicist
- Marketing firm
- Bookkeeper
- Attorney
- Accountant

Graphic Design

- Business logo design
- Website design
- Business card design
- Marketing collateral (flyers, postcards, bookmarks, etc.)

Tools and Software

- Toll-free phone line
- Commercial email delivery
- Webinar/teleseminar
- Photos/images
- Postage printing
- Credit card processing (in-person)
- Ecommerce
- Skype
- Web camera
- Contact management
- Project management