

Publish Your Photography Book

W O R K B O O K

Section I: The Decision Process

Section II: The Production Process

Section III: The Marketing Process

Section I: The Decision Process

Why do you want a book of your photographs?

1 _____

2 _____

3 _____

4 _____

5 _____

What steps remain in order to complete your project?

1 _____

2 _____

3 _____

4 _____

5 _____

Write a one-line summary of your project.

List classic and contemporary photobooks that are similar to yours.

1 _____

2 _____

3 _____

4 _____

5 _____

List photobooks in print that compete with yours.

1 _____

2 _____

3 _____

4 _____

5 _____

List your favorite photobooks and why you like them (e.g., book structure, images, edit, sequence, text, design, materials).

1 _____

2 _____

3 _____

4 _____

5 _____

List additional components for your book (e.g., essays, maps, illustrations, interviews).

1 _____

2 _____

3 _____

4 _____

5 _____

List your ideal collaborators/ contributors (e.g., writers, editors, designers, printers).

1 _____

2 _____

3 _____

4 _____

5 _____

List funding sources (e.g., grants, collectors, institutions, limited editions).

1 _____

2 _____

3 _____

4 _____

5 _____

Research the viability of producing a limited edition version of your book. List examples of successful limited edition photobooks.

1 _____

2 _____

3 _____

4 _____

5 _____

List ideal publishers for your photobook and why they are a good fit.

1 _____

2 _____

3 _____

4 _____

5 _____

Elements in a Standard Submission Packet

- A one-page synopsis of the project and proposed publication
- A one-paragraph synopsis of the project and proposed publication
- A list of targeted audiences for the book and how to reach them
- An exhibition and/or publication history of the work as well as public or private collection holdings of prints from the project
- A list of competing and/or similar titles currently in print
- A short professional biography that includes a list of your accomplishments, completed works, existing professional representation, and upcoming events related to this project
- A list of confirmed and potential contributing authors
- Samples of the work as either color laser copies, digital prints, a digital file with images in slideshow format, or a PDF, as specified by the publisher's guidelines
- Your contact information and a list of the package contents
- A self-addressed, stamped envelope for return of materials

Submission and Pre-Production Deadlines

List deadlines for preparing your submission, including grant and competition deadlines, publisher deadlines, and any other important pre-production tasks.

Date _____

Details _____

Notes _____

Date _____

Details _____

Notes _____

Date _____

Details _____

Notes _____

Submission and Pre-Production Deadlines (cont'd)

Date _____

Details _____

Notes _____

Date _____

Details _____

Notes _____

Date _____

Details _____

Notes _____

Date _____

Details _____

Notes _____

Section II: The Production Process

Material and Production Research

Research and list ideal paper, printing, and binding options for your book.

Paper:

- 1 _____
- 2 _____
- 3 _____
- 4 _____
- 5 _____

Printing processes:

- 1 _____
- 2 _____
- 3 _____

Binding options:

- 1 _____
- 2 _____
- 3 _____

List research notes or test results conducted on paper, printing, and binding options.

Paper:

1 _____

2 _____

3 _____

4 _____

5 _____

Printing processes:

1 _____

2 _____

3 _____

Binding options:

1 _____

2 _____

3 _____

Editing and Sequencing Your Work

List comments you've received on the initial image edit/sequence of your book.

List your conclusions on the initial edit/sequence of your book.

Estimating Expenses and Fundraising Needs

Estimating and logging expenses are necessary steps in strategizing your fundraising effort.

These expense can include:

Contributors

- Writers/illustrators
- Rights/permissions for additional elements
- Photo or historical researchers
- Other specialists

Production team members

- Editors (photo and copy)
- Graphic designers
- Pre-press and production managers

Production and marketing

- Printing, paper, and binding
- Professional photography services
- Public relations/marketing

Distribution

- Freight and warehousing
- Shipping fees and percent of net revenue paid to book vendors

Personal expenses

- ISBN number; research tools; office supplies; travel, housing, and meals; complimentary copies to press and other contacts

List all collaborators and note important details outlined in their agreements.

Freelancers

Name	Service	Deadline	Fee

Companies

Name	Service	Deadline	Fee

List acknowledgments to be included in the book.

Professional

Personal

Production Deadlines

List deadlines for confirming collaborators; meetings with editors, designers, pre-press specialists, publishers, portfolio/box makers, and potential funders; and other important dates related to the production of your book.

Date _____

Details _____

Notes _____

Date _____

Details _____

Notes _____

Date _____

Details _____

Notes _____

Production Deadlines (cont'd)

Date _____

Details _____

Notes _____

Date _____

Details _____

Notes _____

Date _____

Details _____

Notes _____

Section III: The Marketing Process

Marketing Strategy

To begin the process of marketing your book, it is important to identify the potential audiences for your project, including related industry organizations and conferences, podcasts, blogs, newspapers, and other media outlets interested in your subject.

List all subject matter and themes your work addresses.

List those considered respected experts on your subject(s).

List conferences that gather experts on your subject matter.

List related academic departments, including any affiliated art museums or special collections.

List online platforms that focus on your subject matter.

List social media accounts to follow and note subject-related hashtags.

List print/online publications that write about your subject.

List print/online publications that write about newly released photobooks.

List bookstore newsletters that discuss new photobooks or interview authors.

Key Marketing Tasks

If you have secured a publisher for your book, you will collaborate with its marketing staff to develop contact lists and create press materials. If you are self-publishing your book, you will be responsible for all marketing, unless you retain the services of a public relations professional.

- Establish a visual brand identity for marketing on all media platforms
- Secure the domain name for your book's website (ideally the title of the book)
- Design and launch your website and social media accounts
- Distribute illustrated press release
- Produce page-turning videos for website and in social media
- Develop and distribute press packet (including press release, book images, and blurbs)
- Research potential venues for book signings
- Introduce your new title to venues you've worked with in the past
- Prepare a presentation for speaking engagements and book signing events

Complimentary Copies of Your Book

Your mailing list will include a number of people to whom you will want to send a complimentary copy of your book. When deciding who that should be, consider:

- Venues that have shown your work from this project
- Collectors and collections who have acquired your work
- Writers who have written about your work in the past
- Contacts you met at exhibition receptions, portfolio reviews, or other industry events
- Scholars, historians, and others who helped you with the making of the book

List individuals or institutions not on your mailing list that you would like to send a letter of introduction to along with a book as a gift to their library.

Traveling Exhibitions

Exhibiting work from your book will extend its life and, ideally, an exhibition will travel to multiple venues. When writing an exhibition proposal, include the title, subject, potential audiences, full image checklist, installation specs, programming ideas, and a date range in line with the venue's calendar. Be clear about any fees that must be paid to you (e.g., exhibition loan fee, shipping costs, speaking honoraria, workshop instruction fee).

List potential exhibition venues, including civic buildings, public libraries, airports, academic institutions, and galleries that accept proposals.

Name: _____ Organization: _____

Contact details: _____

Name: _____ Organization: _____

Contact details: _____

Name: _____ Organization: _____

Contact details: _____

Name: _____ Organization: _____

Contact details: _____

Name: _____ Organization: _____

Contact details: _____

“Best of” Lists

Many publications, bookstores, curators, and online media outlets compile annual “Best of” lists that commonly feature photobooks. Here are several mainstream examples:

1,000 Words

Financial Times

Los Angeles Times

Aperture

Fisheye

The New York Times

Artforum

Float

Time

Art in America

Glasstire

Photobook Journal

BOMB

Harper's

photo-eye

The Brooklyn Rail

Hyperallergic

Smithsonian Magazine

Collector Daily

Juxtapoz

The Washington Post

The Eye of Photography

Lenscratch

What Will You Remember?

Name: _____ Organization: _____

Contact details: _____

Name: _____ Organization: _____

Contact details: _____

Name: _____ Organization: _____

Contact details: _____

Name: _____ Organization: _____

Contact details: _____

Name: _____ Organization: _____

Contact details: _____

Book Launch and Marketing Deadlines

List target dates for marketing and visual branding tools, website, and social media accounts; revisiting existing exhibition contacts and researching and establishing new contacts among the press to announce the release of your book; distributing complimentary copies of your book; setting meetings to introduce yourself to those connected to the subject of your work for speaking engagements and book signings; and targeting appropriate exhibition venues.

Task	Target Date	Completed
Design branding elements		
Launch website		
Launch social media		
Complete press packet		
Refine existing mailing list		
Build industry PR contact list		
Build subject-specific contact list		
Build local/regional PR list		
Distribute press release and press kit to mailing lists		
Send newsletter to mailing lists		

Book Launch and Marketing Deadlines (cont'd)

Task	Target Date	Completed
Launch page-turning videos on social media		
Contact local radio/TV programs for interviews		
Build local exhibition opportunities list		
Contact key industry professionals for meetings		
Contact those on subject-specific list		
Produce postcards with book cover/purchase details		
Send specific mailers to targeted photobook sellers		
Set calendar of upcoming art and photobook fairs		
Send personal notes of thanks		
Ship complimentary copies		

List elements of a professional biography.

One-line project description: _____

Academic background and accomplishments: _____

Grants received: _____

Past exhibitions/events: _____

Upcoming exhibitions/events: _____

Gallery representation: _____

Short list of collections that own your work: _____

Compile colophon information.

Full title of the book:

Artist(s):

Author(s):

Editor(s):

Designer(s):

Publisher (or press name if self-published):

Distributor:

ISBN:

Place of publication:

Publication date:

Printing method:

Number of pages, number of images:

Binding method:

Paper stock(s):

Typeface(s):

Trim size (w × h):

Press run or edition size:

Signed and numbered (Y/N):

Other credits:
