**Independent Publishing: Setting Up the Business**

* Create some way of keeping track of expenses (Quicken, a spreadsheet).
  + You’ll be able to take deductions on a lot of your expenses (consult with a professional accountant!).
  + You’ll want to be able to see exactly what you’re spending on a project and how much profit you make.
* Decide on a name for your press (your publishing company).
  + Do an Internet search. Several of the names I wanted were already taken.
* Get a DBA (“doing business as”) and business license, if necessary.
  + Depending on where you live, there are different rules for how to set up your business. Often, the city and county you reside in have websites that lay out the process.
* Set up a business bank account.
  + You will need your DBA and business license to open an account. Bring the paperwork to the bank with you.
* Register with Board of Equalization for a Seller’s Permit.
  + If you sell your own books, you will owe sales tax (at least here in CA – if you’re in a different state, the laws may be different). The Seller’s Permit allows you to collect that sales tax and forward it to the state.
* Set up a Paypal and/or Square account. You need a way to take e-payments both from a computer and from a mobile device (if you’re at a festival or conference).
  + Paypal and Square are not the only players in this space. Do your research. Costco, your bank, Propay, and many others offer these services.
* Purchase domain name for your press.
  + Keep it as simple as possible. You want the domain to be fairly intuitive to type and remember.
* Design press branding, including colors and logo.
  + You can commission a logo for a reasonable price through Fiverr.com or 99designs.com, or even the freelance sites like elance.com or odesk.com.
  + Remember to read the terms of service and understand what you’re getting. We recommend ALWAYS having a Letter of Agreement (a contract) whenever you pay anyone to do work for you.
* Design website for the press. Point domains to this website.
  + Wordpress is one of the more popular choicces for a website. I like Weebly.com, but there are many choices. Again, do your research.
* Set up email accounts for domains (info@).
  + This isn’t necessary, but [info@mypubco.com](mailto:info@mypubco.com) looks more professional than amyrocks2233@aol.com.
* Create Facebook site for publisher and add link to website.
* Set up MailChimp account (or any mailing list service).
  + This is critical. Readers loyal enough to sign up for your mailing list are gold. You’ll want to be able to notify them of new releases and call them to action.
* Set up alerts through Google or Author Mention.
  + These are like an electronic clipping service, so you can be aware when someone mentions you or one of your books on the Internet. They’re not full-proof, but they are a start. If you come across a better alert service, let me know!
* Create a master file of account names and URLs.
  + As you register for different sites and create accounts, you will often need to post the links to them on various media (your websites, in the back matter of books, etc.). Having one file with all this info will be a timesaver in the future.