

# Questions to guide good practice

- Have you identified an unmet need, a niche in a publishing environment that your press may fill? Are you participating in a project or community that has content, or could produce content, that could benefit from wider circulation?
- How does the 'start' of the work of the press differ from the press' 'launch'? What is the point at which you plan to publicly communicate that the press is launching?
- Ahead of a public launch, have key resources been put in place and needs met? How will you manage the timeline towards your launch?
- How will momentum be maintained in the weeks and months after launching?

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