

# Questions to guide good practice

- What makes your press distinctive? Does your branding express your values and/or the interests of your target audience?
- Have you considered whether using unconventional or experimental approaches to publishing might help communicate the distinctiveness of your press?
- Could you "borrow reputation" from other existing organisations -- academic associations, for example?
- How can other scholars in your academic community support your work, for example, via endorsements, or publishing with you?
- How might you offer your authors a publishing experience that is richer or more personal than offered by mainstream academic publishers? Do you have the capacity to do so, consistently?

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