



Self-Publishing Checklist

Phase One - Conception and Manuscript Completion (six months prior to launch date)

- ☐ Write the book! Nothing else matters without that completed manuscript.
- ☐ Write a book proposal. This is your book's business goals and marketing plan!
- ☐ Hire a developmental editor.
- ☐ Complete developmental edits.

Phase Two - Editorial and Production (three to four months prior to launch date)

- ☐ Research and finalize the title and subtitle.
- ☐ Write book description, elevator pitch, and back cover copy.
- ☐ Send final manuscript to copy/line editor.
- ☐ Research and write a detailed creative brief for cover design
- ☐ Hire a professional cover designer.
- ☐ Complete or resolve all suggested edits.
- ☐ Write all copy for author bio, dedication, acknowledgments, introduction, and marketing funnel page if the book is a series or has add-on products.
- ☐ Write back cover copy.
- ☐ Finalize cover design.
- ☐ Obtain 3D, print, digital, and audio cover files (as applicable).
- ☐ Send final, edited copy of manuscript to interior designer/formatter.
- ☐ Write copy for book sales page.
- ☐ Finalize interior design and formatting.
- ☐ Proofread final files in all formats
- ☐ Conduct marketing research.
- ☐ Create or hire someone to produce social media graphics and other marketing materials.
- ☐ Hire a professional web designer and developer to create a book sales page.

Phase Three - Marketing and Launch (two to three months prior to launch date)

- ☐ Research and finalize the title and subtitle.
- ☐ Finalize book descriptions and elevator pitch.
- ☐ Obtain beta readers.
- ☐ Complete launch strategy incorporating book sales page, social media, literary platforms, and launch team.
- ☐ Complete six month to one year ongoing marketing strategy.
- ☐ Acquire a minimum of ten reviews.