



Publishing Checklist

PHASE ONE - FOUNDATION: (eight to twelve months prior to launch date)

- Write down your overall goals.** Is your desire to be a speaker? Influencer? Do you want the book to increase client intake or sales? Do you want to be a successful author? Goals matter.
- Create a book proposal.** This is your road map. The outline you include will allow you to freely write while keeping the flow in mind. It's also your book's business goals (which should align with overall goals) and it's a head start on your marketing plan.
- Write the book.** Nothing else matters without that completed manuscript.
- Conduct marketing research.** Take detailed notes from comparable works and platforms.
- Identify your ideal reader or your reader avatar.**
- Build your platform.**
- Begin to tease out and test the content of the book.**
- Recruit launch or street team members.** Filter based on specific criteria and marketability.
- Complete developmental edits.**

PHASE TWO - EDITORIAL AND PRODUCTION (five to eight months prior to launch)

- Research and finalize the title and subtitle.***
- Finalize 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).***
- Write copy for book sales page.***
- Finalize interior design and formatting.***
- Proofread final files in all formats.**
- Prepare media kit.** Create or hire someone to produce social media graphics and other marketing materials. Include all copy written and include several posts that can be used on promoter's websites and your own.
- Establish book's sales page.** Hire a professional web designer and developer to create a book sales page and online media kit.



PHASE THREE - MARKETING AND LAUNCH (two to five months to launch)

- Obtain beta readers.**
- Amp up social media efforts.**
- Complete launch strategy.** Be sure to incorporate book sales page, social media, literary platforms, and launch team.
- Complete six months to one year of ongoing marketing strategy.** The marketing doesn't end a week after launch. Decide when you will conduct discounts, amp up sales via events or promotions, and when you will highlight it as part of your backlist.
- Acquire a minimum of ten reviews.** Reviews are required. Never, ever pay for reviews. There are too many ways to obtain them organically. Don't risk your reputation by paying for them.
- Educate your street team.** Teach them the art of writing a review, ask them to place it on specific sites, answer their questions.
- Post twice a week about your upcoming release.** This is where you begin to use all of your new graphics, copy that was edited out of the book, answers to questions you received from your betas, interviews, and many other posts that will organically market your upcoming release. Heavily promote your new book sale page and first three chapters of upcoming release.
- Generate exposure.** Contact 10 bloggers or Goodreads reviewers a week about your release
- Book and schedule Netgalley posting**
- Update backlist.** Include preorder information, link to subscribe to email list, and first 3 chapters of the upcoming release.
- Send ARCs to similar authors, requesting blurbs.**
- Update author biography with mention of upcoming release.**
- Arrange newsletter swaps with authors whose ideal reader is similar.**
- Book ad space and paid newsletters for release announcement.**

PHASE FOUR - CRUNCH TIME (one to four weeks prior to launch)

- Host cover reveal event.** Facebook or IG live. Post on social media and website.
- Make updates.** Add cover to Goodreads, Amazon author page, author website and others.
- Create countdown graphics.**
- Create trailer or author interview video about the book.** Share on social media.
- Find 5-10 authors who will post a release day giveaway or post.** Offer to do the same on their release day. Do not giveaway gift cards or e-reader devices. Make sure the prize is relevant to your book. Otherwise, it is a waste of time. You want to build your email list and fanbase with your ideal reader. Ask yourself what they would want. Be specific.
- Promote in your Newsletter.** Be sure to include pertinent information.
- Post twice a day on social media.**



- Edit launch week's pre-made posts.** Be sure to have corresponding graphics and sticky statements pulled from the posts for social media promotion.
- Follow up with Street Team and other promoters.**
- Purchase Facebook or AMS ads for pre-orders.** Be sure to use your ideal reader as criteria and find look-alike audiences.
- Add all information to book promotion sites.**

PHASE FIVE - LAUNCH DAY

- Evaluate marketing plan and make sure all milestones are being met.**
- Send out text message alert.**
- Check on all ads and tweak.**
- Be present on social media.**
- Send out Goodreads Blog post.**
- Pull review excerpts from blog reviews and create new promotional graphics.**

PHASE SIX - POST LAUNCH (two weeks after release date)

- Send out kind thank you emails, handwritten cards, or gifts to promoters.**
- Continue to interact with and engage street team.**
- Use all reviews and feedback to craft complimentary products or additional books for a series.**
- Post two times per week on social media.**
- Boost highest performing posts.**
- Continue to build platform.**

PHASE SEVEN - BACKLIST IT

- Write a new book.**
- Place the previous release on sale to build readership and increase sales for upcoming release.**
- Create Facebook and AMS ads to boost sale.**
- Secure a BookBub deal.**
- Update back matter to indicate upcoming release.**

* For Independently Published Authors