Self-Publishing Flow Chart and Checklist

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Twelve**Week**Book.com

Although this is the general order of how I do most tasks, sometimes things move around for various reasons. Flexibility in completing these tasks is fine. Although I have written this from the perspective on non-fiction, it also can easily be adapted to fiction books.

- [ ] Begin market research, familiarizing yourself with trends and other books. Tools like **kindleranker.com** can be helpful

- [ ] Decide on title and subtitle.

- [ ] Define twelve key areas of focus or subtopics.

- [ ] Determine a thesis for the book, probaly related to the subtitle.

- [ ] Write 15 questions someone might ask about each subtopic.

- [ ] Set up social media profiles as an author, establish new ones for a pen name.

- [ ] Install EndNote if using footnotes, or a free alternative **https://alternativeto.net/software/endnote/**

- [ ] Write chapter one focusing on the thesis and the promise to readers.

- [ ] Open outsourcing accounts at Fiverr.com and Upwork.com

- [ ] Get an eBook cover made and a 3D rendering. This will serve both as motivation and early marketing. Yes, it will probly be revised later, but you should get it now. You should not do your own cover unless you also have a degree in graphic design. You are going to write a great book, get a professional cover.

- [ ] Create topical Facebook group. Start building community and members.

- [ ] Post your 3D image on social media letting people know it is coming. Those who like and comment are going to be your "first to know" when it is released and are also potential ARC (advance Review Copy) team members.

- [ ] Develop a writing schedule and stick to it, completing some writing daily.

- [ ] Find an Amazon sales rank tool and understand how ranking works and how many books are sold at each rank. Example: **https://www.junglescout.com/estimator/**

- [ ] Continue writing the first three chapters. Explain. Teach. Summarize. Illustrate with stories and applications.

- [ ] Buy a domain name for your book.

- [ ] Write front and back matter for book.

- [ ] Write a back-coverdescription of 100-250 words and a 50 word, about the author. Back cover should have focus on benefits to the reader.

- [ ] Get professional headshot photos for publicity if you do not yet have any.

- [ ] Create a website or a webpage on your existing page that has an opt-in for email addresses. Redirect domain name to your website. In your book, direct people to that website for the additional resources. Use a service like MailChimp to harvest these email addresses and create autoresponders and follow-up emails.

- [ ] Get the first three or four chapters edited.

- [ ] Begin sending the 3D cover, the TOC (Table of Contents), and edited chapters as a .PDF to people who might write a blurb for your book. Give them a choice of pre-written blurbs, editing them, or writing their own.

- [ ] Continue writing great content. You can never go wrong with stories that teach, stories that show applications, and stories that share results.

- [ ] Offer on your website a free sneak peek – their email in exchange for the first three chapters. Or, an email in exchange for a printable infographic (create that on canva.com). Follow-up emails to these people should ask them if they would like an ARC.

- [ ] Start creating an ARC list of potential readers who would be willing to review your book.

- [ ] Continue writing wonderful content. Revise any sections you have put off completing or are not as good as you know you can write.

- [ ] Set up KDP account at KDP.Amazon.com

- [ ] Set up IngramSpark.com account.

- [ ] Set up ACX.amazon.com account.

- [ ] Set up AuthorsRepublic.com account.

- [ ] Continue writing your book and complete your book.

amazon kindle

IngramSpark

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☐ Obtain ISBN numbers for your book myidentifiers.com

☐ Obtain LCCN number if desired.

☐ Create index if needed.

☐ Create bibliography and/or other resources.

☐ Send book for editing.

☐ Send book for proofreading after editing to someone different.

☐ Read your book looking for errors editors and proofreaders made. At this point do not second guess your work. Accept that done is perfect and move on.

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☐ get the book typeset for KDP and other paperback as a .pdf

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☐ You will need book size, completed eBook and paperback covers, ISBN numbers, price (KDP has a tool to help you with this), description, categories, paper preferences, matte vs. gloss cover choices, and tax information to do this step.

☐ Set up **https://authorcentral.amazon.com/ page.**

☐ Set up GoodReads.com author page.

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- [ ] Determine who you want distributing the book and under what terms, such as kindle select or not, and worldwide distribution through different POD publishers, etc. This step is important in that you have contracts for distribution which are generally 7 years. You must do it correctly or your book may be pulled from distribution.

- [ ] Decide on publication date. I usually publish immediately.

- [ ] Release book.

- [ ] Immediately order 5-10 Amazon prime copies because they are fastest and the are super fun to get in two days!

- [ ] Take pictures holding your book and post on social media and do not forget to put a link to your book every time you post about it! Ask others to take a picture with their book!

- [ ] Order KDP or IngramSpark copies (usually takes 10 days).

- [ ] Ask ARC team to leave a review on launch date, far better if they buy and pay for the eBook flip through the pages, and then leave a review.

- [ ] It will take up to a week for the paperback and eBook copies to be linked. Promote your book when the pages are linked to your social media and your list – asking for reviews.

- [ ] You will not get reviews unless you ask. Beg if you need to.

- [ ] Audio book production is slow. Start by getting an 3000x3000 square version of your final cover. Also, practice your patience level. ACX is not easy to work with and is not in my opinion customer service focused on authors.

- [ ] Record audio.

- [ ] Or hire voiceover artist (robbanksvoiceovers.com) or in the ACX marketplace.

- [ ] Send to audio engineer for mastering.

- [ ] Upload files to ACX (and/or AuthorsRepublic).

- [ ] Revise the errors you find when notified by KDP or when you read the audio book and discover them. (As frustrating as it is, you will have errors after publication).

- [ ] Re-enroll in this class at the discounted rate for previous students and write your next book with me!

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