

SELF-PUBLISHING CHECKLIST

PUBLISHING STEPS



- Choose your book title, series title if needed, and pen name
- Choose your release date
- Buy ISBN numbers (you need one ISBN per format, e.g. one for paperback and one for ebook)
- Write your blurb/book description
- Decide if you'll buy barcodes (most print-on-demand services print one onto the paperback book for you)
- Hire a cover designer for the ebook and/or paperback
- Hire a formatter (or learn to do it yourself). Content you may need to include in your manuscript: dedication, contents page, copyright page/ISBNs, acknowledgements, thank you/request for reviews, author bio
- Decide whether you'll be Amazon exclusive or "wide"
- Decide if you'll enrol your ebook in Kindle Unlimited
- Set up a pre-order if you choose to do one and submit your interior and exterior files
- Decide on your pricing strategy

SELF-PUBLISHING CHECKLIST

PUBLISHING STEPS



- Sign up to Amazon Author Central
- Research keywords and categories (try PublisherRocket for help with this!)
- Order your proof copies to check for errors
- Upload any corrected files
- Prepare any advance review copies you have or want to send out to reviewers before release
- Choose your Amazon categories (as of 2023, you're allowed to choose three categories)

Now let's move on to the marketing tasks you can do! You don't have to do all of these, they're just ideas.

I suggest starting with a few that interest you, or that you want to test out.

You can always add more later, or stick to a couple of tried-and-tested methods.

SELF-PUBLISHING CHECKLIST

MARKETING TASKS



- Make a multiple-territory link for your book (try mybook.to)
- Post social media announcements (pre-release posts might include cover, blurb and title reveals)
- Create an author website and add your book details
- Create a media kit with your author bio and headshots
- Start or grow your newsletter (try MailerLite) and offer freebies for signing up
- Send out advance review copies (you can use sites like BookSirens or BookSprout for this, or contact bloggers)
- Claim your book on Amazon Author Central and set up your profile and bio
- Send out regular newsletters with updates
- Try out Amazon or Facebook/Instagram ads
- Social media: share regular updates, post short-form video on TikTok or Instagram, aesthetics posts, quotes/snippets, photos of your writing space, reader Q&As, live chats, share reviews and book recommendations, writing tips
- Start an author or writing advice blog

SELF-PUBLISHING CHECKLIST

MARKETING TASKS

- Hold giveaways on social media
- Run promotions on platforms like BookFunnel
- Add your book to Goodreads (try the Goodreads Librarian Group in Goodreads groups if you have trouble)
- Set up your Goodreads author profile and do the Q&A
- Try out some Kindle Unlimited countdown deals if you're enrolled in KU
- Set up and run a street team to help promote your book
- Remind people to review your book if they've read it
- Try doing some real-life events such as conventions or signings
- Use Pinterest to pin content related to your book and any future book projects
- Take part in newsletter swaps with authors who write in your genre

I hope this checklist helped you on
your publishing journey!