



# THE STEP-BY-STEP

## *Self-publishing checklist*

There is no one “correct” timeline to follow when preparing to self-publish, but it's best to start marketing as early as possible – while still writing your book. You might not want or need to do all the activities listed here. Every author will have different goals, skills, and budgets, so select those things you CAN commit to and do them well.



### 1. COPY EDITING

Have your manuscript professionally copy edited. At this stage, your book should already have been through developmental reviews with beta readers and/or editors.

### 2. ESTABLISH YOUR AUTHOR PLATFORM

- Set up social media accounts.
- Build your author website or landing page.
- Join relevant author and community groups (online and in-person).

### 3. BUILD COMMUNITY AND AUDIENCE

- Build and engage your audience on social media through posts and interactions.
- Build your email list using your website, landing page, and/or social media.
- Engage with your fellow author community, writer's groups, and niche groups relevant to your book topic (e.g., if your book is about dog training, engage with pet groups, pet-sitter groups, dog-walking groups, etc.).  
NOTE: The point is not to blatantly advertise your book (yet), but to build trust and visibility.
- Identify potential reviewers who can write testimonials for you. Look for people who 1) have a large audience, and 2) are knowledgeable, well-known, or otherwise relevant to the genre/topic of your book.

### 4. SELECT YOUR PUBLISHING PLATFORM AND CREATE AN ACCOUNT

- Amazon KDP is the easiest choice for new authors with basic printing requirements. Ingram Spark have more printing options (paper quality, color quality, etc.) and is a better choice if you are serious about getting into bookshops.



- Set up pre-orders of your book on your publishing platform. Share pre-order links with your community through social media, ads, and your mailing list,

## **5. PRODUCTION: LAYOUT AND COVER DESIGN**

- Have your book professionally formatted according to the specs of your publishing platform.
- Request ISBNs from your local ISBN agency. In the US, this is [Bowker](#). In Canada, it's [Library and Archives Canada](#).
- Hire a proofreader to proofread the final proofs of your book, and have any corrections made before requesting the final, print-ready files from your designer.
- Send advance copies (pre-published version of the book) to the reviewers you've identified and request testimonials from them.
- Hire a cover designer to create a high-quality book cover. Include a blurb and testimonial/s on the back.
- Have your book converted to an ebook if relevant.
- If your budget allows, hire a designer to create marketing collateral like social media banners and 3D renderings of your book cover.
- While all this is happening, share regular updates on social media and with your mailing list to inform them of your progress and launch. Make your community feel invested in your progress!
- Write copy for email sequences to market your book leading up to your book launch date.

## **5. PREPARE FOR BOOK LAUNCH**

- Prepare your media kit, press releases, and AI sheet (Advance Information sheet) and start marketing to book stores, micro influencers relevant to your topic/niche, and reviewers.
- Reach out to community members and reviewers to inform them of your launch date and request their commitment to post reviews on your launch day. (This is important for Amazon ratings).
- Set up pre-release giveaways and discounts.

## **6. UPLOAD BOOK TO PUBLISHING PLATFORM/S**

- Finalize keywords and categories – research what will work best for your book.
- Upload FINAL book files (interior and cover) to KDP/IngramSpark. Order print proofs to check that everything is perfect.



## 7. FINAL PRE-LAUNCH MARKETING PUSH (T – 1 week)

- Market actively on social media (and everywhere else!) to remind your audience and community of your approaching launch.
- Email campaign to announce official launch and request launch-day reviews on Amazon. The more reviews you can get in the first 24 hours the book is live on Amazon, the higher your chances to rank high in your publishing category.

And then...LAUNCH!!!

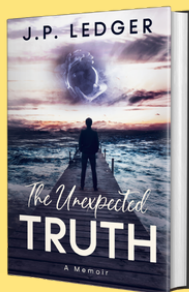
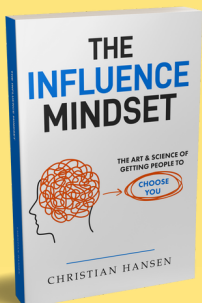


## 8. POST-LAUNCH MARKETING

- Continue engaging with and growing your social media audience, email list, and other community and niche groups.
- Continue building relationships with micro influencers and other high-profile community members who can help spread awareness of your book beyond your audience.
- Create author pages on Amazon Author Central and Goodreads; here you can engage with your readers and even buy ads for increased visibility.
- If your budget allows for it, publish ads on Facebook/Instagram/Amazon/LinkedIn/Google – wherever your audience hangs out.
- Use services like BookBaby/Thunderclap/Gleam for marketing blasts.
- Keep marketing and start working on your next book!

# Overwhelmed?

Book a free 15-min consultation to get your ducks in a row or email Susan at [susan@self-publishingstudio.com](mailto:susan@self-publishingstudio.com)



“ Stop what you are doing, and just hire Susan. She approached each phase of the project with professionalism, speed, and a staggering attention to detail that I never could have done on my own. You'll be glad and forever grateful that you put your work (and future success!) in her able hands.

– Christian Hansen,  
*The Influence Mindset*