



Self-Publishing

ULTIMATE

Checklist

SELF EDITING PHASE

- Read through the first draft of your book
- Begin self editing this draft
- Repeat the previous two checklist items as many times as needed until you are satisfied with your manuscript
- Establish your budget for this process
- Decide what kind of editing you'll want to work on with an editor
- Establish your ideal publishing timeline

EDITING PHASE

- Research editors who specialize in the kind of editing you need
- Compare prices of a few editors who interest you
- Select your editor
- Work out the details/sign necessary documentation to begin working with your editing
- Provide necessary payment and submit your manuscript to them
- Ask your editor any questions you think of while they are editing (if you have any)
- Receive your edited manuscript from your editor
- Finalize any formal details with your editor
- Repeat this process if you are getting multiple editing types done / are having an editor do several passes through the manuscript

FORMATTING/COVER DESIGN

- Decide whether you want to DIY or hire a professional for book formatting
- Decide whether you want to DIY or hire a professional for cover designing
- Research formatting/cover designs that give you inspiration (to provide to professional or for yourself if you DIY)
- Research professional(s) who specialize in the service(s) you're interested in
- Select your formatter (if applicable)
- Select your cover designer (if applicable)
- Establish budget with professional to see what you can get done
- Work and collaborate with your professional to match your vision
- Receive final product
- Settle out any finances with professional
- Purchase book formatting software (if applicable)
- Purchase cover design software (if applicable)
- Format/design through your chosen software
- Revise (if needed) and review your final design/format
- Ensure (in any case) that you have the correct file types needed



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SELECTING PUB PLATFORM

- Research available platforms that interest you
- Compare platforms based on features, functionalities, what the platform can do for your book, if they distribute to other platforms and where, what they can do for you as the author, etc.
- Pick the platform you would like to go with
- Create an account with them
- Review the requirements for publishing your book through them
- Establish the basics of your book with them (if requested - different for each platform and not always required up front)

OBTAINING YOUR ISBN

- Research whether the publishing platform you are using provides a free ISBN
- Make the decision whether you want to use a free ISBN (if available) or purchase your own
- Navigate to the Bowker Identifier Services website if getting your own
- Create your account on their website
- Purchase the package you want
- Assign your title to the ISBN number(s) you purchase for each format you are publishing in
- Make note of each ISBN you are using for your book and for each format

COPYRIGHTING YOUR BOOK

- Create the copyright page for your book if you haven't already
- Navigate to the Copyright Office's website and set up an account with them
- Register your book by filling out the application form, upload a copy of your book/cover, and pay the necessary fees
- Waiting period as your application and book are reviewed
- Update/modify your application/manuscript if requested
- Receive your copyright certificate when application is approved
- Decide on your official publication date
- Update your ISBN(s) if this date is different from what you entered there

START MARKETING CAMPAIGN

- Compare marketing platform you would be interested in using
- Select the platform you would like to use and set up account (can be multiple platforms)
- Decide what kind of content you want to create
- Decide your uploading schedule
- Create desired content and post on scheduled dates/times
- Announce pre-ordering when applicable (if desired)
- Continue uploading throughout process to grow reader base



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SUBMIT FINAL TO PLATFORM

- Order author copy (or multiple) to review how your book looks in person
- Sign off on your e-book and print copies of your book after making sure you are happy with how they look
- Order advanced reader copies (ARC) if it is part of your marketing campaign
- Send ARC copies to appropriate parties
- Ensure you have all of the required files needed to upload your book and that they are in the appropriate file type/format
- Upload everything to the publishing platform you're using
- Review the submission at *least* twice to ensure all information is correct and accurate
- Submit your book to be published on the publication date you selected

AUTHORS AFTER PUBLISHING

(Recommendations)

- Celebrate! You've published a book!
- Continue building your author brand with marketing
- Create author website (if not done already and is desired for future books)
- Join author groups (if not done already)
- Read reviews of your book but do NOT encroach on readers space (such as GoodReads) by trying to respond to reviews - any feedback is good feedback that you can use to help improve and hone your writing
- Relax and take time for yourself - this was a long process and you deserve some YOU time