



# SELF-PUBLISHING CHECKLIST

Everything you need to do  
before and after launching  
your book into the world



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# WRITING PROCESS

Every good book starts with a single word! Before you can publish, you need to have some content created. And no matter what type of book you're writing, the process generally follows the same steps.

It's worthwhile to look at all the checklists in this guide before you get started developing your book concept. Think about how you want people to access your book: on Amazon? Through a mailing list? As a digital download on Etsy? There are infinite ways to share, and each method will appeal to a different type of reader.

Start the writing process by considering your goals for this book, who it's intended for, and the best way to convey your story or info to that audience.

- Research topics/niches
- Identify competitors
- Set word count goal
- Outline the book
- Write the first draft
- Re-read first draft
- Make first round of edits
- Use spelling/grammar checker
- Give to a friend to read
- Determine editing budget
- Find an editor
- Receive edited manuscript
- Create final version
- Determine publishing strategy

## NOTES



# EBOOK PUBLISHING

Creating an eBook version of your product can be a great cost-effective way to share your story or information with your audience. Since there is no physical product, your customer will just be paying for the distributor fees and your profit. Plus, it delivers instantly!

Consider where you are going to be distributing your eBook, and whether those platforms come with restrictions. For example, enlisting your book in Amazon's Kindle Select program requires you to be exclusive to that platform. If you prefer a wide distribution method, make sure to avoid it! Always read the fine print.

You can format your eBooks using many different kinds of software. Check with the distributor to see what specific file type they require.

- Choose distribution platforms
- Identify cover requirements
- Identify file format requirements
- Create CTA for end of book
- Format manuscript text
- Add graphics or images
- Create or commission cover
- Write book description
- Choose book categories
- Identify book keywords
- Set eBook price
- Upload book files
- Publish book
- Share and promote

## NOTES



# PAPERBACK BOOKS

Creating a paperback version of your book can be so satisfying! Having a physical product to share and sell can set you apart professionally. This requires more steps than creating an eBook, but printing companies provide thorough guides to walk you through the process.

You can either order a bunch of copies of your book from a printer and sell them yourself, or partner with a print-on-demand book printer that integrates with a platform like Amazon. Blurb, Lulu, Barnes and Noble, and Kindle Direct Publishing are all examples of this.

Remember that your cover graphic for a paperback book needs to include a spine and back cover. The width of the spine will depend on the number of pages in your book.

- Choose distributor/printer
- Find file dimensions and types
- Create book front matter
- Write copyright page
- Create CTA for end of book
- Format book interior file
- Write back cover blurb
- Create or commission cover
- Pick categories and keywords
- Set book price
- Upload book files
- Get proof copy of book
- Publish book
- Share and promote

## NOTES



# BOOK MARKETING

Once your book is ready to launch, you should think about how you are going to get it in front of readers. A great place to start is by optimizing the book for organic search: use a great description and tactical keywords so that interested readers will stumble across it.

Next, you want to build your author platform. It's never too early to start! This is a great way to connect with readers, share your work, and build a following of people who will be interested in future projects, too.

Building a marketing strategy is a smart move for authors who are self-publishing. If you don't have any marketing experience, try taking an online course on a site like Skillshare, or start self-educating via Youtube. You can always hire someone to help you with your marketing, too!

- Create an author website/blog
- Create social media profiles
- Join Amazon's Author Central
- Create a newsletter
- Develop a marketing plan
- Ask for reader feedback
- Submit book to review blogs
- Run ads/promotions
- Look for PR opportunities
- Consider merch/spinoffs
- Consider sequels
- Connect with other authors
- List book on Goodreads
- Explore marketing courses

## NOTES



# PUBLISHING SUPPORT

Don't want to navigate the waters of self-publishing alone? No problem! Here are some of the ways I can help you figure out the process.



Sprout School is a collection of online courses that will show you the specific, detailed steps that go into self-publishing. Whether you're writing an eBook, paperback novel, journal, workbook, or children's book, you'll find the skills you need right here.

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