

Three-Month Self-Publishing Plan

My Target Book Launch Date: _____

Use this checklist to keep your book on track for publication. Always consult your editor(s), designer(s), and print facilities for their timelines. It is possible to publish a book in three months or less, but it is 100% dependent on production schedules.

At least 3 Months Prior to Launch

You will want to take these steps before setting your target launch date since your choices of editor, designer, and print facility may affect scheduling. For instance, your editor may have a full schedule, so the editing process may take 9 weeks instead of the typical 4–6 weeks. Some print companies have a turn-around time of a few days while others take longer, so plan accordingly.

- ☐ Interview book editors
- ☐ Request a manuscript critique
- ☐ Hire an editor
- ☐ Prepare final draft and send to the editor
- ☐ Establish your publishing company name
- ☐ Hire a logo designer for your publishing company (opt.)
- ☐ Assemble cover ideas and samples that you like
- ☐ Research print facilities and distribution options

3 Months Prior to Launch

While the editor is editing your manuscript ...

Week 1: _____

- ☐ Hire a photographer to take your author photo
- ☐ Research, interview, and hire a cover designer
- ☐ Write the book blurb
- ☐ Write a short & long version of author biography

Week 2: _____

- ☐ Write the book dedication and acknowledgments
- ☐ Write the book description
- ☐ Provide the cover designer with your author photo, book blurb, short author bio, and printing specs

Week 3: _____

- ☐ Establish your author platform on social media
 - ☐ Facebook author page
 - ☐ Twitter
 - ☐ Instagram
 - ☐ Website
 - ☐ Pinterest
 - ☐ TikTok
- ☐ Purchase the ISBN(s)
- ☐ Review edits from the editor and return to editor

Week 4: _____

- ☐ Catch up on any unfinished tasks from the previous weeks

2 Months Prior to Launch

While the editor is proofreading your manuscript ...

Week 1: _____

- ☐ Start advertising your upcoming book on social media
- ☐ Interview and hire interior page designer
- ☐ Research pricing for all formats (print, ebook, audio)

Week 2: _____

- ☐ Finalize the cover design
- ☐ Research BISAC codes
- ☐ Research metadata, keywords, and Amazon categories
- ☐ Start advertising upcoming book on social media

Week 3: _____

- ☐ Review and authorize final edited manuscript
- ☐ Send final version of manuscript to interior designer (include all front and back matter)
- ☐ Do a cover reveal on social media (opt.)

Week 4: _____

- ☐ Review proofs of interior page design
- ☐ Assign the ISBN at myidentifiers.com
- ☐ Request a LCCN from the Library of Congress
- ☐ Register the copyright
- ☐ Send the ISBN barcode and the cover template from the print facility to the cover designer

1 Month Prior to Launch

The following steps need to take place in order for your book to be ready to print. Ideally, you want to accomplish these steps early in the month, preferably in Weeks 1 and 2, although the physical printed proof may not arrive within that timeframe.

- ☐ Authorize the interior pages
- ☐ Upload the print files to the print facility
- ☐ Authorize the final cover
- ☐ Review the digital page proofs from the print facility
- ☐ Send final edited manuscript to the ebook creator or DIY
- ☐ Order your author copies