FINAL STEPS TO SELF-PUBLISHING

- ☐ Budget
- ☐ Choose a release date
- ☐ Finalize title and tagline
- ☐ Finalize blurb
- ☐ Hire cover designer
- ☐ Hire editor
- ☐ Hire PR company
- ☐ Launch page
- ☐ 1-2 chapter sneak peek
- ☐ Formatting
- ☐ Proofs (for proofreading, ARCs, and giveaways)
- ☐ Make a map
- ☐ Set up preorders
  - o Choose print on demand company
  - o Submit ebook
  - o Submit paperback
  - o Submit hardcover(opt)
  - o ISBNs & Barcodes
  - o Decide prices
  - o Keywords
  - o Categories
- ☐ Monthly newsletters
- ☐ Update website monthly
- ☐ Social media posts (be consistent on all platforms)

- ☐ Goodreads – set up author page, book page, and create a release event
- ☐ Cover Reveal
- ☐ Book Trailer
- ☐ Teasers/Snippets / One Liners to share / Coming Soon graphics / Countdowns
- ☐ ARC's (Advanced Reader/Review Copies) – for both reviewers and giveaways winners
- ☐ Giveaways (and also mailing prizes afterward)
- ☐ Release Party
- ☐ Update socials (bio & banners) w/ new info/book
- ☐ Copyright
- ☐ Ads (Amazon, FB, IG, etc)
- ☐ Taxes (print everything!)
- ☐ Ask for reviews (before & after)
- ☐ Book signings
- ☐ Other marketing promo (AKA don't stop!)
- ☐ Write the next book