



CHECKLIST & TIMELINE

[Get *Published!* here](#)

| Pen | Publish | Promote |
|--|---------|---------|
| <p>Brainstorm: write down everything you know about your book.</p> <p>Nonfiction: Write down all the steps your readers must take to successfully complete the journey you are taking them on. Group the steps into chapters.</p> <p>Fiction Plotters: start plotting. Pantsers: jump into a scene and run with it. Neither plotters nor pantsers: organize your ideas from the initial brainstorm and expand them with new ideas and insights.</p> <p>The blurb Write a rough summary of your book. Study blurbs in your genre on Amazon.</p> | | |

Refine your blurb accordingly.

!!! Continue refining your blurb as you work on your book!

Write your book

Phase 1: hours

Commit to X hours of concentrated writing per day. Work on whichever elements of your book are ripe in your mind or come easy to you.

When you have enough material to work with, or enough clarity regarding where your book is going, determine the book's structure.

Phase 2: words

Phase 1 jump-started your writing process, and now it's time to get serious. Commit to X words/day and keep going rain or shine.

Phase 3: chapters

Commit to clean X chapters per day. Cut, cut, cut, and replace fluff with substance.

Research editors and graphic designers.

Discuss pricing and scheduling with them.

Send your **manuscript to the editors.**

Analyze **book covers** in your genre on Amazon and work with your graphic designer to create two or three versions of your cover.

Create your **Facebook page.**

Create a **Facebook business manager** and **ads account.**

Run a **likes campaign** (optional).

Start recruiting your **street team** - people willing to give you a review when the book is published.

Test different versions of the cover on Facebook. Note how **different audiences** respond to your posts.

Work on the first round of your **edits**
(provided you have more than one round).

Finalize the editing of your manuscript
(this could happen in several stages,
depending on how many editing rounds
you signed up for).

Analyze the **interior layout** of several e-books in your genre and make decisions regarding the style of headings, the first letter in a chapter, paragraph indentation and spacing.

Analyze several paperbacks in your genre and decide on: trim size, the size of text margins, the position of page numbers, header content, the style of the chapter first page, paper color, and cover style (gloss, matte).

Create the **front matter** of your book: title page, copyright page, (dedication).
Create the **back matter**: a note to readers, other books written by you, bibliography...

Select your **keywords and categories**.

Create your **KDP account**.
Purchase **ISBNs** (optional).
Decide whether you want to enroll your book in **KDP Select**.
Determine the **price** of your e-book and paperback.

Format your e-book and paperback.

Post on your **Facebook page** that the book is coming soon.

Start building your list: give a free excerpt of the book in exchange for an email address.

Distribute **Advanced Review Copies** to people willing to review your books.

Publish!

Create an **Author Central** account.
Email Author Central to **update your categories** from the two allowed during publication to ten.

Ask your street team and friends & family for **reviews**.

Launch KDP **X-ray**

Record the first ranking of your book (on the book's Amazon page), and don't forget to check out New Releases!

Keep recording your book's Amazon **ranking** and **sales** (in your KDP account.)

When the launch is over, change the book's price to the regular amount.

Announce on your **Facebook page** (and other social media) that the book is out.

Email your **list:**
book is out, on sale for \$0.99.

Create author pages on **Goodreads** and **BookBub**.

When you have your first review, start running **Facebook ads**.

Set up **Amazon Advertising**.
Play with **BookBub Ads**.

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And get access to all my publishing tips and secrets and detailed step-by-step checklists