

# Self-Publishing Checklist

## Pre-Publication

### 1. Manuscript Preparation

- Complete your first draft.
- Revise and edit your manuscript.
- Seek feedback from beta readers.
- Hire a professional editor for content and copy editing.
- Format your manuscript for publishing (eBook and print).

### 2. Cover Design

- Research and gather inspiration for your cover.
- Decide whether to design the cover yourself or hire a designer.
- Ensure your cover meets platform specifications (size, format).

### 3. ISBN, LCCN, Copyright

- Decide if you need an ISBN.
- Purchase ISBNs if necessary.
- Generate necessary barcodes.
- Register your LCCN (PCN Account).
- Register your copyright (if applicable).

## Publishing

### 1. Choose a Self-Publishing Platform

- Research and compare platforms (Amazon KDP, IngramSpark, Draft2Digital, etc.).
- Create accounts on your chosen platforms.

- \_\_\_\_\_ Review and understand the terms and conditions.
- \_\_\_\_\_ Download the appropriate cover templates and book sizing specs.

## 2. Upload Manuscript and Cover

- \_\_\_\_\_ Prepare final files (manuscript and cover).
- \_\_\_\_\_ Upload your files to the distribution platform.
- \_\_\_\_\_ Fill out book metadata (title, author name, description, keywords).

## 3. Set Pricing and Royalties

- \_\_\_\_\_ Research pricing for comparable books in your genre.
- \_\_\_\_\_ Set your book price (also need to know this for ISBN creation)
- \_\_\_\_\_ Review royalty structures for your chosen platform.

# Pre & Post-Publication

## 1. Marketing and Promotion

- \_\_\_\_\_ Create an author website or blog.
- \_\_\_\_\_ Set up social media profiles (Facebook, X, TikTok, Instagram).
- \_\_\_\_\_ Develop a marketing plan (including email newsletters and social media strategies).
- \_\_\_\_\_ Consider pre-launch strategies (cover reveal, early reviews).
- \_\_\_\_\_ Plan a book launch event (virtual or in-person).

## 2. Engage with Readers

- \_\_\_\_\_ Encourage reviews on Amazon, B&N, or Goodreads.
- \_\_\_\_\_ Respond to reader comments and messages.
- \_\_\_\_\_ Join online communities and forums related to your genre.

# Ongoing Promotion

## 1. Monitor Sales and Gather Feedback

- Track your sales data and adjust marketing strategies as needed.
- Solicit ongoing feedback from readers and make improvements if necessary.

## 2. Consider Future Projects

- Plan for sequels or additional works.
- Keep building your author platform and audience.

# Final Checks

## Completing the Process

- Review your proof book and make necessary changes.
- Review all information before hitting publish.
- Celebrate your accomplishment!
- Order your author copies.



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