

Checklist for the Self-Publishing Authors

Research Your Genre	You really want to visit some of the main online retailers such as Amazon, Barnes and Noble and Books-a-Million to see what some of the more popular books are with the genre you wish to write about.	
Create an Outline	Even pantsers might want to write down a brief overview of their story, include any character sheets you have already created and at least write down a broad concept of the story you want to tell.	
Website and Social Media Platforms	The earlier in the writing process that you have a website and a couple of social media pages	
Create Your Street Team	Volunteers who have signed up to receive pre-release updates, merchandise, and are willing to be Alpha Readers, Beta Readers and or Arc Readers.	
Write Your Story	You have to have a completed story - ROUGH DRAFT - to work with for the rest of the steps to be relevant.	
Send Manuscript to Alpha Readers	They know this is a rough draft and will help you with the first fresh eyes on your story to point out typos and even check the flow of the story	
Incorporate Alpha Reader Suggestions	Once you have rested for a week or so you should be getting back your Alpha Reader feedback.	
Employ an Editor	If you are an editor, great, but that does not substitute for another pair of professional eyes on your story to help you polish it to its best version.	
Send out Edited Version to Beta Readers	This is another chance to get a fresh set of eyes on your story after having going through its first professional edit.	
Another Round of Professional Edits	Make the changes from the Beta readers then one more final round of professional edits and you are ready to publish. Start collecting exciting quotes from your book to add to your marketing materials.	
Create Your Blurbs and Synopsis:	Throughout the final phases of editing, you should be collecting quotes within the book to intrigue future readers. This is also the time to create your two or three different word count synopsis, your 30 second elevator pitch and creating your digital marketing materials.	
Create a Book Cover	Creating a Book Cover fairly early on in the publishing process will give you marketing materials, and is used for the registration of your ISBN, Copyright, and Library of Congress submission. Plus, it will give your Street Team something to use with their posts.	
Create Your Digital Marketing Materials	Using your Front, Back and Spine photographs you can create 3-D Mock-ups with your book covers to create more promotional materials such as graphics, GIFS or Memes, book trailers	
Get Your ISBNs	You can elect to accept the ones provided by the POD company, but you will not be able to publish your books on any other platform. Add the numbers to your copyright page. With your own ISBN assigned to each format of your book you maintain control	

Registered Your Copyright	if you register your work with the Federal Copyright office you will receive a certificate of service and an automatic protection in court of up to \$100,000.	
Pre-Register With Library of Congress	Not everyone has ambitions of having their book added to the prestigious Library of Congress, but you really should. About 30 to 35 days prior to publication you should sign up for a Pre-Assigned Account for Authors	
Create Accounts with Your Chosen Print-on-Demand Publishing Company	If you haven't taken this step already now is the time to get it done. You will need to add your payment information for your royalties and then credit information to purchase the hard copies of your book	
Upload Your Formatted Book and Cover to PODs	If you own your own ISBNs you can publish the paperback and/or hardback with Ingram Spark, you can even add the eBooks to Draft2Digital (<i>Draft2Digital does paperback too but not hardback</i>) for Worldwide and Library distribution, then upload the eBook to Google Play - because why not - and the eBook to Amazon Kindle	
Your Website and Social Media	You should already have your own website created and have a two or three different Social Media Business Accounts, begun posting to website	
Create a Press Kit	Every author should have a Press Kit created that you have available on your website for the press, bloggers, and podcasters	
Send Out either eBook or paperback Copies to Your ARC Readers	Most authors send an encrypted link to their books when they upload them for preorder to their ARC team. Some even will send signed copies as a promotional prize	
Send out a Press Release to Newspapers, Signup for Podcasts, Blog Interviews and Local Author Signings:	Every single author has to participate in the marketing efforts for their stories to reach more people.	
START AGAIN	WRITE YOUR NEXT BOOK	