



Your 7 Stage Book Checklist

Stage	Activity	✓
1: Research	Authors who have already written books on this subject	
	Publishers who have already published books on this subject	
	What do people search for when they're looking for a book like yours?	
	<i>What makes your book stand out from what's already been published?</i>	
2: Planning	Chapter subjects	
	Chapter content development	
	Chapter structure	
	<i>Have you collected all the material you'll need to write each chapter?</i>	
3: Publishing	Will you self-publish, publish with an independent publisher or try to get a contract with a publishing house?	
	<i>Do you know the costs of self-publishing and what you get for your money?</i>	
4: Writing	Establish deadlines for each stage of writing	
	Schedule writing time in diary	
	What will your title be?	
	What will your subtitle be?	
	<i>Have you integrated your key words and phrases into the title/subtitle?</i>	

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5: Editing	Who will edit your book?	
	Who will proofread your book?	
	<i>Have you budgeted for editing and proofreading?</i>	
6: Cover	Research graphic designers experienced in book cover design	
	Write back cover blurb	
	Create your short author bio (you may have a longer one inside the book)	
	Decide if you want to include a review on the cover	
	<i>Who is on your pre-launch reading list?</i>	
7: Marketing	What is your launch plan?	
	Will you be offering a launch bonus/reduced price for the launch campaign?	
	Are you running a pre-order campaign?	
	Prepare your social media plan and create the posts leading up to launch	
	Prepare your email marketing plan and load it into your chosen email marketing platform	
	<i>What strategies are you using to grow your reader list?</i>	

If you want some more help

Sign up for the FREE Author Icebreaker ecourse

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Click the QR code on the next page



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Need more help? Call us on 01245 690852 / 07919 177653

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