



# The Author's Checklist

## Plan

|  |  |
|--|--|
| Research other books and authors who write books like yours                                    |  |
| Research which publishers publish books like yours   |  |
| Research existing books with the same/similar titles   |  |
| Do your SEO research   |  |
| Create an outline of your book, chapter by chapter   |  |
| Outline each chapter   |  |
| Create a chapter recipe  |  |
| Decide if you want a Foreword written by someone else – and by whom                            |  |
| Decide if you will have an index, a bibliography, a resources section or notes from the Author |  |
| Research publishing options  |  |

## Write

|   |  |
|---|--|
| Decide on your final deadline for completing the manuscript         |  |
| Schedule writing time in your diary – block it out                  |  |
| Use your chapter recipe and chapter outline to develop each chapter |  |
| Write your introduction   |  |
| Write the blurb for the back cover and a short author biography     |  |

## Edit

|  |  |
|--|--|
| Decide who will edit for content and concept                               |  |
| Research how AI can help (and hinder) with first draft development/editing |  |
| Do revisions and additional content development                            |  |
| Recruit beta readers   |  |
| Decide who will carry out the final proofread                              |  |

## Publish

|  |  |
|--|--|
| Decide which type of publishing process you will use                       |  |
| Contact the publishing company you've selected and ask the right questions |  |
| Know what services and facilities the publisher will provide               |  |
| Agree the publication date   |  |
| Agree the versions to be available – paperback, hardback, ebook            |  |
| Provide the MS and other assets required on time                           |  |
| Send pdf version of MS to beta readers for feedback                        |  |

## Market

|  |  |
|--|--|
| Design your launch campaign                                      |  |
| Plan the launch day events                                       |  |
| Plan your ongoing sales and marketing campaigns                  |  |
| Design your lead magnet to attract potential readers             |  |
| Set up ongoing social media campaigns                            |  |
| Create ongoing email campaigns for nurturing, offers, sales etc. |  |

Need more in-depth help?

Purchase **HOW TO WRITE, PUBLISH & MARKET YOUR BOOK** from [the Treasure Chest](#)

Or call Lesley on **07919177653** or contact me on email at [lesley@insidenews.co.uk](mailto:lesley@insidenews.co.uk).