

From the outset

- Start with the end in mind and decide how you see your book being sold. Is it a number one best seller on Amazon or is your book to be used as a business card?
- With this in mind start building your author platform. It is good to do this even before you start to write. Build momentum and excitement for your book through blog posts, newsletters, social media and any other way you communicate with your clients.
- Decide on your budget for the book production and choose what service providers you will use. You can choose to use a service provider who will take care of everything or source an editor, cover designer, typesetter and printer individually or undertake some of these roles yourself.

My publication date:	Time required	Completion by	My action date
Editorial			
<input type="checkbox"/> Proofread, proofread, proofread	Ongoing	as early as possible	
<input type="checkbox"/> Send final manuscript to editor for a structural and/or copy edit	3–4 weeks	4 months prior to pub date	
<input type="checkbox"/> Beta Readers; if using send out for critique	2–3 weeks	3 months prior to pub date	
<input type="checkbox"/> Source potential testimonials	1–2 weeks	3 months prior to pub date	
<input type="checkbox"/> Finalise title and subtitle		as early as possible	
<input type="checkbox"/> Create front matter pages	1 week	2 months prior to pub date	
<input type="checkbox"/> Write author bio, dedication and acknowledgments		as early as possible	
<input type="checkbox"/> Obtain copyrights		as early as possible	
<input type="checkbox"/> Write book description and back cover copy		as early as possible	
<input type="checkbox"/> Review edit and finalise all queries	1–2 weeks	3 months prior to pub date	

	Time required	Completion by	My action date
Production			
<input type="checkbox"/> Research creative brief on cover design	1 week	as early as possible	
<input type="checkbox"/> Research cover designers previous work		as early as possible	
<input type="checkbox"/> Hire out and send brief to the cover designer	2–4 weeks	3 months prior to pub date	
<input type="checkbox"/> Finalise front cover design		2 months prior to pub date	
<input type="checkbox"/> Research internal layout design		3 months prior to pub date	
<input type="checkbox"/> Research book size if printing		3 months prior to pub date	
<input type="checkbox"/> Research typesetters and obtain quote and design brief		3 months prior to pub date	
<input type="checkbox"/> Decide on print, digital or both		3 months prior to pub date	
<input type="checkbox"/> If using images source high resolution copies		2 months prior to pub date	
<input type="checkbox"/> Supply files and design brief to typesetter	2–3 weeks	2 to 3 months prior to pub date	
<input type="checkbox"/> Supply cover to typesetter	1 hour	1 month prior to pub date	
<input type="checkbox"/> Review first page proofs and mark up corrections	1–2 weeks	6 to 8 weeks prior to pub date	
<input type="checkbox"/> Supply corrections and any changes to typesetter	1 week	4 to 6 weeks prior to pub date	
<input type="checkbox"/> Review corrections	2 days	3 to 4 weeks prior to pub date	
<input type="checkbox"/> Review final pages and approve for final PDF	1 day	2 to 3 weeks prior to pub date	
<input type="checkbox"/> EBook produced from final files	1 week	2 to 3 weeks prior to pub date	

	Time required	Completion by	My action date
Sales and distribution			
<input type="checkbox"/> Purchase an International Standard Book Number (ISBN)		anytime	
<input type="checkbox"/> Identify a small list of potential reviewers		as early as possible	
<input type="checkbox"/> Send out advance review copies		6 weeks prior to pub date	
<input type="checkbox"/> Prepare your Metadata in advance			
<input type="checkbox"/> Research price points for all formats			
<input type="checkbox"/> Research sales categories for all formats			
<input type="checkbox"/> Research keywords			
<input type="checkbox"/> Create customer account with CreateSpace	2 hours		
<input type="checkbox"/> Upload print book files to CreateSpace	1 hour, if prepared	1 week prior to pub date	
<input type="checkbox"/> Review digital page proofs at CreateSpace	1-2 hours	1 week prior to pub date	
<input type="checkbox"/> Order print (POD copy from CreateSpace)		5 days prior to pub date	
<input type="checkbox"/> Put book on Sale after reviewing print copy		pub date	
<input type="checkbox"/> Repeat process for IngramSpark, if using			
<input type="checkbox"/> Upload ebook files to Amazon KDP	1 hour, if prepared	pub date, or earlier if doing pre order or free for a time	
<input type="checkbox"/> Upload ebook file to other digital distributors			
<input type="checkbox"/> Prepare Launch Party		6 weeks prior to pub date	
<input type="checkbox"/> Launch Party		Pub date	