

PUBLISHING THE DAMN BOOK

Checklist

- Gather your team
- Print it out
- Do a formal edit
- Proofreading is essential after editing is complete
- Design happens only AFTER final proofreading is complete
 - Set up Pinterest-type look book for the type of design or feel you want for your book
 - Choose size of book
 - Decide on printed or e-book or both (separate design processes)
- Determine timeline and number of reviews for the designer
- Print and reread again
- Pick your title and a robust subtitle that includes keywords
- Write a dedication page
- Write the back of book
- Write the book description
- Determine a free gift for your readers
 - Inside Ads for the free gift go to designer
 - Create a landing page for readers to sign up to receive your gift
- The site - either create a free-standing site for your book or make sure you have space for it on your own website
- Purchase ISBN number (available through Createspace or on your own) (give designer ISBN for back of book)
- Set up your Author page on Amazon
- Upload and print!
- Collect Your Angels
- Send the .pdf before it's printed
- Love your Angels more
- Build up excitement with your outside tribe
- Party and excitement of day-of sharing
- Give books away
- Ask for reviews
- Book PR
- Share over and over