



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	

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	
Do revisions and additional content development	
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 submit your proposal	
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	

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 **From Idea to Published** from [the Treasure Chest](#)

Or call Lesley on **07919177653** or contact me on email at lesley@insidenews.co.uk.