

Before You Press Publish on Your eBook: a 3 Month Checklist!



Launch Date:

Book Title:

3 months to go

Tasks

Done?

Notes:

Send your manuscript to your beta readers/ critique partners

Add your front and back matter - copyright page, acknowledgements etc.

Get your MS edited - content-editor, copy-editor, proof-read

Organize your formatting - DIY or book your slot with a provider now

Schedule your book cover design & start brainstorming concepts

Optimize a catchy title & subtitle through online research & ask your friends/family for input

Work on your book description to make it as enticing and sexy as possible

Craft an awesome author bio for use in your marketing efforts & social media

Reach out to potential blurbers for endorsements

Set up a basic website and optimize it

Create a mailing list sign-up, embed the sign-up form to your site

Set up your social media accounts and start experimenting

Choose 1-3 social media sites that work for you, & dedicate half an hour each day

Send off your book to anyone who has agreed to blurb it



For more comprehensive notes & tips, get a copy of The Ultimate 3-Month Checklist guide at www.30DayBooks.com

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2 Months to Go

2 months to go

Task	Done?	Notes:
Build relationships with authors in your genre & start supporting their work	<input type="checkbox"/>	
Set up some guest posting opportunities		
Start contacting magazines and local media with an interesting pitch/ angle	<input type="checkbox"/>	
Organize a virtual book tour / blog tour	<input type="checkbox"/>	
Fine-tune your branding by establishing your words, a tagline etc	<input type="checkbox"/>	
Plan your paid advertising for the upcoming months	<input type="checkbox"/>	

1 month to go

Get your blurbs back. Send them to your cover designer if desired	<input type="checkbox"/>	
Get your formatted copies back. Send early review copies out	<input type="checkbox"/>	
Organize a launch party if desired. Online (Google hangout) or offline (coffee shop etc.)	<input type="checkbox"/>	



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1 Month to Go

2 weeks to go

Set-up your online listings on KDP, Kobo, Pubit, Smashwords etc.

Do your category and keyword research

Non-US self-publishers - get your EIN

1 week to go

Optimize your Amazon/ other online listings

Plan your launch day activities. Pre-write emails, social media mentions etc.

Write a draft press release to send out on launch day

Start collecting reviews from early reviewers (send them online links to book)

Send book off to professional reviewers

Launch Day!

Send out your press release

Email to emailing list

Done?

Notes:



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1 Month to Go

Done? **Notes:**

Get busy on social media!

Grab yourself a coffee or glass of wine with a friend and celebrate!

Other/ Ongoing

Do one thing every day to move your book forward, and these small efforts will soon lead to big results.

Congratulations!



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