

SELF-PUBLISHING CHECKLIST • by Jane Friedman

Editorial and Production		
	How long it might take	When to complete
Research and finalize the title and subtitle		as early as possible
Write book description and back cover copy		as early as possible
Send final manuscript to copyedit	2-4 weeks	3 months prior to pub date
Research/write a creative brief on cover design		3 months prior to pub date
Hire out the cover design (send creative brief)	2-4 weeks	3 months prior to pub date
Review the copyedit and resolve all issues	1-2 weeks	2 months prior to pub date
Finalize the front cover design		2 months prior to pub date
(For print) Create design element list for interior		2 months prior to pub date
(For print) Send final copy to interior designer	2-4 weeks	2 months prior to pub date
Write author bio, dedication, acknowledgments		2 months prior to pub date
(For print) Review designed pages; adjust/revise	1-2 weeks	1 month prior to pub date
(For print) Complete back cover design + spine	1-2 weeks	1 month prior to pub date
(For print nonfiction) Send final files to indexer	1-2 weeks	3-4 weeks prior to pub date
(For digital) Create EPUB/MOBI files	varies by process used	2-4 weeks prior to pub date
Proofread final files in all formats	1-2 weeks	1-2 weeks prior to pub date

Sales and Distribution		
	How long it might take	When to complete
(Opt) Determine publishing company name		as early as possible
Purchase ISBNs (myidentifiers.com), if using	less than an hour	any time
Research/determine price point for all formats	1 hour	any time; can be changed
Research/determine sales categories	a few hours	any time; can be changed
Research and determine keywords/tags	a few hours / ongoing	any time; can be changed
Upload print book files to CreateSpace	1 hour, if prepared	1 week prior to pub date
Review digital page proofs at CreateSpace	1 hour	5-7 days prior to pub date
Order print (POD) copy from CreateSpace	a few minutes	5-7 days prior to pub date
Put book on-sale after reviewing print copy	less than an hour	around pub date
Repeat process at IngramSpark, if using	1 hour, if prepared	when ready
Upload ebook files to Amazon KDP	1 hour or less, if prepared	when ready to pub, or when ready to set as pre-order
Upload ebook files to other retailers/distributors, as desired	1 hour or less, if prepared	when ready to pub, or when ready to set as pre-order

Be sure to read these companion articles for more background and instruction:

- <http://janefriedman.com/self-publish-your-book>
- <http://janefriedman.com/self-publishing-checklist>

An online, interactive version of this checklist is available to download and customize for your project; visit the second post listed above. This checklist may be shared, copied, or otherwise distributed as long as credit is given, with a link to JaneFriedman.com.