|  |  |
| --- | --- |
| **Week 8 – Self-Publishing Checklist** |  |
| *This week was a crash course in self-publishing. This checklist will help you get all your ducks in order as you approach the final stages of your self-publishing journey. You got this.* 😊 |

# Interior Text Files

* Write first draft
* Rounds of revisions and self-editing
* Hire editor for developmental and copyediting
* Format Word document (see File Creation Checklist)
* Hire proofreader for final pass
* Create PDF, EPub, and Mobi files

# Book Cover

* Hire professional book cover designer from [Book Design Templates](https://www.bookdesigntemplates.com/), [99Designs](https://99designs.ca/), or [Reedsy](https://reedsy.com/), etc.
  + Full front cover and thumbnail (as PDF, .jpg and .png)
  + Full cover spread (back cover, spine, front cover) for print books (see [Amazon’s paperback cover template](https://kdp.amazon.com/en_US/cover-templates))
  + 3D version of your book for promotional purposes
* Write book blurb for online retailers
* Write back cover blurb

# ISBNs

* Decide on self-publishing name (will need this to create your ISBN account).
* In Canada, create an ISBN account with [Library and Archives Canada](http://www.bac-lac.gc.ca/eng/services/isbn-canada/Pages/create-account-isbn-canada.aspx).
* Get a separate ISBN for each format of your book (print, EPub, Mobi, etc.)
* Give yourself up to 10 business days to gain access to your account.

# Upload Files to Online Stores

* Amazon’s [Kindle Direct Publishing](https://kdp.amazon.com/en_US) (KDP)
  + Upload separate cover (full spread for print & cover image for ebook)
  + Print PDF (for print-on-demand physical books)
  + Mobi file for ebooks
* [IngramSpark](https://www.ingramspark.com/)
  + Upload PDF cover file and PDF interior (for print)
  + Upload EPub file for ebook and front cover (jpg file)
* [Barnes & Noble](https://press.barnesandnoble.com/) (B&N)
  + Upload cover, EPub file to B&N Press
* [Apple iBooks](https://www.apple.com/ca/itunes/working-itunes/sell-content/books/)
  + Upload your EPub file and front cover
* [Kobo](https://www.kobo.com/ca/en/p/writinglife)
  + Upload your EPub file and front cover
* [Smashwords](https://www.smashwords.com/about/how_to_publish_on_smashwords)
  + Follow their style guide carefully before uploading new EPub file
* Further reading on print-on-demand: <https://blog.reedsy.com/print-on-demand-books/>

# Market and Sell Your Book

* Start an author website or blog (WordPress, Weebly, PubSite are good)
* Make an Author Facebook page (and other social media of choice)
* Start growing a mailing list (Mailchimp is a good start)
* Pre-order campaign on Amazon
* Consider offering a permafree book as a reader magnet
* Use reader magnets in your book’s backmatter to funnel them to your website
* Use [BookFunnel](https://bookfunnel.com/) to easily deliver copies of your book in various formats