

CHECKLIST

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BEFORE YOU FINISH

- RESEARCH BESTSELLING TROPES
- WRITE YOUR BLURB
- ESTABLISH GMC
- TALK TO COVER ARTISTS
- TALK TO EDITORS
- IDENTIFY TARGET AUDIENCE
- SHARE BLURB WITH READERS
- CREATE PROMO IMAGES BASED ON BLURB
- SHARE PROMO IMAGES ON SOCIAL MEDIA
- SHARE SNIPPETS
- UPDATE YOUR WEBSITE

AFTER YOU FINISH

- SELF EDIT YOUR BOOK
- SEND YOUR BOOK TO AN EDITOR
- SEND YOUR BOOK TO A PROOFREADER
- SHARE MORE SNIPPETS
- FINALIZE YOUR COVER ART
- FORMAT YOUR BOOK
- RESEARCH KEYWORDS
- ARRANGE A VIRTUAL BOOK TOUR
- ARRANGE A VIRTUAL BOOK PARTY
- CONSIDER A PRE ORDER OF BOOK 2
- BOOK PROMOS OF A CURRENT BOOK

BEFORE YOU PUBLISH

- UPDATE YOUR WEBSITE
- UPDATE YOUR FACEBOOK BANNER
- SEND OUT REVIEW COPIES
- PREPARE A MARKETING PLAN
- BOOK ADVERTS
- PREPARE SOCIAL MEDIA ADVERTS
- SEND OUT A NEWSLETTER
- ADD YOUR BOOK TO BOOKBUB
- CREATE NEW PROMO IMAGES
- FINAL READ THROUGH
- ARRANGE NEWSLETTER SWAPS

AFTER YOU PUBLISH

- POST TO SOCIAL MEDIA
- RUN A GIVEAWAY
- SHARE PROMO IMAGES
- UPDATE YOUR WEBSITE
- CHECK YOUR SOCIAL MEDIA ADS
- SEND OUT A NEWSLETTER
- SEND OUT A FOLLOW UP NEWSLETTER
- FEATURE REVIEWS ON SOCIAL MEDIA
- RUN A PROMO OF ANOTHER BOOK
- CHECK AND MAINTAIN YOUR ADS
- SIGN UP TO GROUP PROMOS