

**Author Publishing Checklist**  
 Prepared by: The Watershed Journal Cooperative Press  
 For Self-Publishers using Kindle Direct Publishing

	<b>Task</b>	<b>Who?</b>	<b>When?</b>	<b>Notes</b>
	<b>Kindle Direct Publishing</b>			
	Set budget for editing, design, website creation (if applicable)	Author	As the manuscript nears first draft completion	
	Create KDP Account	Author	As manuscript nears first draft completion-- at least 6 months ahead	
	<b>Pre-Publishing Platform Building</b>			
	Get head shot(s)	Author	6 months ahead	
	Create Social Media Presence	Author	6 months ahead	Facebook, Twitter, Instagram accounts
	Author Website	Author	6 months ahead	Check out local resources to help with website design on TWJ website
	Begin building Email List	Author	With launch of website	Use Google Docs (see instructions) or other app to gather emails from your website. Several email management applications exist such as Mailchimp, HubSpot, Constant Contact
	Begin Blogging on website	Author	On website, as	

	about progress regarding book		soon as live	
	<b>Editing and Book Design</b>			
	Developmental Feedback	Editor	5 months ahead	Optional--Freelance Developmental Editors are available via <a href="http://www.the-efa.org">www.the-efa.org</a>
	Revise Manuscript based on Developmental Feedback if needed	Author	When editing is complete	
	Write Book Blurb (to be used on social media and in press releases)	Author	Once Developmental Feedback is incorporated	
	Copyedit	Editor	4 months ahead	Strongly advised. Check TWJ website for local editors or review freelancers online
	2nd Revision	Author	When copyedit feedback is available	
	Book Layout and Design	Book Designer	1 month ahead	Author can do this using available apps such as Scrivener
	Design Book Cover	Designer	1 month ahead	Author can use available free book cover design apps
	Master Document	Author	1 month ahead	
	Proofreading	Editor	1 month ahead	Strongly advised -- check TWJ website for local editors or review freelancers online
	Press Release with book cover - short lead media	Author	1 month ahead	Hometown newspapers, college

				paper, local newspapers, alumni newsletters, club newsletters-- use your network. Note that long lead media should be approached 3 months ahead (magazines, etc)
	Blog with book cover, social media announcements	Author	Pre Publishing	Encourage email sign up at your website
	<b>Lunch Preparation</b>			
	Solicit early reviews with ARCs to trusted readers	Author	When final draft is done-- at least 3 months ahead	Reviews can be put on websites and released through social media platforms. Follow up at least 2 months ahead of publication.
	Blog about printing date	Author	When established	Encourage email signup
	Upload Files to KDP	Author	When book is final	YOU ARE PUBLISHED!
	Begin Setting Up Launch Events	Author	When book is final	
	- Contact Book Clubs	Author		
	- Contact Writers Groups	Author		
	- Contact Bookstores	Author		
	<b>Printing and Distribution</b>			
	Author Print Order	Author		If any; skip if Kindle only
	Set Up Amazon Central	Author		

	Account			
	Set Up Goodreads Account	Author		
	Send Press Release about publication	Author		
	Blog update and Social Media updates	Author		
	Place printed inventory in local book stores	Author		
	<b>Post Publishing Promotion</b>			
	Podcast Appearances	Author	Post Publishing	TWJ Podcast, others
	Blog about book publication	Author	Post Publishing	
	Local paper and journal advertisements	Author	Post Publishing	TWJ, local papers
	Conduct Launch Events	Author	Post Publishing	
	Send email and blog to solicit Reviews on Amazon and Goodreads	Author	Post Publishing	
	Other Post-Publishing Events	Author	Post Publishing	Give aways, readings, blogs