

Before Publishing Cheat Sheet Checklist

Before you publish, here is a must-do seven-point checklist to help first-time authors avoid making mistakes that are extremely difficult to fix after you have self-published a new book.

Perfect Your Manuscript

Your manuscript needs to be read, and indeed, carefully proofread by a bare minimum of three people apart from the author. More is very, much better.

A Fantastic Book Cover

If you spend money on nothing else, spend wisely and pay for a professionally designed book cover, especially so if this is for a print on demand (POD) paperback book.

Get Your Website Ready

Racing to update, or worse, building a new website when or after you publish a new book is going to waste a lot of promotional traction.

Align Your Social Media

You are going to be an author, so make sure your social media accounts reflect your new status. Check all your profile descriptions and rewrite them to note that you write books.

Plan Your Book Launch

Use every single resource you have, and also investigate what you can do to spread the word even further. If your budget allows, look for promotion services that can give your book a promotional boost.

Write Your Book Description

A great book description excites, builds expectation, and tells a reader why they should buy your book. Your book description is second only to your great book cover in attracting book buyers. So make sure it's a winner.

Categories & Keywords

It takes time to investigate which two main categories will help promote your book. And even more, research is needed to find seven keywords or keyword phrases that will help readers find your book by Search.

Slow down and don't get carried away with all the excitement. Get things right first, before you self-publish.