13-Week Publishing Action Planner

Your 90-Day KDP Publishing Plan — Second Edition | Action Toolkit

PURPOSE

Your week-by-week command center for all 90 days of the publishing journey — plan each week in 15 minutes, track priorities and actions, and watch your book come together.

HOW TO USE THIS

Open this planner every week on your chosen planning day. Fill in the week dates, set your Top 3 priorities, list key actions, and check them off as you go. Do the 15-minute session on page 1 first.

Your 15-minute weekly planning session

Do this once a week — same day, same time, before the week begins. Fifteen focused minutes here save hours of scattered effort.

1. **Review last week (5 min).** Look at last week's page. What got done? What stalled? Check off what you finished and carry forward what's still open — don't just rewrite the list, decide whether each item still matters.
2. **Set your Top 3 priorities (3 min).** If you could only move three things forward this week, which three would make the biggest difference? Write them in the Top 3 box. Everything else is a bonus.
3. **Schedule your key actions (4 min).** Break each priority into concrete actions and write them under Key Actions. Then put them on your actual calendar — a task without a time slot is a wish.
4. **Capture wins and lessons (3 min).** End with Notes & wins. Name at least one win, even a small one. Progress you don't acknowledge doesn't fuel the next week.

Tip: print this planner or keep the PDF on your tablet. The fillable fields work in Adobe Acrobat Reader and most PDF apps — type in your plan, save the file, and your answers travel with it.

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Week 1 (Days 1–7)

Phase: Idea & Niche Research. *This stretch is about choosing a book people already want. Don't skip niche research — a great book in a dead niche is a silent launch.*

Week dates

My Top 3 Priorities

1.
2.
3.

Key Actions (check off as you go)

- [ ]
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Notes & wins

Capture what you learned, what stalled, and what you're proud of — future you will thank you.

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Week 2 (Days 8–14)

Phase: Idea & Niche Research. *This stretch is about choosing a book people already want. Don't skip niche research — a great book in a dead niche is a silent launch.*

Week dates

My Top 3 Priorities

1.
2.
3.

Key Actions (check off as you go)

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Week 3 (Days 15–21)

Phase: Reader & Outline. *Know your ideal reader by name before you write a word. A tight outline now saves weeks of rewriting later.*

Week dates

My Top 3 Priorities

1.
2.
3.

Key Actions (check off as you go)

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Week 4 (Days 22–28)

Phase: Reader & Outline. *Know your ideal reader by name before you write a word. A tight outline now saves weeks of rewriting later.*

Week dates

My Top 3 Priorities

1.
2.
3.

Key Actions (check off as you go)

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Week 5 (Days 29–35)

Phase: Manuscript. *Manuscript weeks are a numbers game: daily word target, no zero days. Protect your writing time like an appointment.*

Week dates

My Top 3 Priorities

1.
2.
3.

Key Actions (check off as you go)

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Week 6 (Days 36–42)

Phase: Manuscript. *Manuscript weeks are a numbers game: daily word target, no zero days. Protect your writing time like an appointment.*

Week dates

My Top 3 Priorities

1.
2.
3.

Key Actions (check off as you go)

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Week 7 (Days 43–49)

Phase: Manuscript. *Manuscript weeks are a numbers game: daily word target, no zero days. Protect your writing time like an appointment.*

Week dates

My Top 3 Priorities

1.
2.
3.

Key Actions (check off as you go)

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Week 8 (Days 50–56)

Phase: Manuscript. *Manuscript weeks are a numbers game: daily word target, no zero days. Protect your writing time like an appointment.*

Week dates

My Top 3 Priorities

1.
2.
3.

Key Actions (check off as you go)

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Week 9 (Days 57–63)

Phase: Production. *Run cover and interior in parallel, not in sequence. Order your print proof early — shipping takes longer than you think.*

Week dates

My Top 3 Priorities

1.
2.
3.

Key Actions (check off as you go)

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Week 10 (Days 64–70)

Phase: Production. *Run cover and interior in parallel, not in sequence. Order your print proof early — shipping takes longer than you think.*

Week dates

My Top 3 Priorities

1.
2.
3.

Key Actions (check off as you go)

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Notes & wins

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Week 11 (Days 71–77)

Phase: KDP Setup & Pre-Launch. *Metadata is marketing. Your description, keywords, and categories decide who ever sees your book.*

Week dates

My Top 3 Priorities

1.
2.
3.

Key Actions (check off as you go)

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Week 12 (Days 78–84)

Phase: KDP Setup & Pre-Launch. *Metadata is marketing. Your description, keywords, and categories decide who ever sees your book.*

Week dates

My Top 3 Priorities

1.
2.
3.

Key Actions (check off as you go)

- [ ]
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Week 13 (Days 85–90)

Phase: Launch & Momentum. *Launch week is execution, not improvisation. Everything should be scheduled before this week begins.*

Week dates

My Top 3 Priorities

1.
2.
3.

Key Actions (check off as you go)

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Notes & wins

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