My 90-Day Publishing Roadmap

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

PURPOSE

One visual overview of the entire 90-day journey — from idea to launch — so you always know exactly where you are and what's next.

HOW TO USE THIS

Print this roadmap and keep it visible. Work through the phases in order, check off each deliverable as you finish it, and record your completion dates in the milestone tracker at the end.

Days 1–15: Idea & Niche Research

Goal: Pick a profitable, right-for-you book idea.

- ■ **5+ book ideas brainstormed**
  Get them all out of your head and onto paper
- ■ **Niche demand validated with real evidence**
  Amazon, reviews, trends — not guesses
- ■ **One idea selected and committed**
  Your book topic for the next 75 days

Days 16–30: Reader & Outline

Goal: Know exactly who you're writing for and what the book covers.

- ■ **Ideal reader profile completed**
  The one person your book is written for
- ■ **Competitor research on 5+ comparable titles**
  What sells, what readers complain about
- ■ **Full chapter outline approved**
  Every chapter mapped before you write

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Days 31–55: Manuscript

Goal: Complete a full first draft.

- [ ] **Writing schedule set (words/day target)**
  A daily target you can actually keep
- [ ] **First draft completed**
  Messy is fine — finished is what matters
- [ ] **Self-edit pass finished**
  Read aloud, tighten, clean up the draft

Days 56–70: Production

Goal: Turn the manuscript into a publishable book.

- [ ] **Professional cover designed (front/back/spine)**
  The #1 driver of clicks and sales
- [ ] **Interior formatted**
  Clean, readable layout for print and Kindle
- [ ] **Proof copy ordered and reviewed**
  Catch what the screen hides

Days 71–80: KDP Setup & Pre-Launch

Goal: Get the listing live-ready and build launch momentum.

- [ ] **KDP listing built (title, description, 7 keywords, categories)**
  Your book's sales page — write it to convert
- [ ] **Pricing set**
  Based on niche research, not guesswork
- [ ] **ARC readers recruited**
  Advance readers ready to review on launch
- [ ] **Launch content drafted**
  Emails, posts, and promos ready to go

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Days 81–90: Launch & Momentum

Goal: Launch strong and set up long-term sales.

- ■ **Launch executed per 14-day calendar**
  Follow the day-by-day launch plan
- ■ **First reviews collected**
  The social proof your listing needs
- ■ **30-day optimization plan set**
  Keep the momentum after launch week

How to Use This Roadmap

Print this page and pin it where you'll see it every day. As you finish each phase, check off the deliverables and fill in your completion date in the milestone tracker below. If you fall behind, don't restart the clock — pick up where you left off and adjust the target dates. The roadmap is a compass, not a cage.

Milestone Tracker

Phase	Target completion date	Actual completion date	Done
Days 1–15: Idea & Niche Research			■
Days 16–30: Reader & Outline			■
Days 31–55: Manuscript			■
Days 56–70: Production			■
Days 71–80: KDP Setup & Pre-Launch			■
Days 81–90: Launch & Momentum			■

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