



Step-by-Step Publishing Roadmap

◆ Stage 1: From Concept to Launch & Beyond

1. Define Your Book's Purpose
 - Clarify the core message, theme, or transformation.
 - Identify your ideal reader.
2. Choose Your Publishing Path
 - Self-publishing, hybrid, or traditional?
 - Consider timeline, control, royalties, and investment.
3. Outline Your Book
 - Organize your chapters and key points.
 - Create a rough table of contents or structure.
4. Set Your Timeline & Budget
 - Define your launch goal date.
 - Budget for editing, design, ISBNs, and marketing.

◆ STAGE 2: WRITING & EDITING

1. Write the First Draft
 - Use a daily writing plan or accountability group.
 - Don't worry about perfection—just finish the draft.
2. Self-Edit & Revise
 - Review your draft for clarity, structure, and consistency.
 - Use editing tools like Grammarly or ProWritingAid.
3. Professional Editing
 - Hire an editor: developmental, line edit, copy edit, or proofread.
 - Consider multiple editing passes for best results.

◆ STAGE 3: FORMATTING & DESIGN

1. Format the Interior
 - Format your manuscript for print and/or eBook.
 - Use tools like Atticus, Vellum, or Reedsy.
2. Design the Cover
 - Hire a professional designer or use tools like Canva.
 - Create front, back, and spine for print books.
3. Get an ISBN & Copyright (if applicable)
 - Purchase or use a free ISBN (e.g., from KDP).
 - Register your copyright (optional in the U.S.).



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◆ STAGE 4: PUBLISHING

1. Choose Distribution Platforms
 - Amazon KDP (for Kindle & paperback)
 - IngramSpark (for wider print reach)
 - Draft2Digital, Smashwords (for eBook distribution)
2. Upload Files & Set Details
 - Upload formatted manuscript and cover files.
 - Set pricing, keywords, BISAC categories, and metadata.
3. Proof & Approve
 - Order a proof copy for print books.
 - Review and approve final layout and formatting.

◆ STAGE 5: MARKETING & LAUNCH

1. Pre-Launch Strategy
 - Build a launch team or email list.
 - Offer ARCs and gather early reviews.
 - Create buzz on social media.
2. Launch Your Book
 - Announce launch across platforms.
 - Use promos, giveaways, and author events.
3. Post-Launch Promotion
 - Run Amazon ads or social ads.
 - Continue sharing content, interviews, and reviews.
 - Pitch to blogs, podcasts, and media.

◆ STAGE 6: LONG-TERM GROWTH

1. Build Your Author Platform
 - Create a website and mailing list.
 - Use social media intentionally.
2. Leverage Your Book
 - Create a course, journal, or workshop based on your book.
 - Use your book to gain speaking or coaching opportunities.
3. Plan Your Next Project
 - Use momentum to plan your next book or product.
 - Analyze what worked and improve your next launch.