

From 1st Word to 1st Publish

A master to-do list to help you write, publish, and market your first novel.

- Research and download useful programs:
 - Scrivener
 - MS Word and/or Google Docs
 - ProWriting Aid
 - Kindle Previewer
 - Formatting program of choice (i.e. Vellum, Jutoh, Calibre, etc.)

- Manuscript process:
 - Write 1st draft
 - Self-edit
 - Send to Alpha Readers
 - 2nd Self-edit
 - To Editor for 1st Pass
 - Send to Beta Readers
 - To Editor for 2nd Pass
 - Self-proofread
 - To Proofreader
 - Write front matter
 - Write back matter
 - Format for Paperback and eBook
 - To ARC Readers
 - Publish
 - File for Copyright (copyright.gov)

- Get down to “business”:
 - Get P.O. Box
 - Set-up a DBA
 - Open business banking account
 - Create a Kindle Direct Publishing account
 - Start Author Central account (right after publish)
 - Trigger a Google Alert for book’s title & author name
 - Open a Feedly account
 - Add Google Alert RSS to Feedly
 - Purchase ISBN and Barcodes (if you’ll be using your own)

- Establish social media presence:
 - Create a website
 - Come up with and design a logo/brand
 - Set-up newsletter landing page
 - Establish a blog
 - Start newsletter service and mock-up your first publication
 - Facebook Page
 - Facebook Group
 - Twitter
 - Instagram
 - Tumblr
 - MeWe
 - Goodreads
 - BookBub
 - Pinterest



Street Team:

- Selectively choose team members (enthusiasm, willingness to promo, etc.)
- Build team - Send out Street Team sign-up form (Google Forms, Jot Form, etc.)
- Create private Street Team Group on Facebook (Social Learning option is best)
- Organize FB Group “Units” (via the Social Learning group type)
 - Welcome/Mission Statement/Meet & Greet
 - Rules & guidelines
 - Follow Me (post containing all the platforms to follow the author)
 - “How to” promo, recommend, etc.
- Keep group engaged with fun challenges and rewards



Start spreading the word:

- Cover reveal
- Blurb reveal
- Facebook Takeovers
- Blog Spotlights, Interviews, and Podcasts
- Share teasers and fun, interactive images relating to your book
- Keep Street Team engaged with fun challenges and rewards



ARC Team:

- Start BookFunnel account for delivering ARCs
- Build team - Send out ARC sign-up form (Google Forms, Jot Form, etc.)
- Create private ARC Group/Event on Facebook
- Deliver ARCs
- Follow-up email #1: As soon as the book goes live
- Follow-up email #2: Friendly reminder a few days after publish