

- Research your target audience**
Start a document with your research so you can refer back to it. This step is first on the list because your target audience influences what happens in editing, cover design, and marketing.
- Create a marketing plan**
Get started on your plan for marketing. Your plan will grow through the process, so it doesn't have to be set in stone—just get a foundation or an idea.
- Self-edit your book**
You're the first line of defense with editing. The more you edit now, the less you'll potentially need to do later.
- Send your book to beta readers**
Address and fix potential issues before you get any further in the editing process.
- Research covers**
While your manuscript is with beta readers, take time to discover what you like and don't like about covers in your genre. This will come in handy when you move into design.
- Determine what kind of editing you'll get**
Developmental and copyediting are the two main ones (proofreading comes later). If you're not sure, consider getting a manuscript evaluation.
- Determine how you're going to distribute**
Print and ebook? Print-on-demand or expanded distribution? Who will you use to distribute your ebook?
- Block out time for each round of editing**
Editing takes time, both for the editor and for you, especially if you have to address edits around a full-time job.
- Research prices in your genre**
While your manuscript is with the editor, take the time to research print and ebook prices in your genre to figure out where yours will fit in.
- Do a final read through**
Similar to a self-edit, a final read through allows you to catch mistakes. It also allows you to fix lingering problems before going to design.

- Secure endorsements**
Once your manuscript has gone through editing, you may want to reach out to potential reviewers for quotes to add to your back cover.
- Block out enough time for cover design (front and back)**
Cover design is a process within the publishing process, and like everything else, takes time.
- Block out enough time for print layout and ebook formatting**
Layout and formatting are separate processes, but each requires time you should factor into your publishing timeline.
- Build the foundations of your author platform**
Join social media and create a website. Start interacting and networking with authors and readers.
- Get a proofread**
After your book has been laid out for print and formatted for ebook, it's time for a proofread.
- Implement your marketing plan**
Let the fun begin!