

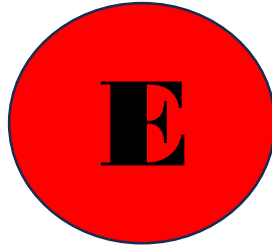
Everyone Can Self-Publish



Writing: Unleash Your Creative Spirit.

Timing: how long's a piece of string ??

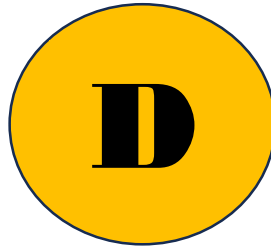
What you do: Write, write, write. Plus Structural edit if you need help, up to 6 weeks for entire process. Work on author bio, back cover blurb and front cover hook. Begin to think of marketing NOW. Organise beta readers.



Editing/Revision: Edit, Edit, Edit.

Timing: 1-3 Weeks for editor to work through one complete edit; 1-3 Weeks for Author to review/approve; 1-2 weeks for 2nd pass and final.

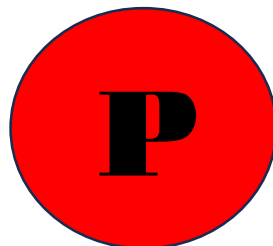
What you do: Edit and format as you go to speed the process. Proofreading final. Get ISBN's, start requests for reviews.



Design: Creative but Focussed.

Timing: Designer working on cover as you edit if possible, 2-4 week process. Internal design ongoing.

What you do: Decide on genre specific theme and text, finalise internal design including graphics/photos if included.



Publishing: The Rubber Hits the Road.

Timing: As long as you have a properly formatted document, 1 day including cover.

What you do: Depending on your platform of choice, sign up well before set up and understand the process. Decide on ISBN, barcode, and pricing.



Marketing: Putting it Out There.

Timing: 6-8 weeks before launch social media program. Pre-launch, up to 4 weeks to gain momentum, then launch. Continuous marketing including ads, ARCs, in person events (authors talks etc), social media.

What you do: Get a team if you can. Implement marketing plan.

Your Self Publishing Journey