

## BOOK LAUNCH CHECKLIST FOR SELF-PUBLISHERS

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Use this high-level checklist to plan the release of your book. Feel free to copy and modify it to your needs and preferences.

1. Determine book distribution options (Amazon vs. wide; e-book, print, audio) and draft metadata
  2. Set tentative release date
  3. Engage cover designer to create book cover
  4. Engage editor(s) to edit and proofread manuscript
  5. Set firm release date
  6. Plan marketing activities for launch
  7. Send advance reader copies (ARCs) to beta readers
  8. Format book files (e-book, paperback)
  9. Publish book to retailers and/or aggregators
  10. Celebrate release day
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*The Tidy Guide to Self-Editing Your Novel* by Rachel Aukes

[www.RachelAukes.com](http://www.RachelAukes.com)

