



Basic Steps to Take for a Book Launch

Prep for Publishing Your Book

- Description
 - Write the description of your book
 - Sometimes called a blurb
 - This is what goes on the back cover of print books
 - Get feedback on the description of your book
 - Beta readers, critique partners, and readers of the genre are good to help with this
 - Once finalized, make sure it goes through a proofreader
 - Note: Can hire help
 - but with all hiring out things (don't have to do these but may help)
 - Referrals are a good idea
 - References are a good idea
 - Examples are good for short things like this
- Hire Cover Artist
 - Unless you are a professional artist, it is best to hire this out
 - Decide if you need just the front cover for ebook and/or front and back for the paperback, and/or even a full wrap for hardcover
- Prepare Front and Back Matter

- Before content such as:
 - Title page
 - Copyright
 - Dedication
- After Content such as:
 - Acknowledgments (may be in front matter as well)
 - Ask for reviews
 - Other book information
 - About the Author
- Have your proofreader go over all of it

- Formatting
 - You can use:
 - Vellum
 - For Macs only
 - Because of the cost, only recommended if you're going to publish multiple books
 - Draft to Digital
 - Word (Recommend if you know what you're doing)
 - There are templates and guides to help with this
 - Indesign (Recommended if you know what you're doing)
 - Can also be hired out

- Convert to Formats
 - You'll need the following:
 - ePub
 - Mobi
 - PDF for eBooks & Print (if making a paperback)
 - Calibre is a great free tool for this

- Research Keywords & Categories
- Where to Publish

- Decide if you want to publish at only Amazon (exclusive) or everywhere (wide)
- May schedule a release day or simply release
- Upload book to appropriate site(s)
 - Ideas: KDP (Kindle Direct Publishing - Amazon), Barnes & Noble, Apple, Google Play, Draft2Digital, Smashwords, Ingram Spark, Blurb
 - Note: You won't need all of these

Still have questions?

Book a package today at tlc4authors.com

or email us at info@tlc4authors.com

