

THE INDIE PUBLISHING PROCESS

WWW.TANDEMSERVICESINK.COM



EDITORIAL AND PRODUCTION

HOW LONG IT MIGHT TAKE

WHEN TO COMPLETE BY

Write your book!

3 months prior to publication date

While writing your book, you should...

- Research and finalize title and subtitle

As soon as possible

- Write book description (for retailer sales pages) and back cover copy (for print versions).

As soon as you have your plot/characters/outline finalized

- Write author bio, get author photo for back cover

Before sending to cover designer.

- Research covers (best-sellers in your genre/category) and write a creative brief detailing what you want on your cover.

As soon as possible, but at least 3 months prior to publication.

- Hire a cover designer

2-4 weeks

At least 3 months prior to publication, possibly longer for popular cover designers.

Send final version to your editors.

- Developmental/copy edit

4-8 weeks

3 months prior to publication date

- Proofread

3-4 weeks

Write front and back matter so it can be included in the proofreading.

2-3 hours

Before proofreading

Determine an interior design for both print and ebook versions. Send to formatter.

2-3 weeks

1 month prior to pub date

SALES AND DISTRIBUTION

Proofread all files in final format.

Decide if you will be wide (on all retail platforms) or exclusive to Amazon.

BOTH

Research and determine price points for all formats

Research and determine sales categories and BISACs (<https://bisg.org/page/bisac-edition>)

WIDE

Buy ISBNs for all formats of your book at www.MyIdentifiers.com

Determine if you will upload files to each retailer or use an aggregator like Draft 2 Digital or Smashwords

Upload print interior and cover files to retailers or aggregator and/or Ingram Spark

Upload ebook interior and cover files to retailers or aggregator.

EXCLUSIVE (KU)

Determine if you will use Amazon's ISBN or purchase your own.

HOW LONG IT MIGHT TAKE

1-2 weeks

About an hour

About an hour

About an hour

WHEN TO COMPLETE BY

2 weeks prior to publication date

As soon as possible

Before uploading files

Have BISAC ready for cover designer to place on the back cover.

When they are on sale (sign up at MyIdentifiers to be notified of sales).

As soon as possible

Early enough to receive a print proof before publication date (if you want to release the same time as the ebook).

A few days before publication date or when you're ready to set a pre-order.

As soon as possible

SALES AND DISTRIBUTION

HOW LONG IT MIGHT TAKE

WHEN TO COMPLETE BY

Upload print and ebook interior and cover files to KDP.

About an hour

A few days before publication date or when you're ready to set a pre-order.

Optional—upload **print** interior and cover files to other retailers and/or Ingram Spark.

Several hours

Early enough to receive a print proof before publication date (if you want to release the same time as the ebook).

After uploading files, review digital proofs and order print proofs.

1 hour

1 week prior to publication date

Create your Amazon Author Page

As soon as you upload your files.

Once your book launches on Amazon, claim it in Author Central so it'll show up on your Amazon Author profile.

LAUNCH AND MARKETING

Create an author website or hire someone to do it.

As soon as possible

Create a mailing list

- Should include a lead magnet that entices people to sign up for your list

- Read *Newsletter Ninja* by Tammi Labreque

As soon as possible

Create “author” or “professional/business” versions of whatever social media platform you plan to be active on. Only pick 2 or 3.

As soon as possible

LAUNCH AND MARKETING

HOW LONG IT MIGHT TAKE

WHEN TO COMPLETE BY

Develop a launch plan

•Read *Launch to Market* by Chris Fox

As soon as possible

Do a cover reveal, if you desire, on all social media, newsletter, website, etc.

When cover is ready.

Develop a street team of people who will read your book early, post reviews, share on social media

Give out ARC (advanced reader copies) before your book goes to editing.

Create memes based on quotes from your books

Before your book launches if you are doing a pre-launch, or the week of your launch

Set up a squeeze page on your website just for your book and all promos.

5 weeks before launch

Blog/book release tour

3 weeks before launch

Newsletter swap with other authors who have readers similar to yours

2-3 weeks

Begin a series of emails to your newsletter list about your book

1 week before launch

Post a new graphic on all social media platforms each day

1 week before launch

Do a live event (book signing, Facebook live, webinar, speaking engagement)

1 week before launch

Claim your book on Amazon Author Central, Goodreads, Book Bub

1 week before launch

LAUNCH AND MARKETING**HOW LONG IT MIGHT TAKE****WHEN TO COMPLETE BY**

Update website and social media with new book links and images.

1 week before launch

Consider a soft launch with your hard copy so your street team can leave reviews

1 week before launch

Do a Kindle Countdown sale (if exclusive) on previous books.

1 week before launch

Ask street team members to post their reviews

Release day

Post once a day on social media

Release week

Respond and share others' posts about your book on social media

Release week

Celebrate!

Release week