

SAMPLE Self-Publishing Book Schedule: One-Year

- **rec'd to begin with a complete dummy book project**

1 Month

- finalize editorial
- write book description
- write marketing copy
- set specs & pricing (hard cover, paperback, e-book)

2 Months

- thumbnails to sketches
- book design layout

3 Months

- final artwork
- final book design layout

4 Months

- metadata/BISAC codes
- ISBN
- barcodes
- register copyright
- library catalogue #
- e-book design

5 Months

- proofs
- production
- revisions

6-11 Months

- Update website
- ARCS to reviewers, bloggers, etc.
- Submit for critical reviews (paid & free)
- Press Release
- Book Trailer
- Free activity kit
- Press (reviews, interviews, etc.)
- Add to Goodreads & Amazon Author Central
- Paid advertising
- Schedule events (release party, book fairs, school visits, etc.)

12 Month/ 1 Year • RELEASE DATE