

# CREATING YOUR BOOK'S TIMELINE

A Quick Guide From Idea to Publishing Your Book

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**Step One:** So, I have this idea...

Now what do I do?

1. Flesh out the idea. Brainstorm and keep track of all your thoughts - even if they seem 'bad' - that 'obscure' thought might lead to something great further down the line.
2. Begin building your author platform and create a marketing plan. This is crucial to your success with both traditional publishing or self publishing. Consider hiring assistance if necessary. At minimum, you'll need the following: an author website, a Facebook group, email collection tool, and a funnel.
3. Consider hiring a coach to assist you with the writing and publishing process.

Ok, now I know it's a good idea... **Step Two:**

Next, I'll need to:

1. Research my topic/idea. This includes backing up any assertions you make, finding relevant facts when necessary, and deciding if the market is saturated or open to this type of book. It may also include adjusting our title and keywords so that my book is more searchable and relevant.
2. Create an outline of the book so that you can stay on topic and keep yourself motivated to finish as you check off each chapter as you complete it.
3. Continue building your author platform.

## Step Three: When do I actually write the book?

Now! You get to start writing now!

1. Seriously though, once you have laid much of the groundwork for your book, begin writing. Be sure to set deadlines for milestones, and daily goals (the outline will help with this!)
2. If you used a recording device to capture your thoughts, consider hiring a transcription service now. It will save you HOURS, even DAYS of your time!
3. Additionally, hire an editor and put a deposit down to reserve time on their calendar. This is crucial as many editors are booked out for a few months. Be prepared to meet deadlines since many editors may charge you a late fee because they will need to reschedule other clients if you have a delay.
4. Continue building your author platform.

## Whew! I'm almost done writing, what's next? Step Four:

You get to start making some exciting decisions! Yay!

1. After your book is written and you have let it 'rest' (not looking at it after typing 'The End') for a couple of weeks, re-read and revise - being careful not to overwork the manuscript!
2. Consider sending the rough manuscript to 'beta readers' - people you know and trust to give you strong feedback, dare I say, critique. \*Note: you need input from people who will ask you some hard questions and be real about the content of your book. Give them 2-4 weeks to read and respond.
3. \*Alternatively, you can send the first 1-3 chapters to your editor for a Manuscript Critique. They will likely charge you a fee for this service, but it can save you money with that editor down the road because it will ensure that you send a cleaner version to the editor. That will save the editor time in making changes, thus saving you money.
4. Consider the feedback from beta readers and make necessary adjustments.
5. Research and decide if you want to use an agent to assist you with getting published.
6. Continue building your author platform - yes, continue building!

## Step Five: Am I 'there' yet?

You're getting close! But there is much to do yet!

1. Send your manuscript to your editor in time with when they are expecting it.
2. Select your cover designer and begin working with them to create the cover of your book which will include images, a synopsis of the book, and potentially, your headshot.
3. Continue building your author platform.
4. Decide if you want to offer pre-ordering for your readers. If so, begin 'soft launching' the pre-order idea in your platform building tactics.
5. When you get your edited manuscript back from your editor, begin working through the marks and suggestions.
6. Launch your pre-ordering process now (if you choose to offer it)
7. \*Depending on how much work is suggested by your editor, you may need to consider sending the corrected draft back to the editor for a second look. That also means allowing yourself time to make the next round of comments.
8. Decide if you plan to Self or Traditional publish your book.
9. Plan for Proofreading as the last step before sending to the Publisher
10. Finalize the cover art/design
11. Begin book interior formatting with a designer.
12. And, you guessed it, keep building your platform!

## It's published! I'm done! (I hate to burst your bubble, but...) **Step Six:**

Congratulations! You have created a book! That's awesome!  
But now you've gotta sell that book, y'all!

1. After you have approved your 'Galley Proof' and the book is available to the public, the public has to know it's available and where to find it. THIS is the main reason you have been building your platform!! Here is where that hard work begins to pay off. Ta-da! But DON'T let up on building your platform now! You are really just beginning to ramp it up!
2. Decide how and where you will distribute your book. Amazon is a fine choice, but there are many other places to consider equally. Where you make your book accessible may vary greatly depending on how you plan to use your book.

## **Step Seven:** My book is selling online! But what else can I do to sell more?

There are a plethora of ways to promote your book, but a book launch is #1.

1. Consider introductory/incentive pricing, a release party, local bookstore book signing events, interviews with local in-person groups/podcasters/online interviews with those related to your topic, to name a few.
2. Boost your email contact list and provide value-add items to your readers.
3. (You should still be building your platform, btw.)

## Where can I go from here? **Step Eight:**

Depending on what you are willing to work for, the sky is the limit!  
(These are just suggestions, but good ones!)

1. Add a way to buy your book on your website.
2. Begin 21-Day Challenges around the topic of your book (if applicable).
3. Promote it at speaking events if you choose to join the speaking circuit.
4. Set your sights high and send your book to influential people who are significant to your book topic and ask them to promote it.



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*If you liked "Creating Your Book's Timeline", I invite you to join my member group at 'Book Yourself!' on Facebook for more info about writing a book!*