

Binati Sheth

# PUBLISH YOUR BOOK

A  
Checklist

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# The Writing Checklist

**Have an Idea**

Concept

Research

Interviews

**Prepare an Outline (Non Fiction)**

List main premises

Research

Interviews to be conducted

Fact check

Possible Flow

Speculations and Opinions

Elements of Storytelling



# The Writing Checklist

- Prepare an Outline (Fiction)**

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- Character Names

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- Character Backstories

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- Character Arcs

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- Possible Twists

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- Possible Plotlines

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- Locations

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- Connections and Linkages

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- Plot Flow

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- People to interview

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- Research

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- The starting point (possibilities)

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- The ending (possibilities)

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# The First Draft Checklist

- Write your damn book you lazy lumpoid**

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- The first sentence

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- Introduction

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- Chapter Content

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- Citations and Footnotes

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- Demotivation and crying

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- Writing in spite of it all

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- Conclusion

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- Re-reading first draft

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- Sheer Joy

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# The Editing Checklist

- First draft to Final draft**
- Line Editing (spelling, grammar, punctuation)
- Substantive Editing (improve presentation)
- Mechanical Editing (application of style)
- Context Editing (add/remove relevant context)
- Developmental Editing
  - Organization of the Book
  - Point-of-View
  - Plot Flow
  - Number and order of chapters
  - Consistency of facts and flow
  - Content Lags
  - Making the book enjoyable for the reader
  - Book Formatting



# The Publishing Checklist

**Decide type of publishing**

Traditional publishing

Vanity publishing

Self publishing

**Beta Testing the Book**

Validate idea

Analyse feedback

Incorporate changes

**Socials**

Get your social media accounts in order

Get a website



# The Publishing Checklist

- Book Launch Preparation**
  - Setup email opt-in on website
  - Prepare initial social media messaging
  - Join relevant groups and forums
  - Share book's progress to build awareness
  - Submit manuscript to publisher
  
- Price**
  - Research prices globally for distribution
  - Set the long-term price of book
  - Set launch-day price
  - Free promo options (during and after launch)
  - Giveaways and PR packages



# The Publishing Checklist

- Launch Day**

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- Ask beta readers to write reviews

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- Promotional events

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- Notify mailing list

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- Share links everywhere

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- Promote book in relevant places

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- After Launch (link the book)**

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- Bonus material

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- Blog content

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- Exclusive Book content for Mailing list

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- Schedule events to promote book

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- Attend events to promote book

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**You got this...**

**Now go write and publish  
that beautiful book.**

**We are waiting!**

