



*The Writer's Ally*™



# READY TO PUBLISH CHECKLIST

**9 STEPS TO ENSURE YOUR BOOK'S SUCCESS**



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## Are You Ready to Publish?

### 9 Steps to Ensure Your Book's Success

Successfully publishing a book and merely *printing* one are not the same. If you're willing to invest the time, energy, and, yes, money to publish your very best work in the best way possible, you'll boost your chance of success and enjoy significantly better results. Have you completed these essential steps to get your book ready for the (virtual and physical) shelves?



#### **I'm finished writing.**

Agents/publishers respond slowly, so you may be tempted to start querying when you're almost done writing. Resist the temptation. You don't want to be embarrassed or rushed when someone requests your complete manuscript and you don't have one. More importantly, you need to put your work aside for a while before you come back and start revising.



#### **I've gotten objective feedback on my work.**

Even bestselling authors rely on feedback from others. Consider hiring a pro who'll appraise your work and teach you how to improve it. Or, join a critique group or use beta readers—it'll take more time, and the feedback you receive depends heavily on the quality and quantity of readers, but you'll still get crucial insight into problems you'd never see on your own.

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### **I'm finished revising.**

What's that saying about genius being 1% inspiration and 99% perspiration? It's common for writers to spend months or even years revising their manuscripts, often many times longer than it took to write the first draft! No one wants to buy your rough-cut diamond; they want a diamond-in-the-rough.



### **I'm confident my draft is the very best it can be.**

The thing is, feeling "done" with a project doesn't necessarily mean it's ready, especially when you're talking about a commercial product like a book. The time to start sending out queries or to self-publish is when your book is ready, and not a minute before.



### **I've built an appropriate platform.**

Having a great book is only half of the equation. The other half? YOU. Most publishers want authors with an established audience to whom they are connected via a mailing list or social media. They may also want you to have appropriate experience or credentials depending on your book type.



### **I've thoroughly researched my options.**

Do you want an agent? Is a small publisher a better fit for you than a big one? Can you make self-publishing work? Will you publish in print or digital, or both? Learn your biz like you learned your craft so you can avoid wasting time, energy, and money.



### **I've ensured my query letter/cover copy is excellent.**

Whichever route you take to publication, you need to master the art of getting people's attention and drawing them in. If your query or cover copy sucks, no one's going to give you or your book a chance. First impressions count.

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### **I've created a marketing plan.**

Your platform provides the foundation for your marketing efforts, but a good plan lays out the strategy for building on that to increase exposure, expand your audience, and ultimately generate sales. If you just throw your book randomly against a dozen walls, it's unlikely to stick.



### **I've gotten help to fill the gaps in my knowledge and skillset.**

If you're serious about publishing your book and selling copies to more than your friends and family, identify where you need help and then get it. It's an investment in your dreams—the question is, how badly do you want it?

Checked 'em all? Awesome! We can't wait to hear about your book deal, great reviews, and bestseller status.

Missing some steps? Uh oh—maybe you're not as ready as you thought. Successfully publishing a book is actually a pretty involved process, but it doesn't have to be painful or frustrating. We can help.

**The Writer's Ally** is on a mission to help bring high-quality, life-changing, and entertaining books to the world's readers by leading serious authors toward publishing success. Contact us for your *Free Project Review* to find out how we can help you get the results you want for your book and your writing career.



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