

The Self-Publisher's Checklist

12 Steps Before You Hit Publish

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Ebook + print

No exclusivity

☐ 01 **Define your format, audience & word-count target**

Ebook only, or ebook + print? Know your audience and the genre-appropriate length.

☐ 02 **Nail your one-sentence pitch**

Audience + genre + hook, locked before chapter one.

☐ 03 **Complete a full edit pass**

Structural edit → line edit → proofread, in that order.

☐ 04 **Get beta feedback and lock formatting**

3+ outside readers. Consistent chapter breaks, front/back matter, table of contents.

☐ 05 **Decide if you need an ISBN, and budget for it**

Needed for most print/retail listings. Check per-format cost on your plan.

☐ 06 **Confirm you keep full rights**

No exclusivity requirement on PubliWrite.

☐ 07 **Finalize your cover and back-cover copy**

Cover must read clearly at thumbnail size. Back copy: ~150 words, no spoilers.

☐ 08 **Pick categories and keywords for discoverability**

Narrow, winnable categories beat broad, crowded ones.

☐ 09 **Set your price using the royalty calculator**

Ebook royalty is from sale price; print royalty is after printing cost is deducted.

☐ 10 **Decide where you want to distribute**

Compare reach, format support, and exclusivity terms across platforms before publishing.

☐ 11 **Cover your legal basics**

Copyright notice, permissions for quoted/borrowed material, disclaimers if nonfiction.

☐ 12 **Build your launch-day action list**

Pre-written launch post, claimed author page, direct link to your marketplace listing.

Authors keep up to 95% royalties and set their own prices.