

Book Plan

PROJECT STAGE AND TASKS	TARGET DATE	DONE
PHASE 1 - PLANNING		
Set the pre release date (Kindle)		
Set the publication date		
Give it a working title		
PRE-WRITING		
Determine what extra resources you might need.		
Transcriber		
Ghost-writing		
Developmental editing		
Proof-reader		
Copy editor		
Formatting print		
Formatting digital		
Cover Designer		
Marketing copy - back blurb		
Calculate your budget for resources.		

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Work out timescales		
RESEARCH		
Ideal reader (customer avatar)		
What questions is your ideal reader asking? (30ish)		
Market research (ongoing)		
Competitor analysis		
OUTLINE		
Determine the type of book format		
Workout your chapter plan and outline		
Use 10 questions for rough chapter titles		
Add in all of the questions – putting them in the right chapters – 3 per chapter		
Write up your chapter synopsis – all of the whats		
Conduct a knowledge audit		
Research planning		
Plan who you need to interview		
Set up your document template and create a style sheet (WORD).		
WRITE TO THE FIRST DRAFT		

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Create your chapter framework (What, why, how and what if) – do this one chapter at a time before you write it		
Determine the rough chapter framework you will use		
Write your first chapter – test your writing style, environment and framework		
Tweak your chapter framework		
Write your book proposal (or at least start it if it is needed)		
Get to the first draft (milestone) and take a week off		
SELF EDIT		
Create an editing plan		
First edit		
Get to second draft (milestone)		
FINAL DRAFT - SELF		
Write your introduction		
Refine chapter intros		
Test how to's and steps		
Check formatting and interior design		
Edit until you feel it is at the final draft		
Complete your final draft		
Commission beta-readers, reviewers and book launch team		

PROJECT STAGE AND TASKS	TARGET DATE	DONE
Finalise the title		
Finalise the interior formatting		
Review your book proposal		
Proof your book		
Final edits		
Edit until you feel it is at final proof #1		
PROOF-READER/EDIT		
Create a KDP account and complete all steps		
KDP remember to set up your account and tax details		
Set up your book, for the proof use the KDP cover designer		
Once your book is set up on KDP properly, you are ready to order a proof		
Print a proof		
For a printed version: Order a proof book (POD)		
For e-book: output in Kindle format and read on lots of different digital devices		
Edit your first proof until ready for the proofreader/editor		
Commission proof-reader/editor (and any other resources you may need)		
Order new proofs to check before sending to the proof-reader – make any changes		
Send to copy editor /proof-reader		
Chase your editor /proof-reader and review their comments		

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Final, final edits from editor/proof-reader		
Review proof and FINAL amendments		
COVER		
Design the cover specification and commission your designer		
Finalise the blurb		
Chase cover designer and agree on the cover		
Upload to KDP		
Use book art on website and all social media		
BOOK REVIEW AND LAUNCH TEAM		
Create reviewers plan		
Set up lead pages for book reviewers		
Set up email campaign		
Set up page on website with book details and first chapters		
Pre-order date for reviewers		
Follow up plan		
SELF-PUBLISH		
Write your Amazon description		
Upload your final book and cover to KDP		
BOOK MARKETING SET UP		

PROJECT STAGE AND TASKS	TARGET DATE	DONE
Amazon author account – Author Central		
Create ads account		
PROMOTIONS STAGE		
Author interview		
Author biography		
Author photos		
Authors website		
Author testimonials and reviews		

MARKETING PLAN		
Create marketing plan (ads, social media, promotions, email)		
Author Website (book page)		
Marketing copy		
Book marketing kit		
Box cover mock-up (cover designer should have done this)		
Book trailer video		
Email campaign		

MARKETING PLAN		
Lead page for final book		
Pre-launch content / Give-away		
Pre-launch book sign up and give-away		
Challenge		
Contests		
Webinar/masterclass		
PR		
Virtual Blog Tour		
In-person book launch		
Facebook launch party		
Social Media campaign		
Speaking plan		
Monthly blogging plan		
Monthly video blogging plan (YouTube/Live)		
Author interviews and podcasts		
Amazon author page		
Amazon search inside set up		
KDP select enrolment		
Amazon promotions		

MARKETING PLAN		
Goodreads setup (author programme)		
Goodreads promotions		
Joint ventures		
Affiliate program		
Online course		
Membership site with a program to go with your book		
Reviews		

Planning times and deadlines

Planning and Research		Outlining	
Time Allocated	Deadline	Time Allocated	Deadline
First Draft		Self-edit	
Time Allocated	Deadline	Time Allocated	Deadline
Final Draft - Self		Proof-reader/edit	
Time Allocated	Deadline	Time Allocated	Deadline
Cover		Self-Publish	
Time Allocated	Deadline	Time Allocated	Deadline