

PRE-CONVERSION SCHEDULE AND CHECKLIST for MAKING YOUR OWN EBOOK (beta)

HELLO and WELCOME! This doc aims to assist, but not solve, your ebook problems! Nothing beats hands-on learning though. If you want to self-publish it's best to find what works for you! However, this document WILL help if you are stumped, do not know where to start ... or indeed where to stop!

Week 1

1. Order ISBNs (but before you do read [this](#)) Note! You won't need an ISBN if you are going the Amazon route exclusively (KDP Select). Amazon will give you an ASIN number when you upload your title.
2. Finish your book! Don't forget frontmatter and endmatter (TOC and copyright etc)
3. Commission cover
 - a. Make sure brief is articulate
 - b. Supply examples of what you like but let designer come up with their own ideas. Keep an open mind
 - c. Allow 1 week for designer to send options

Week 2

1. Send book out for peer reading, but to whom? Pals you trust? Yes, but be brave, try other authors, industry people, editorial readers, you need objective feedback.
2. Request nicely if readers could supply comments within three weeks with track-changes commenting in Word doc (if possible) to pinpoint exactly the areas you need to work on.
3. Chase ISBNs (if needed)
4. Chase cover/get options in
5. Start researching conversion options (Word formatting for HTML? epub, mobi, PDF?)
6. Start researching distribution (Amazon, iTunes etc?) See jenniferbradyblog.com for more info

Week 3

1. Social media? Are you on Twitter, Facebook, Pinterest etc?
2. Questions you need to answer by now
 - a. Amazon only? Or all distributors?
 - b. Reflow ebook? Or fixed format (retains design elements)?
3. Metadata time!
 - a. Start writing your Product Description
 - b. Tagline (or short description)

- c. Author bio
- d. Research what categories you are going to select (BIC/BISACS)
- e. If going Amazon route be thinking of the two categories that will most suit your genre
- f. Start selecting a minimum of 7 keywords that represent the matter of your book not including your name or the title itself

4. Liaise with cover designer, agree final option

5. Get newsletter together via MailChimp or similar, why?

- a. newsletter is still the best way to keeping in touch with your readers
- b. Newsletter link should be in the end-matter of the ebook so if people are interested when they download your book they have somewhere to register their details.

Week 4

Have a cup of tea and go for a walk, repair friendships, love, make ace dinners, watch TV, be a normal human, consider not publishing at all? Why bother? Watch even more TV. I particularly recommend the following:

'The News'

'Jeremy Kyle' (US or UK, it doesn't matter)

'Sixteen and Pregnant'

After a week of such fare you will remember why you must hold on to your dreams no matter what, even if they are small ones.

Week 5

1. Gather reader reviews

2. Book copy-editor for week 8 (ie in two weeks' time)

3. Finalise cover but do not request yet in case you change the title/subtitle in light of review/copyedit

4. Tips:

- a. Stay strong at this point.
- b. Make honest decisions based on the reviews. If the work is bad, the reviews will hint at that even if they are polite.
- c. Even if the work is good a good reader reviewer will ask the right questions aimed to nail any ambiguities.
- d. Don't ask someone to review and then expect them to give you a fat-head. Let the woe in, feel your shitness, and your non shitness, let it in. Learn and grow.

Week 6

Around about now typically a family crisis will occur. Or your day job will go off the rails in some way you never fathomed. Or you'll get some malingering virus. Or you'll suffer a treachery from a

colleague, friend or lover. Stay firm. Do not let the natural storms of life ruin your momentum. Keep your head up high and soldier on.

Week 7

1. Finish all rewriting and frontmatter/endmatter
 - a. No joking...this is it! You've the copyeditor booked for next week and if you deliver late you may incur fees.
 - b. Tip: Do not hand text over to copy-editor until you sure the writing is done. I did that and all the work the copy-editor did is now irrelevant, my error, my learning.

Week 8

1. Do it! Email that script to the copy-editor! Let it go!
2. Make sure to brief the copy-editor on what you expect of them, light edit? Fact check? Voice? Tone? What not to change etc.
3. Caveat:

An inexperienced copy-editor will try and change the world. An experienced copy-editor will just make the world a better place, which is what you need at this phase!
4. Allow two weeks for copy-edit, they may do it faster if you request that and pay, but depending on the complexity and work count, give the copyeditor time to do the job.
5. You could ask the copy-editor to apply appropriate semantic tagging via Quick Styles in Word and generate a navigable TOC and internal bookmarking? HOWEVER that is perhaps more of a job for you? My experience so far is that many copy-editors are not digital-ready yet or not au-fait with HTML ramifications, so perhaps least learn how to do it yourself so you even know what to be requesting the next time. More on that in jenniferbradyblog.com soon

Week 9

1. Use this week while text is at book-boot camp to develop ideas for support content eg video, audio, promo material, blog
2. Finalise all metadata paying attention to keywords and SEO. Oh...you're not a copywriter? Well you are now! And now you also have the job of writing SEO rich copy, more on that from jenniferbradyblog.com soon)

Week 10

1. Get copyedited text back
2. Make final changes
3. Make sure your title and subtitle are correct and agreed
4. Request final ebook ready cover from designer noting the following:

- a. Make sure to get the cover supplied as rgb jpg min width of 1600 pixels
- b. Make sure to also get the final four colour (CMYK) print-ready PDF too just in case you do want to print the cover for other reasons
- c. Make sure also to get the compressed application files (ie InDesign files, links etc) in case later on you need to adapt the files later to be a printed cover book.

Week 11

1. Well done! You are now ready to convert your file.
2. Conversion needs a whole other checklist so check back jenniferbradyblog.com for info as soon as I can put it up. But be warned... there are many ways and workarounds to convert a file. I will be covering the most basic and foolproof one at first, but it will get you there.

Fine 'ish' print!

This schedule is meant as a guide only and for a bit of fun too. It is as iterative as the world it describes. Beta all the way! If you download this free printable please note the date at the top of the page. I suggest you check back to jenniferbradyblog.com regularly to get the most up-to-date version as I am always refining workflows and looking for better ways/more efficient ways of doing things.

Happy book producing!

xxx

Jennifer Brady