

# Checklist: Publishing a Children's Book

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Use this checklist to plan your children's book strategically, implement it in an age-appropriate way, and position it successfully in the market. Go through each statement and decide whether it applies to your project.

## 1. Target Audience & Positioning

Question	Yes <input type="checkbox"/>	No <input type="checkbox"/>
I have clearly defined the age group my children's book is intended for.		
I can clearly assign my book to a category (e.g., picture book, early reader, children's novel, young adult).		
I have consciously considered the expectations, interests, and needs of my target audience.		
My book is positioned in a way that makes it immediately clear to buyers who it is for.		

## 2. Language & Style

Question	Yes <input type="checkbox"/>	No <input type="checkbox"/>
I have consistently adapted my language to the age of my target audience.		
I use clear, understandable sentences that neither overwhelm nor underchallenge readers.		
My tone is consistent and fits the world of my readers.		
I use language techniques deliberately (e.g., repetition, rhythm, simple imagery) to support understanding.		

## 3. Themes & Characters

Question	Yes <input type="checkbox"/>	No <input type="checkbox"/>
I have chosen a theme that fits the developmental stage of my target audience.		
My characters are designed in a way that children can relate to them.		
My protagonists are slightly older or more experienced than my target audience and offer guidance.		
I convey messages without sounding preachy.		

## 4. Structure & Storytelling

Question	Yes <input type="checkbox"/>	No <input type="checkbox"/>
My story follows a clear structure (problem → development → resolution).		
The plot is easy to follow and appropriate for the target age group.		
I have avoided unnecessarily complex narrative techniques (e.g., multiple perspectives or time jumps).		
Tension arises from the development of the story, not by chance.		



## 5. Design & Illustrations

Question	Yes [ ]	No [ ]
I have developed a clear concept for the visual design of my book.		
The illustrations match the style and needs of the target audience.		
Images and text complement each other and support the story together.		
I have consciously planned for high-quality illustrations (e.g., by working with illustrators).		

## 6. Self-Publishing & Marketing

Question	Yes [ ]	No [ ]
My cover clearly communicates the target audience, genre, and tone at first glance.		
I have formulated the title, subtitle, and description to directly appeal to my audience.		
My metadata (category, keywords, etc.) is clear and strategically chosen.		
I have considered that purchasing decisions are usually made by adults and aligned my book accordingly.		

### Evaluation

- **Many “yes” answers across all sections** → Your children’s book is well thought out, tailored to its audience, and positioned effectively.
- **Many “yes” answers in content, but fewer in design or marketing** → Your book works well in terms of content, but still has potential in presentation and discoverability.
- **Many “no” answers across several sections** → Your concept is not fully developed yet. Revisit your target audience, structure, and positioning before publishing your book.

### Final Thought

A good children’s book doesn’t happen by chance—it’s the result of clear decisions. If you truly understand your audience and align content, language, design, and marketing, you create a book that resonates with children and convinces adults.


For more in-depth tips, see the related **article**:

> [Publishing a Children’s Book: Designing Books for Young Readers](#)

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