

# Checklist: Publishing Your Book – Are You Ready?

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Use this checklist to make sure you've covered all essential aspects before publishing your book—from design and costs to marketing and strategy.

## 1. Expectations for Your Publisher

Question	Yes []	No []
I have clearly defined what I expect from a self-publishing provider.		
I know how much support I need with editing, layout, and cover design.		
I have compared different providers and made a conscious choice.		

## 2. Book Design

Question	Yes []	No []
My cover looks professional and fits my genre and target audience.		
My blurb is clear, engaging, and easy to understand.		
My manuscript has been carefully proofread or professionally edited.		
I have gathered feedback on the overall design.		

## 3. Budget & Costs

Question	Yes []	No []
I have set a realistic budget for publishing my book.		
I know which tasks I will handle myself and where I need support.		
I have compared the costs of different providers and services.		

## 4. Goals & Distribution Strategy

Question	Yes []	No []
I know what I want to achieve with my book (e.g., reach, income, personal project).		
I have decided whether print-on-demand or offset printing fits my project best.		
I have determined where my book will be available (online, internationally, bookstores).		

## 5. Market & Pricing

Question	Yes []	No []
I have researched similar books in my genre.		
I know the typical price range for comparable titles.		
I have planned a realistic and market-appropriate price.		

## 6. Genre & Publisher Fit

Question	Yes []	No []
I understand how popular my genre currently is.		



I have checked whether my provider has experience with my genre.		
My book fits well into my publisher's or platform's existing catalog.		

### 7. Real Name or Pen Name

Question	Yes [ ]	No [ ]
I have decided whether to publish under my real name or a pen name.		
I have considered how this decision will affect my long-term author brand.		

### 8. Marketing

Question	Yes [ ]	No [ ]
I have developed a basic marketing strategy.		
I know how readers will discover my book.		
I am starting promotional efforts before the release.		
I have allocated a budget for marketing if needed.		

### 9. Target Audience

Question	Yes [ ]	No [ ]
I have clearly defined my target audience.		
I understand their needs and expectations.		
I have aligned my design, language, and marketing with this audience.		

### 10. Future of Your Book Project

Question	Yes [ ]	No [ ]
I have considered whether I want to publish more books in the future.		
I have planned my book in a way that allows for a sequel if needed.		
I have ensured visual consistency (e.g., cover design) for potential future titles.		

### Evaluation

- **Many “yes” answers across all sections** → You are well prepared for publishing your book and have considered the most important aspects.
- **Many “yes” answers in some areas but gaps in marketing or audience** → Your book is well prepared, but your visibility strategy could be improved.
- **Many “no” answers** → Take more time to plan and refine your strategy before publishing to position your book effectively.

### Final Thought

A successful book launch starts long before publication. The clearer your decisions are upfront, the stronger your book will be positioned in the market.

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

> [Self-Publishing: 10 Things to Know Before Publishing Your Book](#)

🌐 Website: <https://www.grin.com/selfpublishing>

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📍 Publisher's office: München

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