

# 7 STEPS YOU CAN'T SKIP WHEN PUBLISHING A BOOK

## #1: GETTING BETA READERS



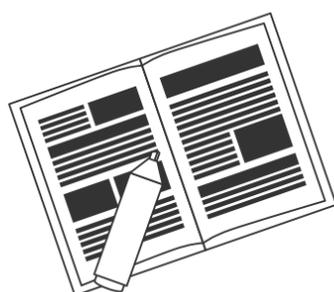
Choose beta readers who will be honest with you: friends, family, or colleagues you trust. This is not the same thing as having your book thoroughly edited by a professional who specializes in this. This is just to see if there are any major issues that appear to a casual reader.

## #2: DEVELOPMENTAL EDITING

Developmental editors look at every aspect of the book to tell you what works, what doesn't, and why. They will tell you what will fly in the current publishing landscape, and what won't. Your book will likely be very different after a developmental edit.



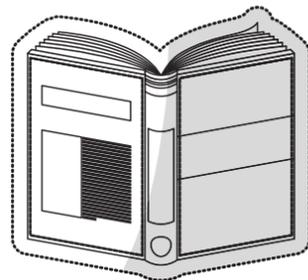
## #3: COPYEDITING



Copyeditors will make sure your characters' names are spelled the same at every appearance; they will make sure the car you remember as a Chevrolet Citation actually existed in the year you say it did. They will look for (and fix!) punctuation, spelling, and grammar issues.

## #4: THOUGHTFUL BOOK DESIGN

Your book's interior design should make it easy to read and look professional. Your book's cover design is critical. It has to convey what your book is about and draw readers in, and it generally only has seconds on an Amazon page or in a bookstore to do so.



## #5: PROOFREADING



This is your last chance to make sure there are no errors in your text and no glitches in your layout. It should always be done by a professional who has never seen your work before – fresh eyes are critical to catch any last little thing. And there are always last little things!

## #6: BUILDING YOUR ONLINE PLATFORM

Use your website and social pages to drum up excitement about your work. Write blogs that will make your readers eager for your book. Show your unique personality. Share your voice. And always, always, always be genuine – readers will know when you're faking it!



## #7: MARKETING & PROMOTION



If you don't feel confident in your marketing abilities, there are many agencies who can help. Be prepared to give readings, participate in panels, write articles, and do whatever it takes to get your book in the hands of readers. Isn't that why you wrote it in the first place?