

# Publishing Checklist

A Comprehensive Checklist  
for Your Book Launch

Presented by:

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*Media + Publishing*

# Why Do You Want to Write a Book?

01

*Are you feeling led to share your story or write a book?*

Do you feel passionate that someone could benefit from hearing your story or reading your book?

02

*Do you want to help people?*

Do you naturally have a heart to help people and want a way to reach more people?

03

*Are you looking for a way to build authority in your space ?*

Being a published author helps you build authority in your space and can help you spread your message to larger audiences.

04

*Do you want to leverage your skills and knowledge to become a paid speaker or coach?*

Being a coach or a speaker can help you spread your message to more people and a book can help you land more gigs and clients.

05

*Do you have a bigger vision?*

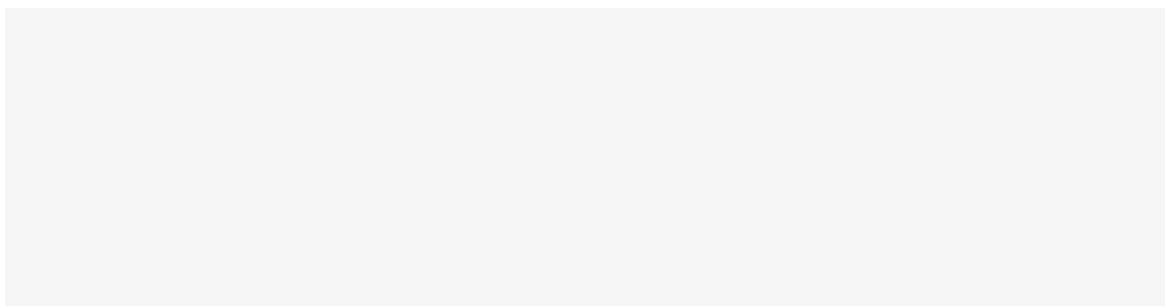
You can help the world around you by creating a larger brand such as a book that turns into a TV show or merch.

## WORKSHEET

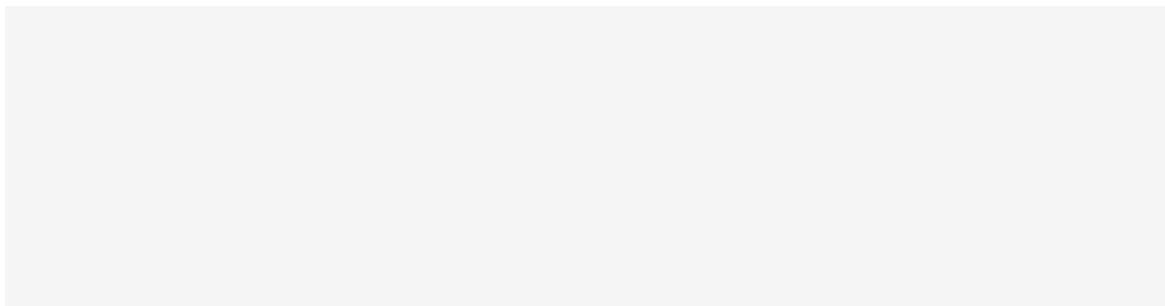
# Your Passion & Vision

USE THIS WORKSHEET TO LIST WHAT YOU'RE PASSIONATE ABOUT AND  
LAY OUT YOUR VISION FOR YOUR BOOK.

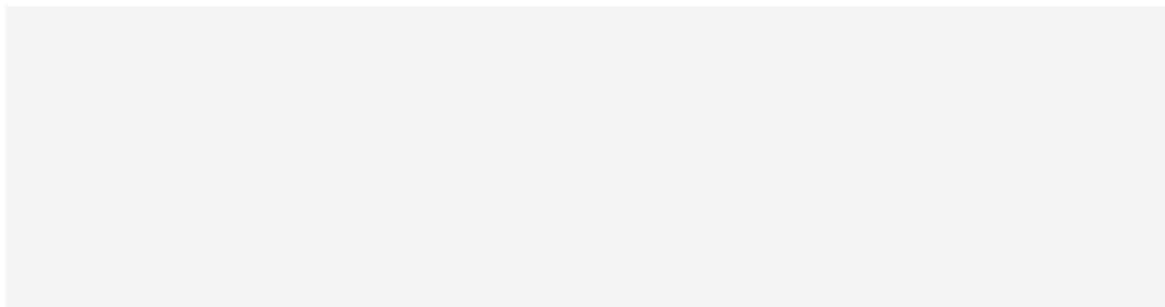
01. What are some things I'm really passionate about?



02. What change do I want to see in the world?



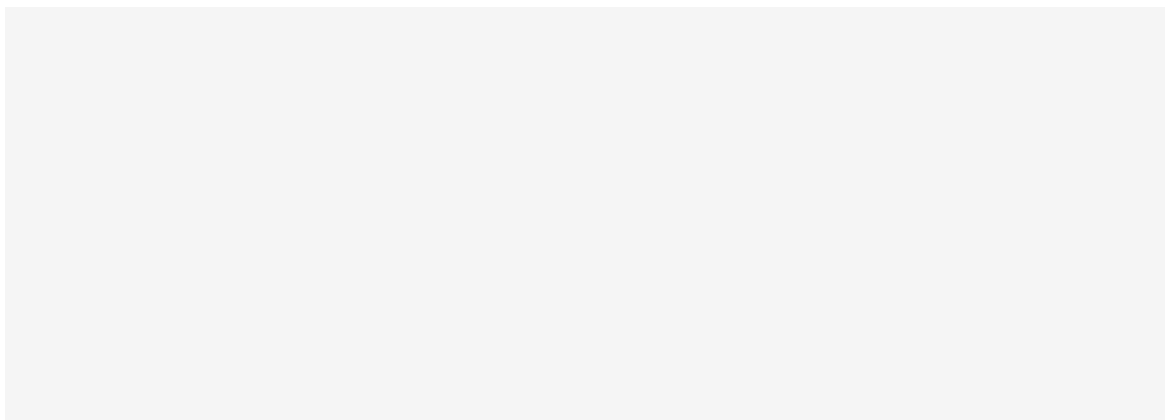
03. How would my book help make that happen?



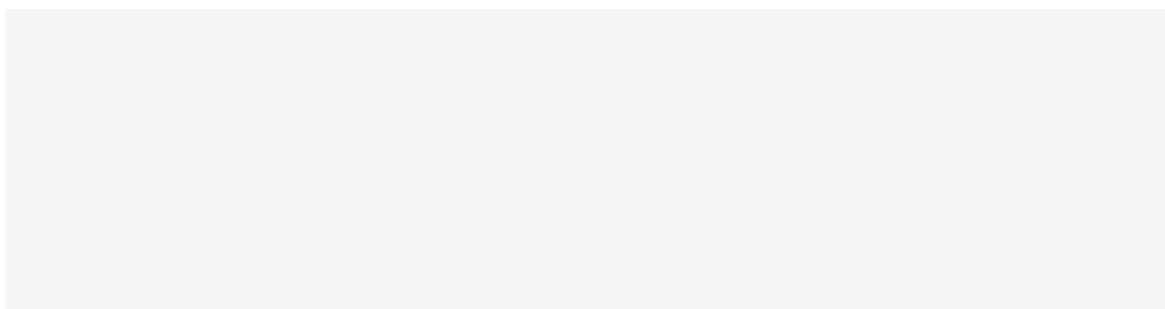
## WORKSHEET

# Your Passion & Vision

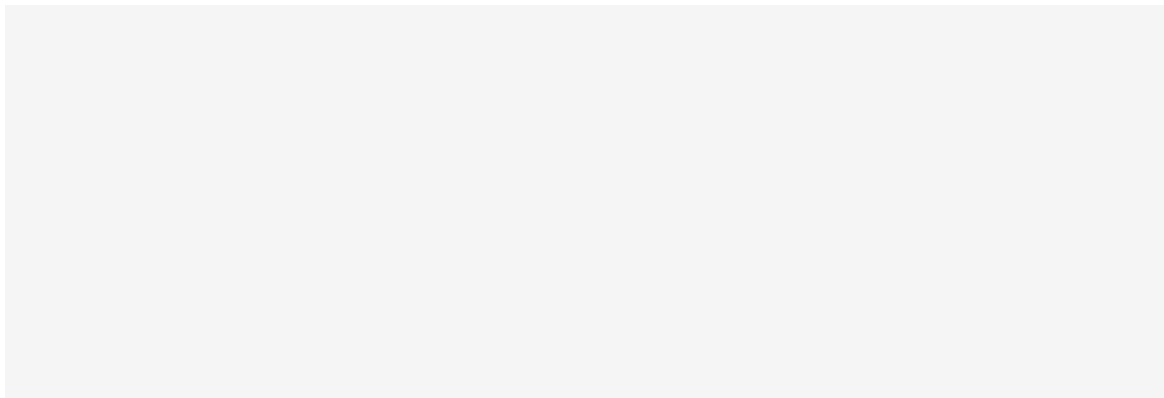
04. What would a successful book launch look like to me?



05. What's the ONE main theme I want to write about?



06. What authority or experience do I have in this area?



## AUTHOR

# CHECKLIST

HERE ARE THE CRITICAL PIECES YOU'LL NEED TO HAVE SO YOU CAN ESTABLISH YOUR AUTHOR BRAND FOUNDATION.

Clarity on Your Goal

---

Messaging for Author and for Book

---

Website for Author and Possibly Book

---

Headshot

---

Goodreads Profile

---

Amazon Author Central Profile

---

Social Media Profiles & Consistent Presence

---

Update Social Media Profiles (Author of the upcoming release\_\_\_\_\_ )

---

Update Email Signature (Author of the upcoming release\_\_\_\_\_ )

---

Author Bio (long and short)

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Positioning Statement and Pitching Statements for Media Coverage

---

Author One-Sheet (Basic: Bio, Headshot, Past Press Coverage, Speaking Topic, Publications, Contact info)

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## BOOK

# CHECKLIST

TO SET YOUR BOOK UP FOR SUCCESS, BE SURE TO HAVE EACH OF THESE IMPORTANT PIECES IN PLACE.

Brand Identity Kit (logo, color theme, fonts, style elements, tagline, story)

---

Forward & Citations (if applicable)

---

An Imprint (What will be listed under the "Publisher" section?)

---

Professionally Edited Manuscript

---

Illustrations w/ Digital Files (if applicable)

---

Formatting for eBook, Print & Audiobook

---

Strong Cover and Strong Back Cover with Testimonials

---

Strong Summary and Logline

---

Mockups (Canva also has these now.)

---

ISBN and Barcode

---

Genre

---

Age Groups (Children's and Young Adult books)

---

## BOOK

# CHECKLIST

TO SET YOUR BOOK UP FOR SUCCESS, BE SURE TO HAVE EACH OF THESE IMPORTANT PIECES IN PLACE.

Amazon Keywords

---

Amazon Categories (2 first, you can request to be included in more later)

---

Decide on Pricing

---

"Clean" URL for sharing (URL without the UTM information)

---

Street Team

---

Book One Sheet (optional)

---

Book Trailer

---

Merch such as Branded Bookmarks (optional)

---

Testimonials & Reviews (or people lined up to do it later)

---

Verbiage and Instructions for Street Team

---

Advanced Reader Copies

---

Launch Plan (\$1 ebook or no?)

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## BOOK

# CHECKLIST

TO SET YOUR BOOK UP FOR SUCCESS, BE SURE TO HAVE EACH OF THESE IMPORTANT PIECES IN PLACE.

Book Launch Party/Event

---

Email provider

---

Lead Magnet

---

Sales emails

---

Nurture emails

---

Social Media Plan

---

Publicity Plan

---

Book Tour Plan

---

Marketing Budget

---

Speaking Points

---

Keynote Speech

---

Speaker Reel

---



## BOOK

# CHECKLIST

TO SET YOUR BOOK UP FOR SUCCESS, BE SURE TO HAVE EACH OF THESE IMPORTANT PIECES IN PLACE.

Media Kit for Author & Book

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Goodreads Giveaway

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Printed Copies for Events or Dropping Off

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Thank You Notes

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# About Morgan Pierce Media & Publishing

At Morgan Pierce Media & Publishing, we have a combined 60+ years of experience in the world of Media: Publishing, Radio, Film, and TV - and the Sales and Marketing savvy to boot. Not only do we know what's required artistically to make it, but we also understand how crucial branding is in the vast ocean of Art and Entertainment today.

If you have writing talent - but don't have a team to help you with all that must be done to polish and hone that talent, you won't get far. Likewise, if you have writing talent - but don't know how to brand and market yourself successfully, you won't get far.

We've assembled everything you need under the one roof that is Morgan Pierce Media & Publishing. Think of us as a One-Stop-Shop for all your publishing and marketing needs!

We're here to provide you, the Author, with all the services necessary to design, produce, market, and distribute your book.

- Book Cover Design to Editing
- Social Media Marketing
- Promotion

When you partner with Morgan Pierce Media & Publishing, you immediately benefit from our turnkey, One-Stop-Shopping approach to book publishing and marketing. We make it very simple and straightforward. The world is complicated enough as it is. Why make getting published any more complicated?

We offer several Service Packages to choose from. [Click here to find out more.](#)

Take that first step toward making your dreams come true. Contact us today, and let's get started.

