

## **Turning Creativity into Profit: Self-Publishing Fiction Checklist from [Southern Authors](#)**

Writing fiction is a great way to make a living. You are able to tap into your imagination and craft stories that can entertain and change people's lives. You can also profit and earn a good living with self-publishing. Managing all the steps needed to create a profitable fiction career can be overwhelming, but that's where a good checklist can make a difference. This checklist covers every step you need to turn your creativity into profit.

### **Identifying Your Fiction Idea**

- Identify a Fiction Story Idea.
  - Choose an idea I already have.
  - Brainstorm ideas by reading, journaling, or using a writing prompt.
- Identify My Genre.
  - Visit bookstores to find similar story ideas and plots.
  - Narrow my genre into a sub-genre if possible. For example, historical romance.
- Read Books in My Genre.
  - Understand my audience.
  - Learn what's expected. How are stories in my genre plotted?

### **Begin the Writing Process**

- I know approximately how many words my book will be. This is aligned with other books in my genre.
- I have set either a daily word count goal or a daily time goal so that I make consistent progress on my book.
- I have an anticipated launch day for my book and my book draft will be finished at least a month before that launch.
- I have an approach for writing my book that I'm comfortable with. I will plot it first, plot it as I go, or somewhere in between.

### **Finding Support For Your Writing Goals**

- I have support from my friends and family.
- I have joined a critique group and/or a writing club or organization.
- I have identified a time that I am most productive.
- I have found a place where I can write comfortably.

## My Author's Platform

- I know who my audience is.
- I have registered my name or pen name as a URL (website address.)
- I have hosting for my website/WordPress blog.
- I have created a social media account for my pen name.
- I've begun blogging about topics that interest my audience.
- I'm marketing my blog and/or website on social media.
- I've established a presence on social media sites where my audience hangs out, including Facebook, Twitter, Instagram, and Pinterest.
- I'm actively engaging with my audience online and participating in conversations.
- I've started building an email list using a contest, newsletter, free book or other method.

## Editing and Revising

- I've written a first draft.
- I've read through my manuscript once and made notes in the margin about required revisions.
- I've made the necessary revisions.
- I've hired an editor or I'm editing my manuscript myself.
- I've hired a formatter for my book or I'm managing this step myself.
- I've hired a cover designer or I'm creating the cover myself.

## Choosing Your Self-Publishing Path

- I've decided on the publishing format for my book.
  - Digital eBook
  - Print book
  - Both
- I've chosen the retailer that I'll use to publish.
  - Kindle
  - CreateSpace
  - NookPress
  - Smashwords
  - iBooks
  - Other

- I've researched the price of similar books in my genre.
- I've decided to use a promotional price to launch my book.
- I have set a price that my book will increase to after a specific number of days. For example, after 30 days the price increases from \$2.99 to \$4.99.

### **Launching the Book**

- I've increased blogging frequency on my blog.
- I'm interacting more on social media
- I've shared a sample of my book to generate interest.
- I'm hosting a contest to create excitement.
- I've asked a few beta readers to read the book first and provide reviews that I can quote and use to promote the book.
- I've marketed my book to my email list.

### **Moving Forward**

- I've identified a new book topic to write on.
- I've started the process of promoting that new idea on my blog and social media.
- I'm consistently still marketing my first book and blog to my audience.
- I'm creating a system to consistently create and publish new fiction books. The more books you publish the more you'll sell.

Use this checklist to keep track of everything you need to do in to create a fiction career that makes money and turns your creativity into profit.