



Publishing Checklist

You know a book is the perfect way to grow your business, expand your audience, and increase your revenue.

Use this checklist to plan your book and allocate resources for publishing success.



Step #1: Writing

Before you can publish, you need to write your book!

Define your message; think about how your content will add value or educate your audience

Gather your best-performing content (like emails, blog posts, and video or podcast transcripts)

Organize your content and write the book

Step #2: Editing

Turn your first draft into a well-crafted manuscript ready for publishing!

Self-edit with AI-assisted tools (like Grammarly or ProWritingAid)

Hire an editor based on your needs (like Developmental Editing)

Solicit beta readers for feedback on the draft

Do another round of professional editing (Proofreading)

Step #3: Metadata

Accurate and consistent metadata is a requirement for publishing. Create a list of your metadata to reference while publishing:

Copyright year and name

ISBN

Retail Price

Publication Date

Title, subtitle, and author name

BISAC and other category information

Short description

Step #4: Formatting

With your manuscript and metadata ready, it's time to format your content for publishing!

- Create a 'clean' file with minimal or no formatting
- Review your book specifications and download free templates using Lulu's calculator
- Use a page layout tool (like InDesign or Affinity Publisher) to create your pages
- Add your content, including images and page numbering
- Carefully review the print-ready design and export a PDF for publishing

Step #5: Cover Design

Work with a professional designer or create your cover to sell your book!

- Get a free template from Lulu.com
- Research popular cover designs in your genre or niche
- Design your cover or work with a designer
- Ask for feedback from your social media followers and email subscribers
- Finalize your cover design and export a PDF for publishing

Step #6: Publishing

Take your interior and cover PDFs and metadata to Lulu.com to publish!

- Create a free Lulu account
- Start a project
- Add your metadata
- Add your interior and cover files
- Set a price and select how you'll sell

Step #7: Selling Direct

Make it easy to buy your new book with direct sales from your website or social media platform.

- Connect Lulu Direct to Shopify, WooCommerce, or Wix
- Create a Product page to sell your book
- Earn 100% of the profit from each sale and collect valuable customer data

Additional Resources

- [Publishing Guides & Templates](#)
- [Ecommerce 101 YouTube Series](#)
- [Hire a Pro](#)