



Here's my 6 step checklist for creating and self-publishing a book:

- Choose your target age group
- Choose your book format (picture book, chapter book, "fact" book, etc)
- Decide what "themes" you want your book to have (humor, teaching a lesson, adventure, education)
- Do you want to write a standalone book, or potentially a series?

01
Plan It

- Brainstorm ideas
- Sketch out characters, plot points, setting, and resolution
- Write a quick and dirty first draft
- Second draft: Look for opportunities to make it more fun & interesting for kids
- Have someone else edit for spelling, grammar, "slow points," and age appropriate vocabulary
- Notate where illustrations will go

02
Write & Edit

- Don't do it yourself unless you're an artist!
- Post a job listing for an illustrator online ([see this guide](#))
- Vet candidates based on their portfolio, responsiveness, & ability to communicate
- Pay final candidates to submit a piece from your actual book, then hire your favorite
- Set very clear deadlines, deliverables, & other expectations
- Request frequent updates & milestones
- Provide feedback & pay promptly for completed work

03
Get It Illustrated

- Use MS Word to create book file
- Insert illustrations into Word doc
- Use a free tool like [Calibre](#) to convert & finalize book file
- Hire a formatting expert if necessary
- Format for [Amazon CreateSpace](#) (book needs to be at least 24 pages, so book may need to have text on one page & image on facing page to meet minimum page requirement)

04
Format It
For Kindle & Print

- Write a descriptive subtitle (include info like age range, themes, etc.)
- Choose relevant book categories & keywords
- Write a compelling description that gets parents excited to buy
- Choose a price for your book, and consider special "launch pricing"
- Upload book file & cover
- Click Publish!

05
Publish It

- Spread the word to your friends, family, & online connections
- Ask for reviews of your book, as they'll help increase sales
- Join author support groups, both online and offline
- Consider running free or discounted promotions to boost downloads & get reviews
- Use social media to share your book with the world
- Build an email list of readers to tell about future books

06
Promote It

For in-depth help on getting through these 6 steps and creating & publishing your book, be sure to check out my training course [6 Weeks to Your First Children's Book](#). It contains everything you need to know to become a self-published children's author.