



30 Days to Self-Publishing Success:

What to do after you complete your manuscript

CULTUREALISTPUBLISHING.COM

If there's a book that
you want to read, but
it hasn't been written
yet, then you must
write it."

— Toni Morrison

Hello & *Welcome*

02

Hi there, and welcome! I'm Zakiya, the founder of Culturealist Publishing. We are dedicated to helping authors like you share your stories and ideas with the world. Whether you're writing a transformative self-help book or a piece that moves culture forward, I believe your voice has the power to inspire change.

As an author myself, I understand the challenges and excitement of self-publishing. When I published my first book, *Dump Your Degree*, I realized how much power we, as authors, hold when we take the reins of our publishing journey. It's what inspired me to create Culturealist Publishing—a space for bold thinkers, changemakers, and storytellers to bring their vision to life, authentically and professionally.



At Culturealist, we specialize in guiding authors through every step of the process, whether you're looking for hands-on support or a step-by-step guide to take charge of your publishing journey. Our mission is to empower you to create a professional, impactful book that reflects your unique voice.

This checklist is designed to be your trusted guide during your first 30 days. It breaks down the publishing process into clear, actionable steps so you can approach your journey with confidence and clarity.

Remember, every great author was once right where you are—at the beginning. By taking this step, you're already closer to holding your book in your hands and sharing your story with the world.

I'm honored to be part of your journey. Here's to 30 days—and beyond!

Warmly,
Zakiya Akerele, PhD
Founder, Culturealist Publishing

Table of Contents

Day 1-5 Final Manuscript Prep	01.	
Day 6-10: Cover Design and ISBN	02.	
Day 11-15: Platform Setup	03.	
Day 16-20: Pre-Launch Marketing	04.	
Day 21-25: Final Checks	05.	
Day 26-30: Launch Week	06.	
Conclusion	07.	
	08.	Packages
	09.	A la carte Services
	10.	Are We A Good Fit?
	11.	Ready to Start Your Book?

Day 1-5: Final Manuscript Prep

Now that you've written your manuscript, the journey to publishing is just beginning. These first few days are about preparing your manuscript and ensuring it's ready for the next steps. These tasks are not meant to be completed within 5 days but are designed to get the ball rolling on the process. In the first 5 days, you can accomplish the following:

01.

Finalize Your Manuscript:

- Review your manuscript thoroughly for grammar, punctuation, and flow. Read it aloud to catch errors you might miss when reading silently.
- Share your manuscript with beta readers or trusted peers to gather feedback.
- Hire a professional editor for developmental editing (structure and content), copy editing (language and style), or proofreading (final polish).

Tools:

Grammarly, ProWritingAid, Adobe Acrobat



02.

Format Your Manuscript:

- Decide whether you will format the manuscript yourself or hire a professional.
- Use tools like Scrivener, Vellum, or Microsoft Word templates to format for both eBook and print standards.
- Check that your manuscript adheres to platform-specific guidelines (e.g., margins, font sizes, line spacing).

03.

Check Copyrights:

- Verify that all content, such as quotes, images, or excerpts, is used legally and properly cited.
- Register your copyright with the appropriate office in your country to protect your intellectual property.

Day 6-10: Cover Design and ISBN

With your manuscript preparation underway, it's time to focus on your book's visual appeal and essential identifiers. These steps are pivotal for creating a professional-looking book that stands out. While these tasks may take more than a few days, this period is an excellent time to get started and lay the groundwork for success.

01.

Design Your Book Cover:

- Research covers in your genre to understand what attracts readers.
- Create a detailed design brief if hiring a professional designer, including title, subtitle, color preferences, and imagery ideas.
- Test multiple cover designs by sharing them with your target audience for feedback.

02.

Write a Compelling Blurb:

- Summarize your book's main appeal in a few sentences. Use strong, action-oriented language.
- Include a hook in the first sentence to grab attention and convey the stakes or purpose of your book.
- End with a call to action, such as, "Order your copy today!"



03.

Obtain an ISBN:

- Decide whether to purchase your own ISBN from Bowker (U.S.) or your country's provider or use a free ISBN from your self-publishing platform.
- Understand the pros and cons: owning an ISBN gives you full control, while a free ISBN ties your book to a specific platform.

Tools:

Canva, 99designs, Fiverr, Upwork

Day 11-15: Platform Setup

With your manuscript and visual elements coming together, the next phase is establishing your presence on publishing platforms. These steps ensure your book is accessible to readers around the world. While completing these tasks might take some time, this period is about setting the foundation for seamless distribution and discoverability.

01.

Choose Your Publishing Platform:

- Research platforms like Amazon KDP, IngramSpark, and Draft2Digital to determine which best fits your needs.
- Consider distribution reach, royalty rates, and ease of use for each platform.

Tools:

Publisher Rocket, Kindle Direct Publishing (KDP), IngramSpark



02.

Set Up Your Author Account:

- Register on your chosen platforms and complete all required fields, including tax information.
- Add a professional author photo and write a compelling bio that highlights your expertise and passion.

03.

Prepare Metadata:

- Research keywords your target audience is likely to search for and incorporate them into your metadata.
- Select up to three categories that align with your book's genre and target audience. Use tools like Publisher Rocket to identify profitable categories.

Day 16-20: Pre-Launch Marketing

The pre-launch period is a critical time to create excitement around your book. This is when you start engaging your audience and building anticipation. Focus on activities that highlight your book's unique appeal and set the stage for a successful launch. Here are some ways to build buzz:

01.

Build Buzz:

- Create social media posts announcing your book. Share the story behind your book, teaser excerpts, and the cover reveal.
- Start a countdown to launch day to generate excitement and anticipation.

02.

Schedule a Book Launch Event:

- Plan the event format (e.g., Q&A session, live reading, or discussion panel).
- Promote the event on your social channels and send invitations to your email list.
- Prepare materials for the event, such as talking points, slides, or giveaways.

03.

Secure Early Reviews:

- Reach out to beta readers, peers, and influencers in your niche. Offer them a free copy in exchange for an honest review.
- Use Goodreads or Facebook groups to connect with potential reviewers and create a buzz around your book.

Tools:

Mailchimp, Hootsuite, Canva

Day 21-25: Final Checks

As you approach the finish line, it's time to ensure everything is polished and ready for release. These days are all about fine-tuning the details to avoid last-minute surprises. While these tasks might seem minor, they are essential for presenting a professional and error-free book to your audience.

01.

Proof Physical Copies:

- Order a print proof of your book to review the formatting, cover design, and overall quality.
- Check for issues like incorrect margins, blurry images, or typos and make necessary corrections.

02.

Set Up Pre-Orders:

- Enable pre-order options for your eBook, as it helps build momentum and collect early sales.
- Promote the pre-order link on all your marketing channels, including social media and newsletters.



03.

Double-Check Metadata and Pricing:

- Revisit your metadata to ensure accuracy and alignment with your target audience.
- Set your book's price based on production costs, royalties, and market trends. Compare prices with similar books to stay competitive.

Tools:

Amazon KDP, IngramSpark, Draft2Digital

Day 26-30: Launch Week

The final week is here, and it's time to bring all your hard work to fruition. Launch week is about getting your book in front of readers, engaging your audience, and ensuring a strong start for sales and reviews. Use these days to execute your marketing plans and celebrate your achievement as an author.

01.

Announce Your Launch:

- Create a launch-day post for all your social media platforms. Include the cover image, a short blurb, and a direct purchase link.
- Send a launch email to your subscribers with a thank-you note and an invitation to leave reviews.

02.

Monitor Performance:

- Track initial sales, downloads, and reviews through your publishing platform's analytics.
- Collect feedback from readers and use it to refine your marketing strategy for ongoing promotion.

03.

Engage Your Audience:

- Host your planned book launch event and interact with attendees. Answer questions and share your journey as an author.
- Encourage readers to share their reviews and photos with your book on social media, tagging you and using a custom hashtag.

Tools:

Google Analytics, Social Media Insights, BookFunnel



Bonus Tips:

01. Stay Organized:

Use project management tools like Trello or Asana to track tasks and deadlines.

02. Outsource Wisely:

Hire professionals for tasks outside your expertise, such as cover design, editing, or marketing.

03. Celebrate Your Success:

Treat yourself and share your achievement with your supporters. Plan your next project with the lessons you've learned.



Each of these steps are crucial for establishing your self-published book's success. By following this checklist, you'll be ready to share your message with the world and inspire change through your writing.

Remember, every step in this process can be outsourced to professionals to save time and ensure quality.

Should you need assistance, contact CultuRealist Publishing for a free consultation.

You can also join the Self-Publishing Academy membership group to gain support from publishing experts and connect with other authors on the same journey. For more details on either of these offerings check out the following pages.

Happy publishing!

Packages

Choose from our tailored service packages—whether you want to learn the process, receive expert coaching, or have us handle everything for you, we'll help you publish a professional, impactful book.

01. Publishing Power Hour \$125 per hour

Personalized one-on-one guidance tailored to your specific publishing needs, whether it's navigating self-publishing platforms, refining your manuscript, or creating a marketing strategy. Perfect for authors seeking expert advice without long-term commitments.



02. Author Coaching starting at \$750

Get expert, one-on-one support through every step of your publishing journey. From manuscript feedback to design and marketing strategies, we help you navigate the process with confidence and clarity. Includes complimentary Self-Publishing Academy membership and discounts on a la carte services.

03. Done-for-You Publishing starting at \$5,000

We take care of everything—from editing and design to marketing and distribution—so you can focus on your story. Your vision becomes a professionally crafted book ready to inspire readers.



Ala carte Services



Proofreading & Editing

Expert proofreading and editing to ensure clarity, consistency, and a professional finish.

Beta Reading & Manuscript Feedback

Constructive manuscript feedback to ensure your book resonates with readers and stands out.

Interior Formatting & Cover Design

Professional interior formatting and eye-catching cover design that captivate readers and meet industry standards.

Book Marketing Strategies

Boost visibility and drive sales through social media, email and PR campaigns, podcast interviews, and more.

Distribution Across Platforms

Your book will be on top platforms like Amazon, Barnes & Noble, Rakuten, Wal-Mart, etc.

Author Website Development

Tailored to highlight your story, engage readers, and build your brand.

Are We A *Good* Fit?



We Are A Good Fit If

- ✓ You value communication and collaboration in the design process.
- ✓ You understand the importance of investing in high-quality.
- ✓ You're open to feedback and suggestions based on my expertise.
- ✓ You're committed to a timeline and respect the publishing process.
- ✓ You recognize the power of transformative stories and their long-term impact.
- ✓ You're eager to learn about or be involved in the publishing process.

We Are Not A Good Fit If

- ✗ You expect immediate results without iterative refinement.
- ✗ You're seeking the lowest possible price over value and expertise.
- ✗ You prefer minimal involvement in the creative or publishing process.
- ✗ You're unable to commit to timelines or provide timely feedback.
- ✗ Your book's primary goal is commercial success without a deeper message or purpose.
- ✗ You're looking to publish a book quickly without focusing on quality or meaningful impact.



Ready to Start Your Book?

If you've got a clear vision and are eager to
kickstart your book project, let's dive in!

Fill out the project inquiry form at
CULTUREALISTPUBLISHING.COM

If you're still in the exploration phase or have more questions, no worries at all.

Send any questions you have at:



hello@culturealistpublishing.com