



# The six-month book **PUBLISHING PLAN**

Go from “nearly finished manuscript” to  
“published and promoted” in just six months!

# Can you get your unfinished manuscript to market in six months? You can if you follow this plan!

You're halfway through your manuscript—that's excellent. Now it's time to buckle down, wrap it up, and get your book to market. There's a lot to do, but with dedication and a commitment to the process, you can finish, edit, publish, launch, and promote your book in the next 180 days. No kidding!

You will need to put your time and energy into the project, and you'll have to swap out your "writer" hat to embrace your inner "publisher" and "book marketer," but you don't have to do it alone.

## YOUR SIX-MONTH PLANNER

To go from "nearly-finished manuscript" to "published and promoted" in six months, you'll need to stick to a plan and make progress every week. To help keep you on track, we've put this calendar together. It's not intended to be a one-size-fits-all template with down-to-the-minute deadlines, but it's a general guide to provide a timeline and some inspiration to get your book to market.

Keep this next to your workspace, hang it above your desk, or make it your computer's wallpaper—whatever you need to do to keep yourself motivated with your eye on the prize!

Here are some general rules to follow to help keep you on track.

- **Plan for good and bad days.** You can expect to have some good days in your efforts—and also bad days. Life is full of distractions, after all. The important thing is to plan accordingly so that, no matter what, you can get a bit of work done every day.
- **Ask for help.** Turn to your friends and family and tell them you're living out the dream of writing your book. Ask for their forgiveness—and space—while you complete this mission.
- **Deadlines aren't everything.** Don't beat yourself up if you don't hit every deadline. A rushed book is never a good book. Publishing a quality book takes time, no matter what publishing route you choose.

# MONTH ONE: Finish your manuscript

The first step is to finish writing your book. This might require some sacrifices. Cancel that Disney+ subscription. Put a lock on your home office. Stay loyal to a writing schedule in which you write and make progress every single day.

Within a few weeks, you should be done with your first draft. But that doesn't mean you're done writing. Next comes the rewriting. This is where you kill your darlings and shave down the prose so only that which is essential to the story remains. Buckle down and create a tight version of your manuscript that can serve as the foundation for what comes next.

	SUN	MON	TUES	WEDS	THURS	FRI	SAT
WEEK 1	<b>FINISH WRITING YOUR MANUSCRIPT</b>						<b>Establish a writing routine</b> and stick to it. Try to make progress every day.
WEEK 2			<b>Create organic social posts</b> several times a week to build awareness and excitement. Let people know your first draft is nearly completed.			<b>Time to start promoting your book!</b> <b>Download</b> <a href="#">BookBaby's Promote Then Publish guide</a>	
WEEK 3			<b>Build your email list!</b> An email list is your most effective marketing tool when it comes to driving sales.				<b>Jot down SEO terms</b> and keywords that relate to your story for use when you launch and promote your finished book.
WEEK 4			<b>Watch</b> <a href="#">"Email for Authors - Create &amp; Grow Your Best Book Marketing Tool"</a>				
WEEK 5	<b>It's time to kill your darlings</b> and shave down the prose so only that which is essential to your story remains.			<b>SELF-EDIT</b>			<b>Book launch prep begins!</b> Gather images, copy, and content for your author website in anticipation of your book launch.

# MONTH TWO: Time for a professional editor

Self-editing is the first step. Then, it's time to [find a professional editor](#) to edit your manuscript. This requires an investment, but it's worth having a professional take a critical look at every sentence, word, and syllable.

At BookBaby, we tell every writer the same thing: edit or regret it.

A professional editor will need two to three weeks to do a thorough job, but there's plenty you can do to prepare for launch and promotion while your manuscript is out of your hands.

SUN	MON	TUES	WEDS	THURS	FRI	SAT	
<b>It's time to kill your darlings</b> and shave down the prose so only that which is essential to your story remains.			<b>SELF-EDIT</b>			<b>Book launch prep begins!</b> Gather images, copy, and content for your author website in anticipation of your book launch.	WEEK 5
		<b>Next step- Professional editing</b> Just like every traditionally published book, you need a professional to edit your book.		<b>BookBaby's editing services</b> are one of the best deals in the industry. We offer three types of editing: <u>copy editing</u> , <u>line editing</u> , and <u>proofreading</u> .			WEEK 6
	<b>ALL DONE!</b> Your manuscript is ready for professional editing. This takes about two weeks; we've given you three, just to be safe.		<b>PROFESSIONAL EDITING</b>		<b>Broadcast on social media</b> You've hit a milestone—first draft is complete and your book is in the hands of an editor!		WEEK 7
<b>How's your website looking?</b> Take this time to get copy finalized and design elements in place.			<b>Description &amp; Bio</b> This is a good time to write your book's short and long descriptions as well as your author bio.			<b>Interviews</b> Start reaching out now to plan podcast and local media interviews.	WEEK 8
	<b>Book Launch Prep</b> Hosting a book launch event? Have you picked a date and location? <b>Download</b> our free <i>Do's &amp; Don'ts of Planning a Book Launch</i> guide.				<b>Blogs</b> Write guest blog posts—keep promoting!		WEEK 9

# MONTH THREE: Review and complete your draft

Your next step is to peruse your manuscript to affirm that you agree with the changes your editor has made. This is important, so take your time. Some authors accept all the changes and rush through this process blindly. Don't do that! This is your book, and you get the final say.

	SUN	MON	TUES	WEDS	THURS	FRI	SAT
WEEK 9	<b>Book Launch Prep</b> Hosting a book launch event? Have you picked a date and location? <b>Download</b> our free <i>Do's &amp; Don'ts of Planning a Book Launch</i> guide.		<b>PROFESSIONAL EDITING</b>			<b>Blogs</b> Write guest blog posts—keep promoting!	
WEEK 10	<b>Grow Your Author Platform</b> Continue building and expanding your author platform. <b>Read:</b> <i>"How an Author Platform Helps Promote Your Work."</i>		<b>REVIEW EDIT &amp; FINISH FINAL DRAFT</b>				<b>Promote on Social Media</b> Let your followers know you're heading into the production phase!
WEEK 11		<b>Call BookBaby!</b> Talk to a Publishing Specialist about your project: Hardcover, Softcover, eBook? <b>877-961-6878</b>		<b>Getting Design?</b> Gather materials for your cover design and formatting.		<b>Choose services</b> <u>Distribution?</u> <u>Ads for Authors?</u> <u>Metadata Optimization?</u> <u>Marketing Services?</u>	
WEEK 12			<b>BOOK PRODUCTION</b>			<b>Spread the Word</b> Promote your latest milestone through all your promotional channels—your book is being created!	
WEEK 13							

## MONTH FOUR: Book production and planning

As you hit month four, you've got an edited manuscript ready to go and it's time to make a professional-looking product.

The easiest way to do that is to partner with a full-service company like [BookBaby](#). We'll help you complete the essential next steps to turn your manuscript into a beautiful book, and can even help with [digital advertising](#) and your [promotion plan](#).

SUN	MON	TUES	WEDS	THURS	FRI	SAT	
		BOOK PRODUCTION					WEEK 13
		Review Proofs Review your cover design and interior formatting proofs carefully.				Approve Final Design Proofs	WEEK 14
Keywords Matter The better your keywords, the better your book's chances of being discovered. Read: <a href="#">"Why Amazon Keywords Matter For Your Book."</a>		EBOOK CONVERSION					WEEK 15
Week One of your Pre-sale Promotion!		Watch <a href="#">"Your Book's Pre-sale Period Explained"</a>	PRE-SALE			Read <a href="#">"Planning and Capitalizing On Your Book's Pre-Sale"</a>	WEEK 16
Week Two of your Pre-sale Promotion!				Plan For Success What are the four essential things you need to achieve self-publishing success? Read: <a href="#">"The Four Cornerstones to Self-Publishing Success"</a>			WEEK 17

# MONTH FIVE: Pre-sale

Now's the time to put your publishing plan into motion. The first step? [Pre-sale](#).

If you're distributing your book online, that means you need to set up a pre-sale period for your book within all the various online marketplaces and retail stores you're utilizing. This, arguably, is the [most important part of your book launch](#).

Remember that publishing a book is just the beginning of your journey. The more time and effort you put into launching your book, the longer its lifespan in terms of finding new readers.

	SUN	MON	TUES	WEDS	THURS	FRI	SAT
WEEK 17	Week Two of your Pre-sale Promotion!				Plan For Success What are the four essential things you need to achieve self-publishing success? <b>Read:</b> "The Four Cornerstones to Self-Publishing Success"		
WEEK 18	Week Three of your Pre-sale Promotion!		Keep Marketing! The most successful authors start marketing their books before they're even finished writing them! <b>Read:</b> "Start Marketing Your Book Now (Here's How)"				
WEEK 19	Week Four of your Pre-sale Promotion!				Book Launch You're a month away from your book launch! <b>Download</b> our "Do's and Don'ts" guide and <b>watch:</b> "Launch That Book!"		
WEEK 20	Week Five of your Pre-sale Promotion!		Earn More Money Want to earn the best book royalties and get paid fast? <b>Watch:</b> "Profiting with BookBaby Bookshop"				
WEEK 21	Week six of your Pre-sale Promotion!					Promotion Focus your promotions locally on your book launch event.	

## MONTH SIX: Launch your book!

If you've worked with BookBaby, your book is now available on Amazon, Barnes & Noble, Apple Books, and all the distributors and retailers we partner with.

SUN	MON	TUES	WEDS	THURS	FRI	SAT	
Week six of your Pre-sale Promotion!			PRE-SALE		Promotion Focus your promotions locally on your book launch event.		WEEK 21
Week seven of your Pre-sale Promotion!				Promotion Focus your promotions locally on your book launch event.			WEEK 22
Week Eight of your Pre-sale Promotion!					Promotion Focus your promotions locally on your book launch event.		WEEK 23
Buy some good champagne!			BOOK LAUNCH			Book Launch Event ONE	WEEK 24
					Book Launch Event TWO		WEEK 25





[bookbaby.com](http://bookbaby.com)

### **Sales and general questions:**

Phone: 1-877-961-6878 Monday - Friday, 9 a.m. to 8 p.m. ET (Option 1)

Email: [info@bookbaby.com](mailto:info@bookbaby.com)

Please note that emails received after 4 p.m. ET may not be responded to the same business day.

### **Post-sales and production:**

Phone: 1-877-961-6878 Monday - Friday, 9 a.m. to 5 p.m. ET (Option 2)

Email: [support@bookbaby.com](mailto:support@bookbaby.com)

Please note that emails received after 4 p.m. ET may not be responded to the same business day.

### **eBook and Print On Demand distribution:**

Phone: 1-877-961-6878 Monday - Friday, 9 a.m. to 5 p.m. ET (Option 3)

Email: [distribution@bookbaby.com](mailto:distribution@bookbaby.com)

Please note that emails received after 4 p.m. ET may not be responded to the same business day.

All testimonials are from actual clients.

Check out our Trustpilot page: [bookbaby.com/reviews](http://bookbaby.com/reviews)