

Traditional Versus Indy Publishing Two Paths to Success

by Rochelle Melander



Book Writing Process Indy Publishing Path



Develop Idea

Choose a book idea that resonates with your ideal market and create an outline that will help you communicate to your ideal readers



Outline

Develop a book outline that will help you easily communicate your ideas to your readers.



Write Book

Expand your ideas into a manuscript by taking small, steps toward your writing goal.



Hire Editor

Hire a development editor to read and review book for content, clarity, and flow.



Revise

Revise the book or book proposal based on the information from the development editor. Hire copy editor before turning book into designer.

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Write Book Proposal

Expand your ideas into a book proposal by taking small, steps toward your writing goal.



Hire Editor & Revise

Hire a development editor to read and review book for content, clarity, and flow. Revise book proposal for submission.



Submit

Submit query letter and book proposal to agents or publishers.

Traditional Publishing Process



Beta/Blurb Readers

Once your project has been edited and revised, send copies to beta readers and potential blurb writers for feedback. (Your editor may help with this process.)



Copyedit & Revision

While your book is being read for blurbs, a copyeditor will review the book for word choice and grammar. Revise based on their feedback.



Book Layout, Cover Design, Proofreading

Your publisher will manage the packaging of your book—from the cover design to the inside page design. You will proofread the first pages.



Book Uploading

Your publisher will take care of uploading your book to all venues!



Book Launch

Launch the book, celebrating with both an in-person party and an online book launch!

Indy Publishing Process



Beta/Blurb Readers

Once your project has been edited and revised, send copies to beta readers and potential blurb writers for feedback.



Copyedit & Revision

While your book is being read for blurbs, hire a copyeditor to review the book for word choice and grammar. Revise based on their feedback.



Book Layout, Cover Design, Proofreading

Hire people to design and layout the inside of your book, create a cover design, and proofread the final copy.



Book Uploading

Buy your ISBN numbers and upload your book to Amazon and Ingram Spark.



Book Launch

Launch the book, celebrating with both an in-person party and an online book launch!

Book Marketing Process



Share book ideas

6 months-2 years out

Share ideas from your book in videos, newsletters, and online.



Launch Team

6 months-1 year out

Form or join a launch group to promote your books together. In addition, build a launch team to help you release your book!



Send book for blurbs & reviews

6 months out

Ask influencers to write blurbs about your book. Send your book and a press release to outlets for book reviews.



Plan Launch

3-6 months

Set up an online tour for your book that includes stops at blogs, podcast, or social media sites. Plan launch events, like your in-person bookstore launch.



Book Launch

2 weeks before-6 months after

Celebrate! Then get busy talking about your book online and at podcasts. Send your book to influencers.

Book Writing & Publishing Support



Writing

Hire a coach to support you in creating an outline, writing content, and staying accountable.

**Individual Coaching,
Accountability Group,
Coaching Program**



Editing

Hire a developmental editor, copy editor or proofreader to help you communicate your message well.

**Developmental
Editing**



Design

Hire someone to layout your book's content. Hire a cover designer to design your cover.

Interior Book Design



Publishing

Get help loading up your content to Ingram Spark and Amazon. Or hire a technician to help you create a PDF to sell on your website.

Consultation



Book Launch

Engage a book promoter to run your marketing campaign.

Consultation



Thank you for connecting with Write Now! Coach.
If you need support for
your book writing publishing, and marketing journey,
contact us for a consultation.
rochelle@writenowcoach.com
<https://writenowcoach.com/consultation/>