The Publishing Process
How to self-publish your non-fiction book in three logical stages

INCLUDES:
A worksheet for you to plan your own publishing timeline.
So you would like to write a book to raise your profile and boost your business?

Fantastic!

I believe that writing and self-publishing your own book offers you one of the most powerful and practical personal and professional development programs you can undertake.

Many people yearn to publish, and even begin writing the book that could change everything. So why do only a small number of them actually complete the book they begin?

What does it really take to succeed?

• High desire.
• A good plan.
• A logical process.
• A deadline.
• Good people to provide the skills you need!
In this document you will find:

1. The three stages of self-publishing
2. The steps involved in each stage
3. How long to allocate to each stage
4. A publishing timeline you can complete for yourself
There are **three** clear stages to successfully publishing your book.

**Stage 1: PLAN**

a. Your Big Plans: Why publish? Are you ready?

b. Project Plan: The publishing process and when it will happen.


**Stage 2: PRODUCE**

Enjoy the writing stage: research, connect with others, gather input, assemble ideas, express yourself, learn and grow confidence as you write.

Invite your creative genius to guide you. Trust yourself.

Create and find writing settings that stimulate and give you pleasure.

**Stage 3: PUBLISH**

a. Polish your work: Call in the troops to finesse and format your words through editing and design.

b. Create: Print and e-books come to life.

c. Launch: Its a BOOK! Lift off!
Stage 1: PLAN

a. Your Plans

Your book should be an integral part of your business plans and personal dreams. They are intertwined. Know why you are doing this before you begin. What big issue do you care enough about to stand up and be counted?

b. Project Plan

When can you begin giving time to your book? The next pages indicate the suggested time frames to allocate to each step to help you calculate a realistic publishing date.

c. Book Plan

A book plan is more than a chapter outline: it is a small business plan outlining who wants your message and why – and much more, including market research and market strategy. Spend time on that. Don’t begin writing without one.
Stage 2: PRODUCE

Write and Review
The writing phase. Some say it can be done in a weekend. Some take months. Don’t take years.

With a plan in place, you can do the first thrash of 30,000 to 40,000 words in 30 – 60 days. Less words are fine. No need to do a great deal more. Take another few weeks to review and prepare for editing.

Find and enjoy your writing pleasure, place and pace.
Create a writing experience.

During this time also grow your connections and contacts.

While writing, begin your search for the right professionals at least 4 – 6 weeks before you need them – a non-fiction book editor, book cover designer and page typesetter/designer. Gather quotes and book your preferred people for your job. Some will have a waiting list. (You may use the same designer with book experience to do both cover and pages.) Your book cover can get underway as you write.
Stage 3: PUBLISH

a. Polish

A one-stop publishing service will coordinate your book production, in collaboration with you. Most editors require up to 4 weeks, or maybe more, to do a thorough, thoughtful job, allowing for first edit, your responses, second edit, your responses, and maybe even a third read-through. Cover design and page layout can each take 3 to 4 weeks. The designer creates a style you like, arranges the content, then refines it with your input. The book must be proof read again before going to the printer. During this time get your book marketing ducks in a row.

b. Create

Printers require at least 2 – 3 weeks for supplying a pre-press proof, printing and shipping your boxes of books. During this time your designer can convert your book files for online distribution. It can then take 2 to 3 weeks for e-book files to appear on Amazon, and four weeks or more for your print on demand book to appear there.

c. Launch

Celebrate your achievement publicly and privately, and become more visible online and in person because you are passionate about your cause: your book is one of your most noteworthy contributions to the solutions the world needs – and that you are able to help implement.
Your Publishing Timeline

Create your own Publishing Timeline here, using the time frames below

They are guidelines only and every author is unique.

The editing, design and printing people who work with you on your book will give you their own timeframes, which you must respect.

Be realistic. A rushed job will cause stress and is more likely to contain mistakes.

Giving yourself too much time will allow you to wander off your path.

Stage 1
Allow 8 to 12 weeks in order to plan and do market research.

Plan from ___________________________ to ___________________________

Stage 2
Allow 8 weeks and upwards to 26 weeks. Don’t allow too long because you will lose your momentum. Give yourself a deadline and set aside regular time every day/weekend/week.

Write from ___________________________ to ___________________________

Stage 3
Edit: Allow 4 weeks from commencement – add any extra time you may be on the editor’s wait list.

Design: Allow 4 weeks for comfort and low stress while book cover and pages are designed.

Print: Allow 3 weeks from completion of book layout, which gives you time to check a proof copy properly.

Online distribution: Allow 5 weeks from completion of book layout to get your book onto Amazon.

Launch: Allow another two weeks after you have your print books AND your books are available online to go public.

Create from ___________________________ to ___________________________
I trust this document will assist you to plan out the time you need to begin and complete your book.

I love to work with quiet achievers who are motivated to self-publish because you have an important message which will make a positive impact in someone’s world AND because you wish to stretch yourself to do something very meaningful.

START YOUR BOOK

I run several webinar-based programs a year with small groups of people who are beginning their self-publishing adventure. We cover the three steps in Stage 1 of the process and participants are well-set to then continue writing your books. We also include a first draft of your book cover design, and show you how to build your author platform as you write.

I will send you an email to let you know when the next program is open for expressions of interest.

Bev Ryan, Publisher

Visit BevRyanPublishing.com to find out more about book coaching and publishing services.