

Checklist before Looking for a Publisher

TASK	YES
1 I've written and completed my first draft	
2 I've obtained all permissions (to write about someone, use a quote etc.)	
3 I've answered all 24 Questions in Joanne Fedler's 24 Questions workbook	
4 My manuscript has been assessed by a professional manuscript assessor	
5 Readers have given me feedback on my first draft (at least 2 independent readers – i.e. not your spouse, parent, child or friend)	
6 I have completed my rewrite taking into account all feedback for a structural edit to: <ul style="list-style-type: none">• Fix plot holes• Strengthen weak characters (I know what each of my characters wants and cannot have)• Improve the dialogue• Keep the pace moving with key scenes and active characters• Cut out unnecessary scenes• Create a balance between showing and telling, between scene and summary• Weave in subtext• Ensure sufficient conflict• Create compelling story and character arcs	
7 I have an original unique writing voice	
8 I'm clear about the emotional journey I am taking my reader on	
9 My characters, themes, setting and structure all work to enhance the emotional journey of the book	
10 I've read my book out loud in one sitting	

TASK	YES
11 My manuscript has been edited and polished by a professional editor	
12 My manuscript has been proofread	
13 I've started building a platform	
14 I've written my author bio/profile	
15 I've written my blurb	
16 I've written my synopsis	
17 I have my elevator pitch	
18 I know what the message of my book is – I know what's in it for the reader	
19 I know and am able to articulate why my book is different from other books in its genre	
20 I've researched appropriate agents and publishers who might be interested in my book	
21 I've looked into crowdfunding and self-publishing	
22 I have identified potential people who might review or write a shout for my book	
23 I've written a query letter to an agent or publisher	
24 I've generated a list of ten article topics I could write about	
25 I've written my first blog post	
26 I've created my first list on a CRM (customer relations management) system like Mailchimp or Aweber	
27 I've written my first newsletter	
28 I have at least 5 social media angles for my book	
29 I know what the story of my book is – my 'why'	
30 I have a marketing plan for my book	