



Unlock Your Publishing Potential with Sallie Dawkins' Expert Guides!

Dive into the world of self-publishing with ***Self-Publishing Simplified: Your Step-by-Step Guide to Success***, an all-encompassing resource designed for aspiring authors of general fiction and non-fiction. Whether you're penning a gripping novel or insightful memoir, this inclusive guide walks you through every stage of the self-publishing journey, offering practical tips, industry insights, and the confidence to turn your manuscript into a published masterpiece.

For those seeking to align their faith with their writing, ***The Complete Beginner's Guide to Self-Publishing for Christians*** stands apart. Tailored specifically for authors in the non-fiction Christian, religious, or spiritual genres, this guide addresses the unique needs and interests of spiritually-minded writers. Discover how to weave your beliefs into your work while navigating the self-publishing landscape, ensuring your voice resonates with a faith-based audience.

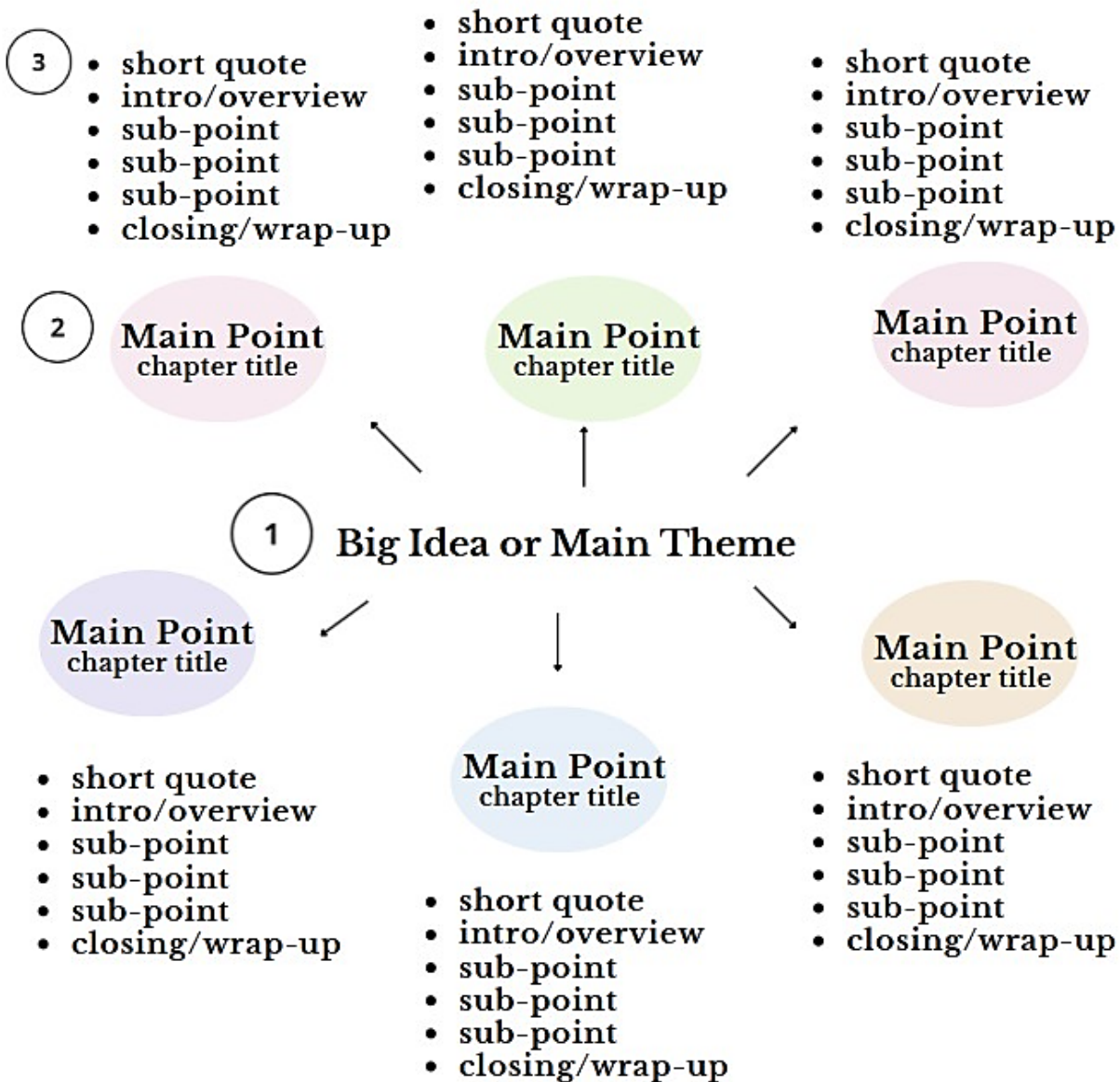
Choose the path that best suits your vision—whether it's the broad appeal of general literature or the heartfelt connection of Christian writing. Your story deserves to be heard!

Pre-writing Questions to Consider

- If you were being introduced as a guest speaker on the topic of your book, what qualification would help your audience trust your message?
- What message do you wish to convey to your readers?
- What is the big idea you want to convey with your book?
- Why does this matter to you? What's your motivation?
- What is the one thing that makes your message unique?
- Who is your audience?

- **Your book is a tool. What is its purpose?**
- **How will this book benefit your audience?**
- **Identify three core values you wish to teach and represent in this world.**
- **If you had to define your purpose in one sentence, what would it be, and how does it influence the choices you make?**
- **The primary genre and categories for this book are [genre, category, category].**
- **The title of my book is [bestselling title and subtitle].**
- **I will know my book is successful when [this] happens.**

Mind Map



Your mind map should center on one major theme, subject focus, or big idea.

Next, pick the most important points.

Then, add an introduction, supporting details or sub-points, and a conclusion.

Self-Publishing Checklist

- Write your book.
- Edit the manuscript.
- Finalize title and register ISBNs.
- Register for LCCN.
- Create front and back matter, including optional lead magnets or QR codes linking to videos or downloads.
- Create book covers.
- Format your book.
- Develop your launch plan.
- Research keywords and categories.
- Create book blurbs and mock-ups for marketing.
- Upload files to KDP.
- Preview proofs, correct any errors, then publish.
- Launch and promote your book.

Author Mission Statement

My mission is to:
[use 3 action verbs]

[your core values]

[to, for, with, or through]

your avatar or audience that most excites you].

Now put it all together.

EXAMPLES:

My mission as a **fiction** author is to craft engaging and relatable stories that confront the realities of bullying in schools, promoting empathy, kindness, and acceptance. Through my characters' journeys, I aim to inspire young readers to stand against bullying, celebrate differences, and cultivate a supportive environment for one another.

My mission as a **non-fiction** author is to guide individuals on their spiritual journeys, fostering a community that embraces faith, resilience, and the profound impact of divine intervention in our lives. My work strives to empower readers to find solace and strength in their faith, encouraging them to experience the healing possibilities that prayer can bring.

Sample Action Words for Crafting Your Author Mission Statement

Achieve	Inspire
Advocate	Innovate
Amplify	Integrate
Bring	Lead
Build	Learn
Cause	Make
Celebrate	Motivate
Commit	Navigate
Communicate	Nurture
Compel	Optimize
Connect	Participate
Create	Prepare
Cultivate	Pioneer
Deliver	Promote
Develop	Provide
Drive	Pursue
Empower	Realize
Enrich	Reflect
Enhance	Reinvent
Engage	Renew
Enlighten	Serve
Envision	Share
Establish	Simplify
Excite	Support
Expand	Sustain
Foster	Thrill
Gather	Touch
Generate	Transform
Grow	Unify
Harmonize	Uphold
Host	Vision
Illuminate	Write
Impact	
Improve	

How to Launch Your Book: A Simple Guide for Authors

By Sallie Dawkins, M.Ed. author of *The Complete Beginner's Guide to Self-Publishing for Christians*, and *Self-Publishing Simplified: Your Step-by-Step Guide to Success*, © 2025

Congratulations on your journey to becoming a published author! Whether you're self-publishing, working with a publisher, or just sharing your story with friends, having a solid launch plan can make the process smoother. This guide will help you stay organized and excited as you launch your book.

Step 1: Create a Tracking Document

Start by making a document or spreadsheet to keep everything in one place. You can use programs like Word, Google Docs, Excel, or Google Sheets. Here's how to set it up:

Headings to Include

Date Scheduled: Track important dates for your book launch.

Task: Write down tasks like publishing, launching, creating videos, or recruiting a launch team.

Expense: Note any expenses for paid ads or promotions.

Book: Include the title of your book or reference any chapters.

Content Type: Identify what kind of content you're creating, like promotions, informational posts, quotes from your book, personal photos, or fun memes.

Post Type: Specify the type of post you'll make, such as photos, videos, graphics, screenshots, texts, or email.

Engagement Response: Keep track of how people interact with your posts, like comments, likes, shares, views, saves, and new followers.

Platform: Mark where you'll share your content, like Facebook, Instagram, Twitter, YouTube, Pinterest, or LinkedIn.

Call to Action: What do you want your audience to do? This could be to learn more about your book, visit your website or blog, or purchase your book.

Step 2: Write Some Sample Text

As you prepare to share your work, having sample text ready is a great way to build excitement. Here's an example you could use for the **Practice Project in Chapter 19** of *Self-Publishing Simplified: Your Step-by-Step Guide to Success*, and *The Complete Beginner's Guide to Self-Publishing for Christians*:

"I'm thrilled to announce the completion of my first self-publishing project - my very own journal! It's been a labor of love, and I'm so proud of what I've created. To everyone out there chasing your creative dreams, keep going! Follow your passion and see it through to the end. Thank you to everyone who supported me during this journey - your encouragement means the world! #selfpublishing"

Step 3: Stay Positive and Engage

As your launch approaches, stay positive and keep engaging with your audience! Share updates, ask for feedback, and encourage conversations. This will help your readers feel connected and excited about your work.

Tips for Engagement

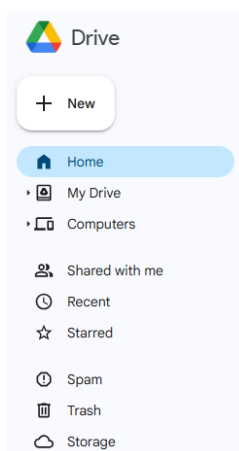
- Respond to comments and messages quickly.
- Share behind-the-scenes sneak peeks of your writing process.
- Encourage your followers to share their thoughts about your book.

Launching a book is an exciting adventure! By staying organized, using a tracking document, and engaging with your audience, you'll set yourself up for a successful launch. Remember to celebrate every small achievement along the way. Happy writing, and good luck with your launch!

How to Share Files with Your Launch Team Using Google Drive

Ready to share your amazing work with your Launch Team? Follow these simple steps to create a Google Drive folder and share your files securely. Let's get started!

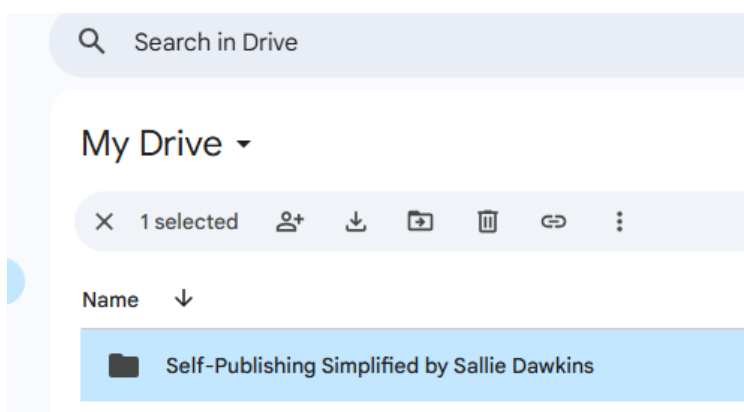
Step 1: Create a Folder



- Sign in to your Google account, then open Google Drive.
- Click on the [+] button on the left side.
- Select “Folder.”
- Name your folder with the title of your book. For example, Self-Publishing Simplified by Sallie Dawkins.

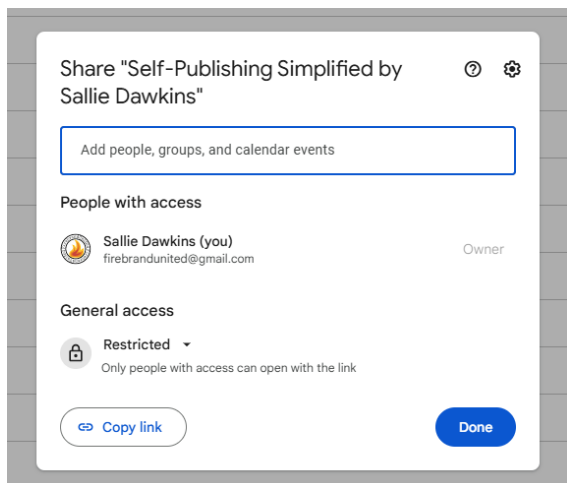
Step 2: Upload Your Files

- Click on the folder you just created to open it.



- To upload your book manuscript PDF, click the [+] button again.
- Select “File upload” and choose your book manuscript PDF from your computer.
- If you have any mock-ups of your book to share, repeat the upload process for those too.

Step 3: Share the Folder



- Inside your folder, click the “Share” button (it looks like a little person with a plus sign).
 - In the “Share with people and groups” box, enter the email addresses of your Launch Team members.
 - To ensure your pre-published manuscript stays secure, make sure you set the sharing option to “Viewer.” This way, they can see the files, but they cannot edit them.
- Click “Send.” Your team will receive an email invitation.

For Non-Google Email Addresses

- If someone on your team uses a non-Google email address, you can share a link instead.

- Click “Get link” in the sharing menu.
- Under “General access,” select the option that allows viewers to see the folder.
- Click “Copy link” and share it with anyone who needs access.

Step 4: Track and Monitor

- You can easily keep track of who has viewed or added comments on your files through your Google Drive dashboard.

For a helpful visual guide on sharing and collaborating in Google Drive, check out this short YouTube video: "**Google Drive: Sharing and Collaborating**" by Learn Free (<https://youtu.be/xapBM5iOnn4?si=oi53Ahu-YieUqCa1>).

The following TO-DO LIST outlines all the tasks I complete during the two weeks leading up to the book launch, as well as the week of the launch itself. Additional tasks are added as needed.

TO-DO LIST

- ___ Apply for LCCN through PCN program at Library of Congress (free)
- ___ Send final formatted manuscript to proofreader and Beta Readers; make any recommended corrections in Atticus (or Word)
- ___ Submit manuscript to Readers Favorite for 3 reviews (\$129)
- ___ When LCCN is approved, update Copyright page
- ___ Apply for CIP Block from Adrienne Bashista @ CIPBLOCK.com (optional)
- ___ Add excerpts from Readers Favorite Reviews to back cover and “Reviews” page in front matter Atticus
- ___ Update Dedication and Acknowledgement pages in Atticus
- ___ Tweak covers in Book Brush if final page count changed; also proof author bio blurb
- ___ Review Publisher Rocket for Keywords & categories
- ___ Post Launch Team help request on Social Media
- ___ Create Launch Team spreadsheet, draft emails
- ___ Update FB header for business/author page (Canva)
- ___ Create eBook promo graphics for launch week \$0.99 (Canva)
- ___ pre-enter data for new book on KDP dashboard
- ___ Upload final files to KDP
- ___ Order Proof copies of paperback and hardcover books from KDP
- ___ Check Readers’ Favorite Book Reviews website for updates
- ___ Create A+ content (Canva or Book Brush)
- ___ Add Editorial Reviews
- ___ Read Proof Copy
- ___ Update final PDF file and cover files to Readers’ Favorite, add ASIN

- ___ Apply to LOC for Copyright (\$65)
- ___ Update Blog and Lead Magnet/Free Download on website
- ___ Update book link to Amazon on website
- ___ Register eBook for feature on All Author (\$29)
- ___ Use Magic Tool on All Author to create promo graphics (or Book Brush)
- ___ Sign up for NEW RELEASE Alert with All Author
- ___ Update Amazon Blurb to correct any noted errors
- ___ Apply for Goodreads Giveaway (Optional \$119)
- ___ Update manuscript in Atticus to correct any errors noted by Launch Team
- ___ Resubmit updated files to KDP (ePub, PBB, HCB)
- ___ Publish and launch eBook first week (takes up to 72 hours to approve)
- ___ Stay close to the computer/phone the first two days of launch to coordinate with Launch Team and take screenshots of any #1 or best seller ranking achievements on Amazon
- ___ Register for book marketing ads (free or paid)
- ___ Create audiobooks in KDP (if preapproved for Beta program)
- ___ Update Book Bub Account
- ___ Publish and launch paperback book (a week after eBook)
- ___ Update A+ content for SPS to include ASINs for PBB & HCB (when published)
- ___ Send Launch Team members a paperback copy of book as thank you gift
- ___ Publish and launch hardcover book (a week after paperback book)
- ___ Mail copies of hardcover books to Library of Congress (LCCN & Copyright)



Unlock Your Author Potential with **SELF-PUBLISHING SIMPLIFIED: YOUR STEP-BY-STEP GUIDE TO SUCCESS!**

Are you a first-time writer or an experienced author looking to take charge of your publishing journey? Look no further—**SELF-PUBLISHING SIMPLIFIED** is your essential guide to navigating the thrilling world of self-publishing.

Join bestselling and award-winning author Sallie Dawkins as she shares her invaluable wisdom and experience in this comprehensive roadmap designed to empower you. With clear, step-by-step directions and a treasure trove of resources, you'll learn how to transform your manuscript into a captivating published masterpiece—all while saving time, energy, and money!

With **SELF-PUBLISHING SIMPLIFIED**, you will:

- ✓ **Avoid Common Pitfalls:** Benefit from Sallie's personal journey as she reveals real strategies and behind-the-scenes insights to help you sidestep common mistakes and reduce stress.
- ✓ **Master the Writing Process:** Discover an efficient method to navigate writing like a pro, optimizing your time and resources for maximum results.
- ✓ **Break Through Mindset Blocks:** Gain clarity on your audience, message, and motivation, banishing confusion and frustration before you even start writing.
- ✓ **Tackle Financial and Legal Matters with Confidence:** Arm yourself with essential knowledge to handle the business side of self-publishing with ease.
- ✓ **Excel at Every Phase of Publishing:** From manuscript creation to editing, formatting, cover design, and marketing—master it all like a seasoned professional.
- ✓ **Build Your Brand and Grow Your Audience:** Get practical tips on establishing your unique brand and connecting with readers to ensure your book gets the attention it deserves.

Don't let self-doubt hold you back any longer! Step confidently into successful authorship with **SELF-PUBLISHING SIMPLIFIED** as your trusted companion. Grab your copy today and embark on the journey to transforming your writing dreams into reality!

I'm passionate about supporting and encouraging authors on their self-publishing journey. If you've found the insights in **SELF-PUBLISHING SIMPLIFIED** and this complimentary PDF helpful, I would truly appreciate it if you could take a moment to leave an honest review on Amazon or Goodreads. Sharing your thoughts on social media would also mean a lot. Your reviews not only help me but also assist other readers in discovering the book, showing them that it's a valuable resource.

Thank you for your support!

Sallie Dawkins