

FINAL TIMELINE

FOR PRUDENCE ZHU BOOK LAUNCH PROJECT PAGE 1

AUTHOR FINISHES WRITING BY NO LATER THAN 9/8

Ensuring they have all content inside ONE document ready for editor. No changes can be made while editor is working on file. Editor to produce 2 files, marked up and clean for review.

AUTHOR GETS ENTIRE MANUSCRIPT TO EDITOR WITH ENOUGH TIME FOR 9/9 DEADLINE & TIME TO APPROVE EDITS

ADD CALL WITH KATRINA FOR BACK PAGE PROMO IDEAS & WEBPAGE SUPPORT IF NEEDED

AUTHOR WORKS ON BUILDING THEIR SUPPORTER LIST 9/1->ON

See instructions for building supporter list document. Focus heavily on friends and connections outside the US, we can often get to best seller easier in US. Keep track of who will do what.

AUTHOR DECIDES ON ALL PROMO PAGES, OFFERS, ETC. FOR BACK OF BOOK BY 9/9

AUTHOR CREATES ALL OPTIN PAGES, RESOURCES & SALES PAGES FOR BOOK BY 9/22

FINAL MANUSCRIPT EDITED AND APPROVED BY 9/9

Everything should be done in editing, including the dedication, introduction, back pages, bio page, etc. by this date or sooner.

AUTHOR SETS UP KDP ACCT, AUTHOR CENTRAL & OBTAINS ALL ISBN #S ON BOWKER BY 9/9

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PRUDENCE - PAGE 2

SHORT CALL W/ KATRINA RE MANUSCRIPT DESIGN & KDP 9/10

This is done before we send to layout guy, and after editing so we can add in the copyright page, gather images, decide on design for chapter pages, back pages, etc. & set up KDP info.

DELEGATE INSIDE LAYOUT BY NO LATER THAN 9/11

Layout guy typically takes 2-4 days to create and finalize with edits your ebook and paperback guts assuming not too much back and forth and no additions or deletions need to be made.

FINAL INSIDE LAYOUT DONE & APPROVED BY 9/16/25

Once inside is done we update it on KDP and preview, all links are checked, etc. and we ensure there are no issues with layout of ebook we can finalize all details for ebook on KDP and publish.

PUBLISH ON AMAZON 9/17

Sometimes we have to wait 1-3 days for Amazon to make the ebook live so we want to submit it about 5-6 days prior to launch. Not too early though, we don't want a bunch of sales early on. And you don't want to tell anyone but reviewers when it's live.

KATRINA WILL GET YOU ALL MARKETING DOCS/IMAGES 9/19

We have to wait until the book is live on Amazon before we can get the 'links' and add them into the copy docs. This is when you send those to your supporters, wait til you have links.

GET REVIEWERS TO BUY AND REVIEW ON AMAZON 9/20-22

Later is fine too but we only want those who will review early, to buy early, otherwise they should wait until launch day. Let them know to be ready on these days to buy and review.

FOCUS ON INT'L SUPPORTERS TO BUY DAY BEFORE 9/22/25

Private message your international friends to buy now, share now with their friends and send emails out if they are willing.

BOOK LAUNCH DAY 9/23/25

This day is for all the nitty gritty marketing necessary for obtaining best seller. See marketing guide. eBook on Amazon has to be live and ready for sales, ideally the resources page on website needs to be ready for optins too. Massive marketing day usually all day - some scheduled, some manual.