

# AUTHOR PLATFORM CHECKLIST

---

Publishing your first book can be overwhelming. You want to do things right, but you're also confused about what's important, and what can be left for later. Use this checklist as a starting point.

## Before you publish:

- Pick your pen name
- Reserve your name on social media and purchase PenName.com /PenNameAuthor.com
- Create your info@PenName.com email address
- Write your Author Bio and pick a photo or a logo
- Put all of the above in your book's back matter and on your social media accounts

## After you publish:

- Claim your book on Amazon Author Central
- Create a basic webpage on PenName.com displaying your bio, photo, info about your book(s) and social media links
- Sign up for Mailerlite and put your sign-up link on your webpage and on your social media.
- Post on your social media accounts as per comfort level, or only mention your book, and tell readers you're only active on your newsletter.
- Consider offering a freebie for newsletter subscribers.
- Send your first newsletter