

Self-Publishing Incubator: Author Readiness Checklist

Is the Self-Publishing Incubator right for you? Use this checklist to reflect on your current business foundation and book project goals. This program is best suited for quilt or creative teachers and pattern designers who are already active online and ready to bring their book idea to life.

You do not have to meet every requirement; we will be working together to make sure you are ready by your book launch.

1. FOUNDATIONAL BUSINESS BASICS

- I have a website that I update regularly or can easily edit.
- I have a professional email address (not just Gmail or Yahoo).
- I have an active email list (I send emails monthly, even if it's a small audience).
- I regularly create content (blog, newsletter, video, social media).
- I have a simple system in place for tracking customer or audience feedback.

2. ONLINE PRESENCE & REACH

- I have at least one active social platform (Instagram, Facebook, YouTube, etc.).
- I have 750+ followers or a highly engaged community on at least one platform.
- I show up regularly (at least 1–2x per week) in some format (stories, posts, lives, etc.).
- I have a clear niche or audience I'm speaking to in my content.

3. BOOK PROJECT READINESS

- I have a clear book idea and purpose.
- I've brainstormed (or started) a book outline or table of contents.
- I've designed or written at least one original quilt pattern or instructional sample.
- I'm open to feedback and revisions from both content and tech editors.

4. TIME & COMMITMENT

- I can commit 3 to 5 hours per week to writing, editing, or marketing my book.
- I'm open to meeting monthly for check-ins and accountability.
- I understand that this is a long-term project (12–18 months) and I'm ready to see it through.

5. VISION & GOALS

- I want to self-publish a high-quality book and sell it through quilt shops, events, and online.
- I'm interested in building long-term visibility as an author, teacher, or creative entrepreneur.
- I want support with the *business* side of publishing: marketing, launch strategy, and post-launch growth.

What to Do Next

If you checked **most** of these boxes and feel excited (even if slightly nervous), you're likely a strong candidate!

If a few areas still need work, that's okay too—this program is built to support progress.