

# Checklist

I have decided to make my book:

- Printed hard copy
- Kindle
- Both

I have determined”

- Which target market I want to attract as my audience

\_\_\_\_\_

- Which category this book will fit into

\_\_\_\_\_

Which keywords I will use for my Title, Sub-title and Description

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

I have:

- Checked out and registered for CreateSpace (for a printed, hard copy of my book)
- Checked out and registered for KDP, since I am producing a digital Kindle eBook
- Done both

I am going to:

- Format the book myself
- Outsource it ([susanne at asksusanne.com](http://susanne.at asksusanne.com) can do this)

I have a professionally-designed, correctly formatted Cover

I have spent time creating the best Title for my Book that:

- Is bold, strong and short OR
- Straightforward and descriptive
- Contains my top keyword(s)

I have created a Sub-Title that:

- Repeats my top keyword
- Further draws in my ideal reader

I have created an intriguing, clear description between 30-4,000 characters, concentrating on capturing my ideal reader in the first five lines

My Description is designed to tap into and hook my ideal reader's:

- Emotions
- Imagination
- Interest
- Other \_\_\_\_\_

I have decided on my promotional strategy and set things in place

- Facebook
- Book Tours
- 1. \_\_\_\_\_
- 2. \_\_\_\_\_
- 3. \_\_\_\_\_
- 4. \_\_\_\_\_
- 5. \_\_\_\_\_

- Google hangout
- KDP Select free promotional days
- I have planned when I want my five free days on KDP Select

\_\_\_\_\_

- 
- Other \_\_\_\_\_

I have uploaded my formatted book to Amazon

I have checked the formatting in an actual Kindle reader

I am actively asking for reviews and running pre-major-launch promotions geared towards gaining feedback

1. \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_

4. \_\_\_\_\_

5. \_\_\_\_\_

I have created an Amazon Author's Page

I have ensured readers can "look inside" the book

I am committed to tracking my Amazon results through:

The Amazon Author's Page tracking tools and capabilities

Google Analytics on my websites or blogs

I have taken action and begun to create my Amazon best seller!