Best Seller Checklist

Niche Research and Category Selection

☐ Go to KristenRecommends.com/amazonlist

☐ Locate your book's primary category

☐ Locate your book's general categories

Category Choice #1: _____

Category Choice #2: _____

Category Choice #3 (Print only): _____

☐ Niche down to specific categories within the general categories

Category Choice #1: _____

Category Choice #2: _____

Category Choice #3 (Print only): _____

Price Your Book

☐ Which type of book do you have?

    ☐ Lead-generating Kindle book ($0.99)

    ☐ Low-priced Kindle book ($2.99)

    ☐ Kindle version of print ($3.49-$4.99)

    ☐ Small print book ($7.99-9.99)

    ☐ Mid-sized print book ($12.99-14.99)

    ☐ Large print book ($15.99+)

Targeted Keywords

Book title keywords: _____

_____

_____

Book subtitle keywords: _____

_____

_____

My final book title: _____

My final book subtitle: _____

Best Seller Checklist

Write More Good

☐ Determine your target audience

☐ Check your category's best sellers

"Competitor" Book #1: _____

    ☐ Check reviews

    Reviews commonly say: _____

    _____

    _____

    _____

    _____

    _____

    _____

    ☐ Check the gaps

    Gaps needed to fill: _____

    _____

    _____

    _____

    _____

    _____

"Competitor" Book #2: _____

    ☐ Check reviews

    Reviews commonly say: _____

    _____

    _____

    _____

    _____

    _____

    ☐ Check the gaps

    Gaps needed to fill: _____

    _____

    _____

    _____

    _____

    _____

Best Seller Checklist

Write More Good

☐ Determine your target audience

☐ Check your category's best sellers

    "Competitor" Book #3: _____

        ☐ Check reviews

        Reviews commonly say: _____

        _____

        _____

        _____

        _____

        _____

        _____

        ☐ Check the gaps

        Gaps needed to fill: _____

        _____

        _____

        _____

        _____

        _____

    "Competitor" Book #4: _____

        ☐ Check reviews

        Reviews commonly say: _____

        _____

        _____

        _____

        _____

        _____

        ☐ Check the gaps

        Gaps needed to fill: _____

        _____

        _____

        _____

        _____

        _____

Best Seller Checklist

Your Book Cover

☐ My book cover background is a different color than my title

☐ Play with effects

☐ Book title is easy to read

Cover Art and Photos

☐ High resolution

☐ Check for copyright issues

☐ Hire a designer (optional)

Book Cover Branding

Fonts I already use: _____

_____

Colors I already use: _____

_____

Images I already use: _____

_____

Templates (optional)

☐ Customized to be uniquely one-of-a-kind

☐ Colors changed

☐ Images changed

☐ Fonts changed

Formatting and Layout

☐ E-book formatting checked on real Kindle device

☐ Print formatting checked for major errors

    ☐ Margins set

    ☐ Blank pages inserted where appropriate

    ☐ Spacing checked

    ☐ Fonts checked

    ☐ Branding consistent with cover

Best Seller Checklist

Best-Seller Launch Kit

☐ Sample emails written

☐ Sample Social Media posts written and scheduled

☐ Cover image uploaded to website

☐ Head shot uploaded to website

☐ Press release written

☐ Press release distributed

Best-Seller Launch Strategy

☐ Launch date set: _____

☐ Launch places determined:

    ☐ Podcasts chosen:

    _____

    _____

    _____

    _____

    _____

    _____

    ☐ Blogs chosen:

    _____

    _____

    _____

    _____

    _____

    _____

    ☐ Social media Pages and Groups chosen:

    _____

    _____

    _____

    _____

    _____

    _____

Best Seller Checklist

Best-Seller Launch Timeline

☐ Nine month date: _____

    ☐ Book mostly written

    ☐ Book cover designer chosen

    ☐ Branding started

☐ Six month date: _____

    ☐ Promotion partners chosen

    ☐ Blog posting started

    ☐ Social media posting started

☐ Five month date: _____

    ☐ Social media posting expanded

    ☐ Key relationships started

☐ Four month date: _____

    ☐ Website design/branding complete

    ☐ Website links to social media set up

☐ Three month date: _____

    ☐ Promotion partners contacted

    ☐ Interviews/guest posts, etc. set up started

☐ Two month date: _____

    ☐ Schedule promotion appearances

    ☐ Put together Launch Kit

☐ One month date: _____

    ☐ Promotion partners launch date confirmed

    ☐ Promotion partners sent Launch Kit

    ☐ Launch system double-checked

☐ Two week date: _____

    ☐ Schedule social media announcements

    ☐ Schedule blog post announcements

☐ One week date: _____

    ☐ Final promotional partner follow-up completed

Best Seller Checklist

Best-Seller Launch Day

☐ Post (or check) all social media updates

☐ Post on your Facebook Event wall

☐ Post screen shots of your book's progress

☐ Visit partners' websites/podcasts/groups

☐ Show excitement!

☐ KEEP MARKETING!