Book Marketing Checklist

[ ]  Make sure your Book Description and Bio are as well-written and inspiring as possible.

[ ]  Don’t hesitate to give away copies of your book to those willing to read & review.

[ ]  Be proactive by creating a Book Launch.

[ ]  Set up your Author Page on Amazon at <https://author.amazon.com>

[ ]  Set up your Goodreads account at [www.goodreads.com](http://www.goodreads.com)

[ ]  Contact everyone in your personal network. Let them know your book is available.

[ ]  Get at least five reviews on your book.

[ ]  Online visibility via creating your own Landing Page/Website with .com domain name.

[ ]  Visibility in your own town. Get your book into bookstores, the library, offer to do book signings.

[ ]  Find ways to interact with your readers. Via Facebook, Instagram, Twitter, Tik Tok, YouTube, Pinterest, your own website and/or blog. Collect email addresses to stay in regular and direct contact to remind them of you and your book/s. Every email should show that you care about them. For a free email collector you can use [www.Mailchimp.com](http://www.Mailchimp.com)

[ ]  Look into Amazon ads and Facebook/Instagram promotions.

[ ]  Create or hire someone to create a Book Trailer for you.

[ ]  If you are invited to be interviewed for a magazine or podcast, always say “yes”!

[ ]  If you enrolled in KDP Select (which I recommend), be sure to take advantage of the Kindle Countdown and/or Free Book Giveaway every few months to generate readers and reviews.

[ ]  Do at least one thing every day to market your book. Think Positive. Don’t Give Up.

[ ]  If you are overwhelmed with all of this, find a professional marketeer to do your marketing for you. They are a dime a dozen online. Just Google “Book Marketing” and you will find a wealth of resources available.

I have not written a book on Marketing (nor will I) because there are already many very good books on the subject. One in particular I would recommend is “How to Market a Book” by Joanna Penn. You can find it on Amazon and Amazon Kindle. It’s worth the investment. <https://amzn.to/3M4CX3j>