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>