

# **21 Ways to Promote your Book on Amazon**

## **Checklist**

Brought to you by [Easy Kindle Publishing](#)

# Become a Best-Selling Author on Amazon This Year

## Checklist

- I have determined my primary goal for my Amazon best seller:
  - Making money
  - Boosting my presence, status and credibility
  - Writing the book is my burning passion
  - Helping niche members
  - Other \_\_\_\_\_
  
- I have decided to make my Amazon best seller:
  - Printed hard copy
  - Digital (Kindle)
  - Both
  
- I have determined"
  - Which niche or industry I want to attract as my audience  
\_\_\_\_\_
  - Which specific sub-niche I am targeting  
\_\_\_\_\_
  - Which category this book will fit into
  - Which keywords I will use for my Title, Sub-title and Description  
\_\_\_\_\_

## Become a Best-Selling Author on Amazon This Year

---

---

- I have checked out the Amazon Best Sellers List to see what is currently “hot”
- I have checked out best sellers in my category (if I already know it)
- I have chosen a niche and topic by:
  - Selecting 3-6 books in any specific Amazon category
  - Checking the number of reviews for each book in that niche
  - Checking each book’s “Amazon Best Sellers Rank”
  - Looking at the number of results (i.e. books) for that specific category
- I have chosen a topic and category whose sample books that I chose fall within:
  - More than 30 reviews
  - 7,000-21,00 Best Sellers ranking
  - Between 100-700 books found in that particular category
- I have:
  - Checked out and registered for CreateSpace, since I am producing a printed, hard copy book
  - Checked out and registered for KDP, since I am producing a digital Kindle eBook
  - Done both
- I have downloaded Kindle’s “Building your Book for Kindle” .PDF guide and read it through before beginning to format

## Become a Best-Selling Author on Amazon This Year

- I am going to:
  - Format the book myself
  - Outsource it
- I have a professionally-designed, correctly formatted eCover
- 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
- I have uploaded my formatted book to Amazon

## Become a Best-Selling Author on Amazon This Year

- I have checked the formatting in an actual Kindle reader
- I have created an Amazon Author's Page
- I have ensured readers can "look inside" the book
- I have decided to:
  - Join KDP Select
  - Not join KDP Select
- I have planned when I want my five free days on KDP Select
- I have decided on my perfect pricing (and I am aware that I can change my price if I need to, later on)
- I have waited at least 48-72 hours after uploading to ensure my book has properly populated the Amazon catalogue
- I have provided Amazon with my tax information
- I am actively asking for reviews and running pre-major-launch promotions geared towards gaining feedback

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

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

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

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

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

## Become a Best-Selling Author on Amazon This Year

- I have geared my promotions towards:
  - The character of my book
  - My readers' tastes, communication styles and temperaments
  - Honestly sharing my personality and voice
  
- I have considered and included local promotion through:
  - Press releases
  - Contests
  - Interviews (local radio, TV and newspaper)
  - Book Signings (if I have a physical book)
  - Other \_\_\_\_\_
  
- 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!