

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

## **Worksheet**

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# Becoming a Best-Selling Author on Amazon This Year

## Worksheet

	Your Answers
<b>1.</b> What is my goal for creating a book for Amazon?	<ul style="list-style-type: none"><li><input type="checkbox"/> A burning need to tell my story</li><li><input type="checkbox"/> Become a published author</li><li><input type="checkbox"/> Add a paid product to my service business</li><li><input type="checkbox"/> Reach a new market segment (Amazon shoppers and Kindle users)</li><li><input type="checkbox"/> Build a community and boost my expert credibility</li><li><input type="checkbox"/> Create a resource for my community</li><li><input type="checkbox"/> Add a paid product to my service business</li><li><input type="checkbox"/> Other _____</li></ul>
<b>2.</b> What do I want my book to do?	<ul style="list-style-type: none"><li><input type="checkbox"/> Tell a story that is important to me</li><li><input type="checkbox"/> Tell a story I feel will be important to my target audience</li><li><input type="checkbox"/> Share a skill</li><li><input type="checkbox"/> Show people how to do something</li><li><input type="checkbox"/> Entertain people</li><li><input type="checkbox"/> Uplift people</li><li><input type="checkbox"/> Other _____</li></ul>
<b>3.</b> Is my book the center of my business?	<ul style="list-style-type: none"><li><input type="checkbox"/> Yes, with everything I do supporting my goal to be an author</li><li><input type="checkbox"/> No, it is an added-value offering for my list</li><li><input type="checkbox"/> No, I want it to lead to other types of offers (e.g. membership sites)</li><li><input type="checkbox"/> Other _____</li></ul>

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<p><b>4.</b> Do I need to find ideas for my book?</p>	<p><input type="checkbox"/> Yes. I am researching Amazon best sellers and hunting for likely categories and sub-niches</p> <p><input type="checkbox"/> No. I already know what my topic and book theme will be.</p>
<p><b>5.</b> Have I checked out my idea by following the “formula” for finding a viable niche with “best seller” potential?</p>	<p><input type="checkbox"/> Selecting 3-6 books in a category I’m interested in exploring</p> <p><input type="checkbox"/> Looking for:</p> <ul style="list-style-type: none"> <li><input type="checkbox"/> more than 30 reviews</li> <li><input type="checkbox"/> An Amazon Best Seller’s Ranking between 7,000—21,000</li> <li><input type="checkbox"/> Less than 700 other books in that niche</li> </ul> <p><input type="checkbox"/> Other _____</p>
<p><b>6.</b> Have I settled on my top keywords?</p>	<p><input type="checkbox"/> _____</p> <p><input type="checkbox"/> _____</p> <p><input type="checkbox"/> _____</p>
<p><b>7.</b> Does my book have an angle that is...?</p>	<p><input type="checkbox"/> Strong enough</p> <p><input type="checkbox"/> Specific enough</p> <p><input type="checkbox"/> Free of tangents</p> <p><input type="checkbox"/> Different and unique</p> <p><input type="checkbox"/> Interesting</p> <p><input type="checkbox"/> Useful</p> <p><input type="checkbox"/> Other _____</p>
<p><b>8.</b> If I am writing fiction, what is...?</p>	<p><input type="checkbox"/> My theme</p> <p><input type="checkbox"/> My “story question”</p>

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<p><b>9.</b> Have I provided enough...</p>	<ul style="list-style-type: none"> <li><input type="checkbox"/> Conflict</li> <li><input type="checkbox"/> Action</li> <li><input type="checkbox"/> Dialogue</li> <li><input type="checkbox"/> Drama</li> </ul>
<p><b>10.</b> Are my characters believable? Human? Facing obstacles?</p> <p>Do they have at least one significant flaw or weakness?</p>	
<p><b>11.</b> Should I create my book in:</p>	<ul style="list-style-type: none"> <li><input type="checkbox"/> Print only</li> <li><input type="checkbox"/> Kindle only</li> <li><input type="checkbox"/> Both</li> </ul>
<p><b>12.</b> Do I have a solid reason for my decision about question # 7?</p>	<ul style="list-style-type: none"> <li><input type="checkbox"/> Yes. It is a recipe or How-to book that people really prefer in print</li> <li><input type="checkbox"/> Yes. It doesn't matter which format it is in – it is easier for me right now to start with Kindle only.</li> <li><input type="checkbox"/> Yes. My audience consists of avid Kindle readers, so I have decided on Kindle only.</li> <li><input type="checkbox"/> I am going to do both, because my career as an author is my dream.</li> <li><input type="checkbox"/> I am going to do both, because being published in print and digital gives me more marketing opportunities</li> <li><input type="checkbox"/> Other _____ _____</li> </ul>

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<p><b>13.</b> Is it better to outsource my cover or do it myself?</p>	<ul style="list-style-type: none"> <li><input type="checkbox"/> Outsource to an individual professional</li> <li><input type="checkbox"/> Do it myself – I have graphics experience</li> <li><input type="checkbox"/> Have a service create it for me</li> <li><input type="checkbox"/> Other _____</li> </ul>
<p><b>14.</b> What is the key message my cover has to get across?</p> <p>How will it “show” my reader what the book is all about?</p>	
<p><b>15.</b> What mood will my cover create?</p>	<ul style="list-style-type: none"> <li><input type="checkbox"/> Crisply professional</li> <li><input type="checkbox"/> Cheerful and practical</li> <li><input type="checkbox"/> Mystical and spiritual</li> <li><input type="checkbox"/> Upbeat and inspirational</li> <li><input type="checkbox"/> Sinister tension</li> <li><input type="checkbox"/> Supernatural menace</li> <li><input type="checkbox"/> Other _____</li> </ul>
<p><b>16.</b> Does my cover have the right contrast? Color? Light?</p>	
<p><b>17.</b> Does my cover fit Amazon’s specifications?</p>	<ul style="list-style-type: none"> <li><input type="checkbox"/> 72 d.p.i.</li> <li><input type="checkbox"/> .JPG or .TIFF format</li> <li><input type="checkbox"/> No smaller than 500 X 1,000 pixels</li> <li><input type="checkbox"/> No larger than 1,250 X 2,000 pixels</li> </ul>

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<p><b>18.</b> I have chosen a strong Title.</p>	
<p><b>19.</b> I have chosen at least three Sub-titles to mull over before making my final choice</p>	<p><input type="checkbox"/> _____          _____          _____</p> <p><input type="checkbox"/> _____          _____          _____</p> <p><input type="checkbox"/> _____          _____          _____</p>
<p><b>20.</b> I have included my keywords in my Title and Subtitle</p>	<p><input type="checkbox"/> _____  <input type="checkbox"/> _____  <input type="checkbox"/> _____</p>
<p><b>21.</b> I have written and refined a strong Description, keeping my ideal reader always in mind.</p>	
<p><b>22.</b> I have created a plan for:</p>	<p><input type="checkbox"/> Promotion</p> <p><input type="checkbox"/> Getting initial reviews</p>
<p><b>23.</b> I have made sure the first five lines of my Description say everything I need to say to hook potential readers.</p>	
<p><b>24.</b> I have thoroughly proofed my book several times, leaving some time between proofings.</p> <p><i>*(Rule of thumb: The longer the book, the longer the</i></p>	<p><input type="checkbox"/> For spelling</p> <p><input type="checkbox"/> For grammar and syntax</p> <p><input type="checkbox"/> For flow and readability</p> <p><input type="checkbox"/> To eliminate weak words and tighten wandering sentences</p>

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<i>time between re-reads.)</i>	<input type="checkbox"/> Final proof and spell check
<b>25.</b> I have downloaded or read the appropriate guide for my formatting method, and I have formatted my book	<input type="checkbox"/> Simply, as provided by the Kindle wizard and “Building Your Book for Kindle” <input type="checkbox"/> Through Kindle Gen or another command-line program <input type="checkbox"/> I outsourced it.
<b>26.</b> I have checked my book in:	<input type="checkbox"/> A Kindle cloud reader <input type="checkbox"/> Kindle Previewer <input type="checkbox"/> An actual Kindle <input type="checkbox"/> I have also had others check it for me in different Kindle devices
<b>27.</b> I have created:	<input type="checkbox"/> A Kindle Author’s Page <input type="checkbox"/> A Facebook Author’s Page <input type="checkbox"/> A Facebook Group around my niche topic <input type="checkbox"/> Other _____
<b>28.</b> I have decided on my pricing formula, based on...	<input type="checkbox"/> How in demand my topic is <input type="checkbox"/> Whether or not my information is truly unique and valuable <input type="checkbox"/> Whether or not I am a celebrity/A celebrity is my topic or interviewee <input type="checkbox"/> My competition <input type="checkbox"/> Comparable books <input type="checkbox"/> Other
<b>29.</b> I have allowed 48-72 hours before promoting my book, after upload and publishing.	
<b>30.</b> I have decided to join KDP Select	<input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> Later
<b>31.</b> I am tracking my book’s progress	