

30 DAY BESTSELLER CHECKLIST

Week 1

- _____ Research Profitable Book Topics - Decide on 1 Topic
- _____ Research 15 high traffic, low competition Keywords
- _____ Research 5 possible Sub Categories (see metrics in Chapter 4)
- _____ Perform In-Depth Content Research for your chosen Topic
- _____ Write an Outline: Chapters/Subchapters/Talking Points in Bullets
 - NO text or Titles yet -
- _____ Contact Promo Services and try to get on their Calendar
- _____ Find Test Readers/Reviewers on Facebook, email etc
 - provide exact timeline and requirements and get a firm commitment
 - Get a list of 20-30 possible Reviewers over the next week
- _____ Find relevant Facebook Groups, Forums and/or Reddit threads and share your journey there - build buzz, invite test readers/reviewers

OPTIONAL:

_____ Schedule a Press Release

_____ Schedule Guest Posts

_____ Schedule Interviews, Media Appearances, Blog Reviews

_____ Make a public Commitment on Social Media to Publish a Book
within 30 Days

Let your friends and followers hold you accountable

Share your Journey, Frustrations, Experiences

Let them partake in your Journey -> GREAT way to build Buzz and Interest in
your Book

_____ Document your Publishing Journey in a daily Blog or Vlog

Week 2

_____ Set a Daily Schedule and Commit to Completing all Tasks

_____ Write your Book: start by writing out your bullet points
just write, don't edit, micro manage - just let it flow out
NO Title yet!

_____ Follow up with your Launch Team

_____ Follow up with Promos if needed

_____ Research and Connect with a Good Editor, clarify time line

Mostly, just focus on writing this week - too much else, will be a distraction

Week 3

- _____ Find a good Editor and give them your Manuscript
- _____ Send a pdf of your Manuscript to your Test Readers
- _____ Craft an Awesome Title & Subtitle (spend several days on this)
- _____ Order a Great Cover
- _____ Set up your Author Website & Landing Page for your FREE Bonus
set up Landing Page/Sign Up sequence with Mailing List Provider
set up Auto-Responder, at least 1 Follow up or Welcome email
- _____ Get Feedback from Test Readers and make Adjustments
- _____ Final Edits & Proofreading
- _____ Add Review Request Page to the End of your Book
- _____ Add Bonus Page at the Beginning of your Book
- _____ Format your Book
- _____ Get Feedback on your Cover options, share on Social Media to
create buzz for your launch

Week 4 - Pre-Launch

- _____ Upload your Book to KDP
make sure file size is under 3MB, so you can set price to 0.99c
- _____ Schedule Free Promo Days, both for book launch a reviewers
- _____ Forward your Book URL and ASIN to Promo Services
- _____ Add Book URL to Review Request Page in your eBook file
- _____ Add Book URL to your Author Website
- _____ Schedule Reviewers and forward Book url to them
set up 1 free day during prelaunch for reviewers to access your book for free
- _____ Update Author Website with Reviews as they come in
- _____ Write a compelling Book Description and upload to KDP
- _____ Double check that Sub Categories are showing correctly
contact customer service to switch if needed
- _____ Monitor Category Bestseller lists and move your book if needed
- _____ Set up your Author Central Page
add Editorial Reviews
- _____ Keep building buzz on Social Media, share daily excerpts

Launch Week

- _____ On Launch Day:
 - send off emails to everyone you know
 - post on your social media
 - Goodreads
 - tell everyone you know, ask them to share your book link
- _____ Follow up with Reviewers as needed
- _____ Give Interviews, respond to comments on Guest Posts
- _____ Check Bestseller Status once per Hour
- _____ Switch prices as needed
- _____ Check in with Promo services once the day before
- _____ Share Bestseller Screenshots on Social Media
- _____ CELEBRATE when you see your Book in the TOP 10!