



Best Selling Checklist

CHECKLIST	DATE
Getting Started	
Found accountability partner and set deadline	
Got leverage on why I MUST author a book	
Analyzed best sellers in my Amazon category (look at positives, 2-3 star reviews, ideas for content, etc)	
Crafted title and subtitle (based on Tagcrowd.com results)	
Brainstormed topics and wrote chapter outline	
Chose book creation method (book first or audio first)	
Checked existing resources as “building blocks” for book content	
AUDIO ONLY – downloaded Audacity recording software (free)	
AUDIO ONLY – bought external microphone (optional)	
Told myself how freakin’ awesome I am because I’m writing a book 😊	
Chose stock image for my cover	
Amazon Kindle eBook	
Outsourced cover creation on Fiverr or elance (or other)	
Compressed pictures to minimum file size	
Created interactive Table of Contents	
Inserted page breaks and end of chapters and sub-chapters	
Added “About the Author” to back of book with link to your webpage	
Signed up for third party email software service (Mailchimp or Infusionsoft – optional)	
Set up lead capture system (free gift – optional, based on above)	
Checked all book links on Apple devices (possibly change to bit.ly links)	
CreateSpace Print Book	
Outsourced cover creation on Fiverr or elance (or other)	
Changed page layout to 6 x 9 format	
Added page numbers	
Reformatted Table of Contents to include page numbers	

Removed images or changed to high resolution	
Changed any "CLICK HERE" hyperlinks to actually listing the full website (i.e., YourName.com or YourBusiness.com)	
ACX Audiobook	
Reformatted or outsourced cover (1400 x 1400, square)	
Use cueprompter.com as a teleprompter to read the text from your book (if you chose the BOOK First method)	
Created retail audio sample	
Made sure there's 1-2 seconds of muted audio at front and back	
Exported all files as .mp3 file at 44100 Hz and 192 kbps	
Emailed support@acx.com for 25 free promo links (after your book has been approved and is live)	
Marketing and Branding	
Create author page on Amazon Author Central (U.S. & U.K.)	
Give eBook for free to fans, friends, family and ask for reviews	
Run 24-48 hr KDP free book promotion	
Create Facebook business page	
Add "Best Seller" to the cover (optional) and description (mandatory)	
Change bio to include "Best Seller" inside book, Author Central, on your personal website, facebook page, twitter page, etc.	
Set up KDP free promotions for next 90 days	
Launch an additional online or offline program from your book's leads	
Told myself again that I'm sooo freakin' awesome because I've written a book 😊	

