

Selling Books by the Truckload!

Your Amazon Checklist!

Brought to you by Author Marketing Experts, Inc.

Three things matter on Amazon.com

- Categories & Keywords
- Matching search term
- Social proof - reviews

Book Launch Action Items

- Review letter in the back of the book: this letter will encourage readers to review your book. Yes, it works!
- Take a few minutes to read through descriptions of other bestselling books in your market and see what their book pages and book descriptions look like. Success leaves clues! Bookmark these for later when you're putting together your book description!
- What category are you in? Better to use a niche category rather than 2 broad markets.
- Make sure your book and eBook categories match. Not sure how to check this? Email the folks at Amazon Author Central for help. They can help you figure out the category and also fix a category for you, too!
- Book description: Sometimes these show up different depending on the edition you click on so make sure they are the same.
- Amazon Author Central Page: be sure this page is ready to go.

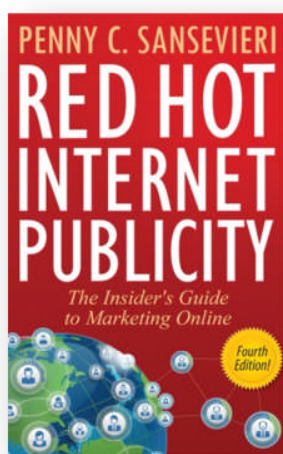
- Are you pitching Amazon reviewers? Don't forget to watch the video on getting more book reviews!
- Pricing strategies: when the book launches, it's not a great idea to raise the price to a point that a buyer has to question his or her purchase. In other words price it low enough (\$2.99 or less) that it will encourage a quick, impulse buy.

Find the Perfect Matching Search Term

- Keywords and subtitle: Your first goal is to find these. Use the intuitive search on Amazon or Google to kick-start this keyword search. You can also use sites like Ubersuggest.org.
- Important: Think "phrase" like you would plugging a name into a browser. So not just a single word, but an entire phrase. Like "new romance books" – that's how consumers search. Most don't just plug in "romance" into their browser and hope for the best.
- Book description: are you using keywords here? This is another great place to use keywords.

The Power of Free!

- Kindle giveaway – 5 days free, should you use all of them at once? No: start with just 3 days.
- Make sure you have at least 8-10 reviews on your Amazon book page before you launch a giveaway.
- Important: Free books help to kick in the Amazon Algorithms and will encourage online chatter about your book!
- Watch eBook pricing after the campaign ends: do not bring the book back up to full price. Keep it at half price for a day.



Wrapping Up & Ongoing!

- So you've had a successful launch, that's great! Now it's time to take a moment and send a thank you to the reviewers who took time to review your book. You can also thank them from your Amazon Author Central Page, too!
 - Got video? Now might be a great time to add video to your book page, too!

Penny C. Sansevieri, Founder and CEO Author Marketing Experts, Inc., is a best-selling author and internationally recognized book marketing and media relations expert. She is an Adjunct Professor teaching Self-Publishing for NYU.

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