

BOOK SALES MAKEOVER CHECKLIST

The checklist below summarizes the steps to take to complete your own book sales makeover. For more information about doing a book sales makeover, listen to Episode 15 of the Strategic Authorpreneur Podcast here: www.strategicauthorpreneur.com

- ☐ **Book Cover** - How does your cover match up to the top 100 covers in your category on Amazon? Does it look professional? Genre-appropriate?
- ☐ **Title/Subtitle** - Are you using the subtitle slot to full effect? Is the subtitle helping to filter / attract ideal readers?
- ☐ **Blurb** - Does your blurb follow best practices? Is there anything you could change to entice people to click more?
- ☐ **Reviews** - How many reviews do you have on your book? Do you have at least a 4* average rating? Is there anything you can do to get more reviews?
- ☐ **Also Boughts** - If you can see the also boughts on your Amazon page, are they appropriate?
- ☐ **Price** - What is your pricing goal? Volume of sales or more profit per book sold? Are you priced appropriately for your genre/category?
- ☐ **Reader Feedback** - Read through the negative reviews on your book. Are there any consistent patterns to the feedback?
- ☐ **Story** - Re-read your book, and be honest with yourself: is your reader feedback accurate? Does your story need changing?
- ☐ **Layout** - Review the layout in your book. Is there anything to change to improve your reader experience?
- ☐ **Polish** - Is your story polished? Re-read and correct anything you notice that needs fixing. If necessary, pay an editor or use peer editing to improve your finished product.
- ☐ **Front/Back Matter** - Is your back/front matter complete, up to date, and relevant?
- ☐ **Call to Action** - Do you have a clear call to action at the end of the book for what you want your readers to do next? (Read buy/read next book, social follow, mailing list signup)
- ☐ **Mailing List onboarding** - What happens when people sign up for your mailing list? Are you making sure they get your emails? Are you introducing yourself and your work, and then making your call to action / next step you want them to take very clear?