

How To Easily and Profitably Publish and Market Your Book CHECKLIST

Based on the online course at <https://www.viriversity.com/course/publishbook>

presented by



Writing Your Book [online lesson]

- Choose the right software for writing (Microsoft Word or Apple Pages)
- Make sure chapters / sections are organized in a way that makes sense
- Be consistent with your headers and subheads
- Make sure you have proper permissions to all the content included in your book
- If using footnotes, make sure they are added using the footnote feature in your software
- General book layout: Cover, Title Page, Dedication, Acknowledgments, Foreword, Contents, Chapters / Sections, About the Author, Other Titles by Author

Editing / Proofreading [online lesson]

- Use <https://www.Grammarly.com>
- Use your computers read/speech feature to listen to your book being read to you

- Alternatively, you can use eBookIt.com's [copy editing / proofreading service](#)

Designing Your Cover [[online lesson](#)]

- [DepositPhotos.com](#) is a great resource for images
 - eBookIt.com [Cover Design Service](#) can do it all for you
- ebook**

- Cover art must be in PNG or JPEG format
- RGB colorspace
- At least 1400 pixels on its shortest side
- Dimensions should match your book (6x9 is good size for ebook)

audiobook

- Cover art must be in JPEG format
- RGB colorspace
- At least 2400 pixels square (must be perfectly square)

print book

- [Amazon KDP Cover Template Generator](#)
- [Lightning Source Cover Template Generator](#)

Pre-Release Marketing [[online lesson](#)]

- Reserve Your Domain Name
- Create an "other books" graphic if you have more than one book
- Create a "request for reviews" graphic

Choosing Keywords [[online lesson](#)]

- Keywords are also phrases
- Settle on 7 keywords and list them starting with the most important
- Combine keywords in the most logical order. Customers search for "military science fiction" but probably not for "fiction science military"
- Think like a reader. Imagine how you'd search if you were a customer
- Find keywords using Amazon's search / suggest

keywords to avoid

- Information in your book's title, subtitle, or author information
- Subjective claims about quality (e.g. "best novel ever")
- Time-sensitive statements ("new," "on sale," "available now")
- Information common to most items in the category ("book")
- Spelling errors and variants
- Anything misrepresentative like the name of an author not associated with your book.

Writing Your Book's Description [[online lesson](#)]

headline / hook sentence

- Separated from rest of description
- Make them want to keep reading
- Google "writing a good hook"

general tips for writing your book's description

- Your description should be at least 150 words long
- Describe your book in simple, straightforward, and consumer-friendly terms
- Write in the third person.
- Give readers enough information to understand what your book is, what it's about, and if they'll like it—key factors in deciding whether to buy your book
- Use words that evoke emotion
- Include a brief testimonial and/or endorsement
- Use keywords
- Keep paragraphs short, two to three sentences max

tips for writing your FICTION book's description

- Offer hints about the plot, without revealing too much
- Focus on the book's contents, not the author
- Get them to the edge of their seats and then leave them hanging in suspense

tips for writing your non-FICTION book's description

- Highlight the reasons why your readers should be reading your book right now
- Explain their pain, then how your book can relieve their pain (or give them pleasure)
- Add your expertise: why you are the best person to write the book
- Use bullets or numbers. Take key points and precede with "here's what you'll learn" or similar language

avoid when writing your description

- Avoid time-sensitive language. For example, do not say "latest," "soon," "forthcoming," or "most recent," and do not refer to "last year" or an author's "next book."
- Avoid just giving a summary of the book
- Don't give away the ending or conclusion of the findings

Register at eBookIt.com [online lesson]

- Visit <https://www.ebookit.com> and enter your name and e-mail then follow instructions

Beginning a New Project [online lesson]

- Click the "Begin a New Project" link at <https://www.ebookit.com> and follow the instructions

Publishing Your Ebook [online lesson]

before you begin publishing your ebook

- Have your manuscript ready (ideally in .doc, .docx, or .pages)
- Have your cover image ready (unless we creating it for you)
- Have your keywords prepared
- Have your description prepared
- Have your "About the Author" section prepared

- ❑ Click the “Begin a New Project” link at <https://www.ebookit.com> and follow the instructions

Publishing Your Print Book [online lesson]

before you begin publishing your print book

- ❑ Have your manuscript ready (ideally in .doc, .docx, or .pages)
- ❑ Have your cover including front, back, and spine ready (unless we creating it for you)
- ❑ Have your keywords prepared
- ❑ Have your description prepared
- ❑ Have your “About the Author” section prepared
- ❑ Click the “Begin a New Project” link at <https://www.ebookit.com> and follow the instructions

Publishing Your Audiobook [online lesson]

before you begin publishing your audiobook

- ❑ Have your manuscript ready (in any format) - confident final version
- ❑ Have your cover including front, back, and spine ready (unless we creating it for you)
- ❑ Have your keywords prepared
- ❑ Have your description prepared
- ❑ Have your “About the Author” section prepared
- ❑ Have your Audible-ready audiobook files ready (unless we are narrating for you)
- ❑ Click the “Get Started” link at <https://studio.archieboy.com> and follow the instructions

Building Your Website [online lesson]

- ❑ Get your free book website at [HostingAuthors.com](https://www.HostingAuthors.com)
- ❑ For detailed instructions on building your website, see our course at <https://www.virversity.com/course/hostingauthors>

- [Name your book website](#)
- [Set the website colors](#)
- [Set the book information](#)
- [Create / upload the main image](#)
- [Enter the metadata](#)
- [Enter the author information](#)
- [Enter the contact information](#)

Using Your Domain [[online lesson](#)]

- Forward your domain to your HostingAuthors.com website
- Update your e-mail signature with your new website (domain)

Press Release [[online lesson](#)]

questions to ask before writing your press release

- 1. Why did you write the book? What was your motivation?
- 2. Who was this book written for and why should they read this book?
For example, what age group and gender was your book written for?
Are your readers trying to solve a problem in their lives? Are they trying to escape into an enticing story? The more you can tell us about your ideal readers, the better.
- 3. Could your book be tied to a trending topic or recent headline? If so, how?
- 4. If your expertise is an important part of this book, tell us why readers should care what you have to say on this topic.
- 5. Do you have a powerful quote from your book we could use? What is it?
- 6. Do you have any strong endorsements we can use? What are they and from whom?
- 7. Media outlets need to know how to contact you. You may get some unsolicited e-mail, so consider that before entering your contact information. The more ways to contact you the better, but also the more likely you are to get unrelated solicitations.

- 8. Is there anything special you would like us to say, promote, or focus on (can be something about the book, or something tangentially-related to the book or author)?
- 9. What is the "geographic source" of the press release? Please provide the Country, State/Province, and City. The geographic source is usually the city where the author lives or works, or a nearby metropolitan city.
- Let eBookIt.com write your release for you [here](#)
- Submit your press release for free using [prlog.org](#)
- [Link your press release to your website](#)
- [Record and link your Instant Interview](#)

Promotion Through Written Word Media [[online lesson](#)]

- Go to <https://secure.writtenwordmedia.com/features>
- Select your promotion option and complete the form

Goodreads Book Giveaway [[online lesson](#)]

- Go to https://www.goodreads.com/giveaway/show_create_options
- Select your promotion option and complete the form

Social Media for Authors [[online lesson](#)]

- Consider an account on Facebook
- Consider an account on Twitter
- Consider an account on Instagram
- Consider an account on Goodreads
- Consider an account on Pinterest
- Consider an account on BookBub

Use Your Website's Advanced Features [[online lesson](#)]

- [Update your book reviews / endorsements](#)
- [Update your book's buy links](#)

- ❑ Add frequently asked questions
- ❑ Update your press / media section
- ❑ Add your social media links
- ❑ Add your ebook cover if using multiple books
- ❑ Attach your domain name
- ❑ Create your author page
- ❑ Add a mailing list
- ❑ Replace HostingAuthors.com logo with your book logo
- ❑ Build your own bookstore where you keep 100%
- ❑ Create an author blog
- ❑ Create a podcast

Amazon Author Central [online lesson]

- ❑ Create your author page at <https://authorcentral.amazon.com/>
- ❑ Link your blog's RSS feed

Bookbub Ads [online lesson]

- ❑ Go to https://www.bookbub.com/partners/bookbub_ads
- ❑ Click the "Get Started" button and follow the instructions

Turn Your Book Into an Online Course [online lesson]

- ❑ Start creating your course at virversity.com
- ❑ Follow the instructions in the online course at <https://www.virversity.com/course/creatingacourse>