Self-Publish Books That Sell Checklist

1 - Book Topic Exploration

- [ ] Find out which books are popular now.
- [ ] Find pattern between top selling books
- [ ] Create List of Trending Keywords
- [ ] Group Keywords into Similar Groups (Diet books, Self-help, hypnosis...etc, Science Fiction)
- [ ] Take top group and Create Titles
- [ ] Create Pen Name For Group or Use Your Own Name

2 - Order Ghostwritten Manuscript Or Write Book Yourself

- [ ] Order books to be ghostwritten by top ranking ghost writing agency
- [ ] If writing yourself, create outline and write certain number of words a day
- [ ] Ensure Book is 15,000 words in length (100+ pages when printed).

3 - Order or Create Cover Yourself

- [ ] Place order on Fiverr for high quality stock photo covers in addition to 3D cover
- [ ] Ensure All Covers Match the same style since they will be sold as bundles
- [ ] or... Create Cover using Canva and GIMP

4 - Format Manuscript

- [ ] Run grammar / Spell Check of book in Word, Libre Writer and Grammarly
- [ ] **Grab a copy of Jutoh Software => CLICK HERE**
- [ ] Import document into Jutoh
- [ ] Format entire book in Jutoh
- [ ] Fill out Jutoh template with cover
- [ ] Write book description using top selling books as model
- [ ] Fill out Jutoh with book description and all title information

5 - Export Book To Paper and e-Book versions

- [ ] Export documents from Jutoh to Kindle Version (mobi)
- [ ] Export documents from Jutoh to Open Document Version and then to PDF
- [ ] Choose Correct Pricing Strategy
- [ ] **Need help with book formatting? Check out my course! CLICK HERE**

6 - Format Cover

- [ ] Format Cover in GIMP to CreateSpace version and Include Book Description
- [ ] Combine 3D Covers in GIMP to create bundle Covers
- [ ] Format audiobook version of cover in GIMP (2400 X 2400 resolution)

7 - Upload Books

- [ ] Post books on Kindle Direct Publishing
- [ ] Post paperback books on Kindle Print On Demand

8 - Order Audiobook Version

- [ ] Find Narrator for your book
- [ ] Have them produce all audiofiles of the book for you
- [ ] Post audiobook files on ACX

9 - Adjust Pricing

- [ ] Choose Correct Pricing Strategy
- [ ] Adjust price of paperbacks based upon sales volume

10 - Gather Reviews	
	Start an e-mail list to get advanced readers and ask for reviews
	Get reviews by using software built to request reviews from similar readers
	Run free promotionals through promational websites
11 - Marketing	
	Run Amazon ads $0.15 per click starting point set to automatic bidding
	(Content Marketing) Start a blog, youtube channel, podcast, website and put out content to grab new readers
	Need help getting started with Content Marketing? Check out my course! => CLICK HERE
12 - Don't do it alone!	
	Join a community of other self-publishers
	Need more help? Get 1-on-1 coaching with Chris => CLICK HERE