

BOOK SALES HACK CHECK LIST

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Dream . Work . Achieve



It is not just enough to
publish a book. Your book is
incomplete until it reaches
the appropriate readers.





This checklist will help you
see what you are doing wrong
or right and make proper
adjustments and changes
where necessary.



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It is important to know the difference between these related terms- '**Promotion**' and '**Marketing.**'

Promotion

This is the word on the street that you have a book. You can do this in different ways. Whatever you do, promotion involves the sounding of the gong to let people know that you have something they would absolutely love to read.



Marketing

This on the other hand is the sales of your book. Something you'll continue to do as long as possible. It is the production and presentation of your book and what distinguishes it from other books out there.



Tick the box if any of these 30 things apply to you.

If you tick up to 15 boxes, you are on track but you need to step up and if you tick below 15, then you are sleeping on your book.

It is time to wake up and collect 'your money.'

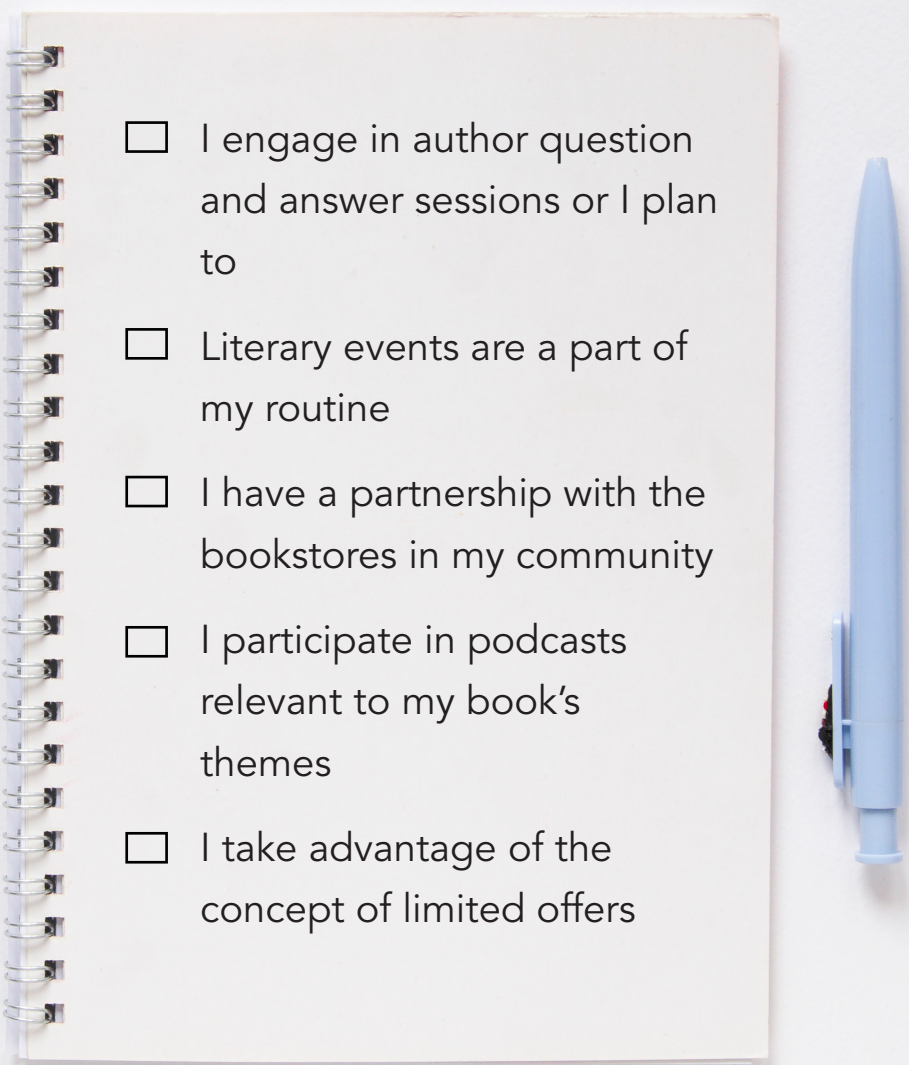


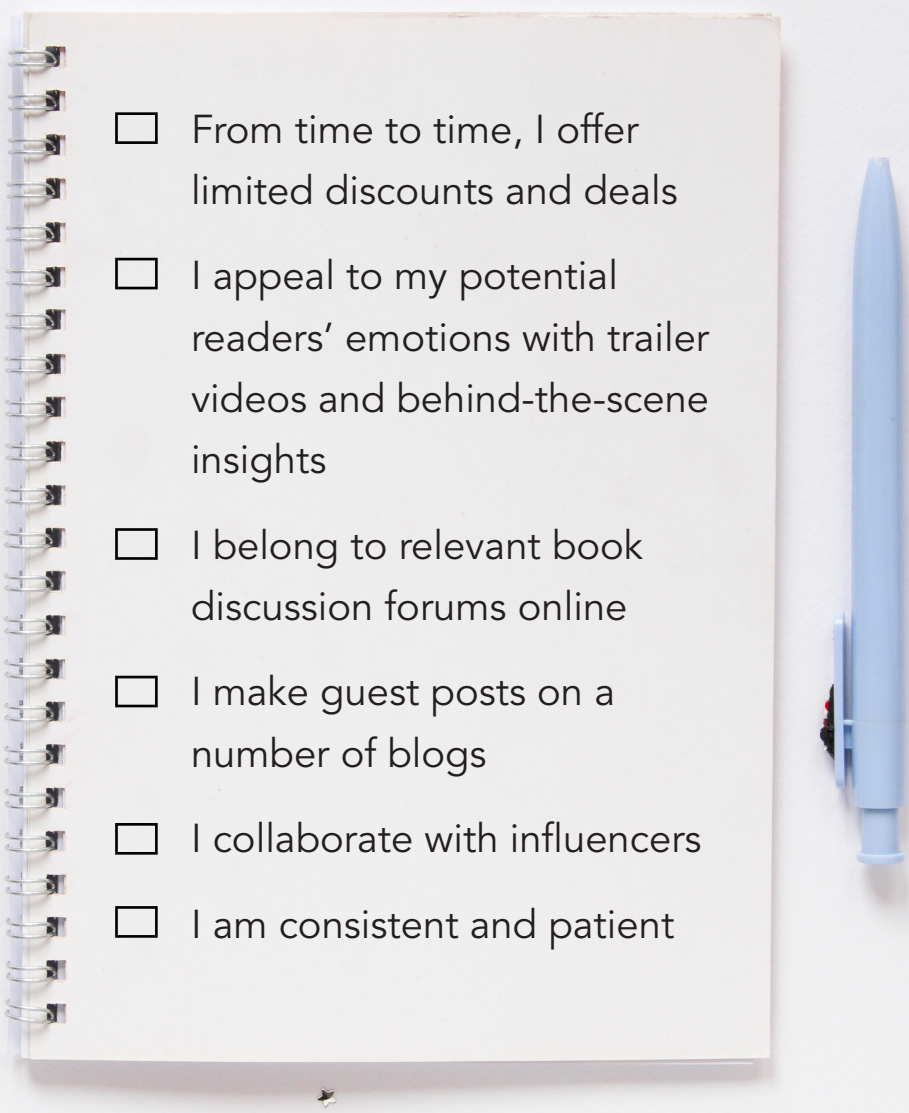
- ☐ I know my target audience
- ☐ I have an online presence
- ☐ My book has a captivating book cover
- ☐ I engage with content related to my book on social media
- ☐ There is a captivating book blurb for my book
- ☐ My book description has a captivating and persuasive language



- ☐ I engage with book reviewers and book bloggers
- ☐ I offer book bloggers and reviewers advanced copies of my books
- ☐ The cover design of my book is captivating(I am sure)
- ☐ I understand metadata
- ☐ My book has relevant keywords
- ☐ I understand the relevance of virtual events



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- ☐ I engage in author question and answer sessions or I plan to
 - ☐ Literary events are a part of my routine
 - ☐ I have a partnership with the bookstores in my community
 - ☐ I participate in podcasts relevant to my book's themes
 - ☐ I take advantage of the concept of limited offers

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- ☐ From time to time, I offer limited discounts and deals
 - ☐ I appeal to my potential readers' emotions with trailer videos and behind-the-scene insights
 - ☐ I belong to relevant book discussion forums online
 - ☐ I make guest posts on a number of blogs
 - ☐ I collaborate with influencers
 - ☐ I am consistent and patient

- ☐ I adjust my strategies with time and the environment
- ☐ Marketing my book is a continuous process for me
- ☐ Networking and forming bonds with readers, authors and industry professionals are top of my list.
- ☐ I keep reviewing my sales and make adjustments when due.
- ☐ I am reachable, virtually



☐ I do not work alone. I have a team

☐ I monitor sales and celebrate milestones.

