

**The Ultimate
BEST SELLER
Checklist**

Real**BestSeller**

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RealBestSeller

Use the following checklist to keep you on track to creating, publishing & launching your bestselling book.

#1: Audience

- Set up Facebook
 - Create a book-centric Page [Facebook URL](#)
 - Create profile image and banner [FB Graphic](#)
 - Collect followers [FB Fans “likes”](#)
 - Post updates and relevant helpful links [FB Postings](#)
- Setup [Twitter Acct](#)
 - Post [Tweets](#) regularly about updates.
- Setup your [Youtube Channel](#)
 - Create a [channel banner](#)
 - Create an [intro video](#)
 - Start [Vlogs Production](#)
 - [Vlogs Uploaded](#) on YouTube

Video Promo

- Write a [Promo Video Script](#)
- Start a [Promo Production](#)
- Get your [Promo Edited](#)
- Publish on [Youtube](#), [Vimeo](#) & Others

Email Campaign

- Sign up with [ActiveCampaign](#)
- Draft welcome email
- Draft 6+ content messages
- Draft 2+ sales messages
- Load drafts into system & test

#2: Content

- Prepare the book
 - Draft your [Book or get help](#)
 - Get your [Book Edited](#)
 - Create a [Digital Version](#)
- Set up Amazon & KDP accounts
 - Create an [Amazon listing](#)
 - Collect your [Amazon Reviews](#)
 - Request [Author Reviews](#)
 - Create an account with [KDP](#)
 - Create an account with [Author Central](#)
 - Select low competition categories
- Blog and articles
 - Segment your book into blog posts
 - Add a photo or video to each post
 - Schedule your posts to align w/your launch
 - Submit articles to other bloggers
- Build a book website
 - Register a [Book Title Domain](#)
 - Setup a [Book Site Opt in](#) to collect emails.
 - Create [Book Site Graphics](#)
 - Setup [Book Site Blogs](#)
- Setup materials for media
 - [Media Kit Created](#)
 - [Media Contact List](#)
 - Write a [Media Script](#)
 - [Contact Media](#)

#3: Pre-launch

- Plan for the Book launch event
 - Set the [Event Date](#)
 - Set the [Event Location](#)
 - Build the [Event Website](#)
 - Write the [Event Copy](#)
 - List the [Event Guests](#)
- Play the [Webinar Event](#)
- Setup your JV partners
 - Build your [JV List](#)
 - Prepare your [JV Gifts](#)
 - Write your [JV Emails](#)
 - Create your [JV Banners](#)
 - [Contact JV's](#)
 - [Confirm JV campaign](#)
 - [Prep JV Partners](#)
- [Write Press Releases](#)
- [Check SEO Tags](#) for better exposure
- Setup [Social Bookmarks](#)
- Start a contest
 - Create a [Contest Graphic](#)
 - Acquire a [Contest Service](#)
 - Build a [Contest Website](#)
- Confirm [Blogger Contacted](#)
- Collaborate with [Blogger Reviewers](#)
- Join [Forum SEO \(100+\)](#)

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- Prepare to [Send test emails](#)
- [Ask for Reviews](#)
- Setup PPC, FB ads or Amazon ad campaign
 - Start [PPC FB Set up](#)
 - Write a [PPC Copy](#)
 - Verify keyword strings
 - Run test ad
 - Start campaign (monitor daily)
- [Publish articles](#) related to your niche or book.
- [Test emails/respond](#)
- [QA all links](#)
- [Write Press Releases](#)
- Create [Video Reviews](#)
- [Edit Reviews](#)
- [Upload Reviews](#)
- Sign up for Thunderclap www.Thunderclap.it
- Contact partners for Thunderclap

#4: Launch

- Day before Launch Day
 - Send first set of emails (warm up)
 - Private message partners
 - Test all links in email, event and pages
- Launch Day
- [Open Launch Page](#)
 - [Send emails on launch day](#)
 - Watch Amazon rankings and monitor your book's rank
 - Screenshot your book's rank to keep a record
 - Spread the news on Twitter
 - Tweet, post on FB and JV the mid-day result
- Publish [Press Release](#)
- Launch & Monitor [Thunderclap](#)
- Book launch Event
 - Announce the event on your [FB Fans](#)
 - Announce the event through [Email campaign](#)
 - Launch the event through [JV website link](#)
 - JV Bonus offer
 - Sponsor Prizes
- Affiliates
 - Remind affiliates via email
 - Call affiliates on telephone or Skype
- Screen capture #1 rank on Amazon
- Get pdf and clipping reports from press release
- Create media kit
- Begin your ongoing campaign

#5: Post-launch

- Day after
 - Publish your [PR Amazon #](#)
 - Contact Radio Prod.
 - [Contact Newspapers](#)
 - Post an update on [Twitter/Facebook/LinkedIn](#)
 - Send [Email Thanks](#)
 - Send [BONUS email](#)
- Promote the sponsors
- Conduct Interviews
- Give thank you notes
- Send Thank You Gifts