

Pre-Launch Worksheet

Before getting started with your 14-day Kindle launch, complete this worksheet to make sure you're prepared for the process.

Questions	Your Answers
<p>1. What is my goal for creating a book for Amazon?</p>	<ul style="list-style-type: none"> <input type="checkbox"/> A need to tell my story <input type="checkbox"/> Become a published author <input type="checkbox"/> Add a paid product to my service business <input type="checkbox"/> Reach a new market segment (Amazon shoppers and Kindle users) <input type="checkbox"/> Build a community and boost my expert credibility <input type="checkbox"/> Create a resource for my community <input type="checkbox"/> Other _____
<p>2. What do I want my book to do?</p>	<ul style="list-style-type: none"> <input type="checkbox"/> Tell a story that is important to me <input type="checkbox"/> Tell a story I feel will be important to my target audience <input type="checkbox"/> Share a skill <input type="checkbox"/> Show people how to do something <input type="checkbox"/> Entertain people <input type="checkbox"/> Uplift people <input type="checkbox"/> Other _____
<p>3. How have I checked out my idea, and/or found a viable niche with “best-seller” potential?</p>	<ul style="list-style-type: none"> <input type="checkbox"/> Selecting 3-6 books in a category I’m interested in exploring <input type="checkbox"/> Looking for: <ul style="list-style-type: none"> <input type="radio"/> More than 30 reviews <input type="radio"/> A high Amazon category ranking <input type="radio"/> Fewer than 700 other books in that niche <input type="checkbox"/> Other _____

<p>4. Does my cover fit Amazon’s specifications?</p>	<p><input type="checkbox"/> 72 d.p.i.</p> <p><input type="checkbox"/> .JPG or .TIFF format</p> <p><input type="checkbox"/> No smaller than 500 x 1,000 pixels</p> <p><input type="checkbox"/> No larger than 1,250 x 2,000 pixels</p>
<p>5. I have chosen a strong title.</p>	<p><input type="checkbox"/> Yes <input type="checkbox"/> No</p>
<p>6. I have chosen at least three subtitles before making my final choice. Name them in the space provided on the right.</p>	<p><input type="checkbox"/> _____</p> <p>_____</p> <p>_____</p> <p><input type="checkbox"/> _____</p> <p>_____</p> <p>_____</p> <p><input type="checkbox"/> _____</p> <p>_____</p> <p>_____</p>
<p>7. I have written and refined a strong description, keeping my ideal reader always in mind.</p>	<p><input type="checkbox"/> Yes <input type="checkbox"/> No</p>
<p>8. I have created a plan for:</p>	<p><input type="checkbox"/> Promotion</p> <p><input type="checkbox"/> Getting initial reviews</p> <p><input type="checkbox"/> _____</p> <p><input type="checkbox"/> _____</p>
<p>9. I have downloaded or read the appropriate guide for my formatting method, and I have formatted my book.</p>	<p><input type="checkbox"/> Simply, as provided by the Kindle wizard and “Building Your Book for Kindle”</p> <p><input type="checkbox"/> Through Kindle Gen or another command-line program</p> <p><input type="checkbox"/> I outsourced it.</p> <p><input type="checkbox"/> Other _____</p>

<p>10. I have checked my book in:</p>	<p><input type="checkbox"/> A Kindle cloud reader</p> <p><input type="checkbox"/> Kindle Previewer</p> <p><input type="checkbox"/> An actual Kindle</p>
<p>11. I have decided on my pricing formula, based on...</p>	<p><input type="checkbox"/> How in-demand my topic is</p> <p><input type="checkbox"/> Whether or not my information is truly unique and valuable</p> <p><input type="checkbox"/> My competition</p> <p><input type="checkbox"/> Comparable books</p> <p><input type="checkbox"/> Other</p>
<p>13. I have joined (or will join) KDP Select</p>	<p><input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> Later</p>
<p>14. I am tracking my book's progress</p>	<p><input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> Later</p>