

Week 2 Checklist

Alright, one week down, one to go. It's just a short while until you launch your e-book, and hopefully assume your place atop your chosen Kindle category. Consider this list a quick and friendly reminder of the things you should have completed prior to moving into the next step.

- I have decided on my promotional strategy and set things in place.
- I have decided to:
 - Join KDP Select
 - Not join KDP Select
- I have planned when I want my five free days on KDP Select.
- I have decided on a pricing scheme.
- I have waited at least 48-72 hours after uploading to ensure my book has properly populated the Amazon catalog.
- I am actively asking for reviews and running pre-major-launch promotions geared towards gaining feedback.
- I have considered and included promotion through:
 - Social media
 - Niche forums
 - Freebie forums
 - Other _____
- I am committed to tracking my Amazon results through:
 - The Amazon Author's Page tracking tools and capabilities
 - Google Analytics on my websites or blogs