

THE 30 DAY EBOOK MARKETING FORMULA	
Who is this plan for? Any solo writer entrepreneur who wants their eBook to reach the ideal audience.	
FIRST STEP? Decide on the target launch date and work everything back from that date.	
ACTION STEPS	
WEEK ONE	STEP TAKEN
<i>MARKETING: Building your Author Platform</i>	
You have a professional looking author website which has your author name as the domain name.	
You have bought and own your own website domain name. Most authors prefer .com web addresses.	
You are happy that your website reflects your brand style and has an appealing author biography page which is up to date, with a recent author photo.	
You have created a media kit on your website with your author photo and biography and links to any interviews that you may have done and/or interesting facts.	
You have a blog as part of your website which you are updating at least once a week, and all of your posts can be shared on social media.	
You have some way that readers can subscribe online and follow your blog posts by email. You know how many people are following your blog by email and can use this number to measure any additional subscribers.	
You are following the statistics on your website and blog and can track the number of visitors each day. Google and Search Engines love to see fresh content on blogs, which helps the search engines to come to you when you post keywords around your topic.	
You have published the date when your book is launched. Take care with the launch message – it will instantly create an impression about the book and the content in the mind of the reader.	
This will set the date and lock down your timeline for yourself and the world.	

You have an up to date professional author photo which you can use on all of the self-publishing platforms with a very short snapshot biography.	
<i>MARKETING: Reaching out to Your Audience</i>	
Social Media	
You have created a Twitter account with a great snappy tag line, avatar and a background image and link to it on your website.	
You have created an official Author page on Facebook that your readers can find and built up enough links and connections to make it a stand-alone page, and link to it on your website.	
You have created a Goodreads Author account and started linking in your blog posts and friends and writers. Research any interest groups on Goodreads who would be interested in your type of book and start socialising.	
If you enjoy collecting photographs and images during the research for your book, create an account on Pinterest and/or Instagram and link to it on your website.	
<i>MARKETING: Creating your eBook Data</i>	
<i>Creation of the Front and Back Matter</i>	
You have written the copyright pages and added the credits for the cover designer and any other images you used in the text.	
You have added any dedications and acknowledgments.	
You have created a table of contents which links to the location in the eBook for that section by using the Heading Styles for your manuscript.	
You have written an introduction to the book if needed.	
You have added the references and extra information to the pages following the main body of the text.	
You have added at least one 'About the Author' Page with links to your website and social media pages and an invitation to sign up for your newsletter and review this book on the online retailers.	
You have added details of any other works that you have published, with links, and extras.	
<i>MARKETING: Customising your Launch Plan</i>	
<i>FICTION Authors</i>	

You have written at least three blog posts a week on your blog. Re-purpose old very popular posts and link them to the book, add a gallery of inspirational images linked to the new book.	
You have spent time finding images of actors and celebrities and added their name to the post title to instantly increase your visitor numbers. Readers love to know about inspiration for your characters. E.g. How [actor] inspired me to find my detective for my latest crime novel.	
You have engaged with your existing or prospective readers through intriguing facts and snippets about the book.	
<i>NON-FICTION Authors</i>	
You have created a profile on LinkedIn and have made connections to others working in the same topic / area.	
You have created an e-mail subscription campaign from your website, where you offer any subscriber some free bonus content or valuable information in exchange for their e-mail address. Use MailChimp or Aweber or similar mailing service to capture these emails.	
You are already commenting on the blog posts of other authors writing in the same topic, and have established some credentials as a leader in your field.	
You have written at least three fresh very topical blog posts with huge value and posted them one after the other, perhaps one each week, building blog traffic without having to make a hard sell.	
You have defined the unique benefits that your followers will experience from the eBook that you are going to offer, and have made these benefits part of your eBook description.	
You have come up with a FREE information product or other valuable resource, relevant to your followers that you can give away as Bonus Content when they buy your eBook OR when they subscribe to your email list.	
You could also offer your eBook at a low promotional launch price to your followers.	

WEEK TWO	STEP TAKEN
<i>MARKETING: Building your Author Platform</i>	
<i>Amazon Central</i>	
You have used your Amazon log in details to create a profile for your author brand on Amazon Author Central for both Amazon.com and Amazon.co.uk as a minimum.	
Your Amazon Author Central Author page has links to your website and all of your social media posts and updates automatically. It is your home page on Amazon and you should use it to promote your book launch tour and any videos that you have made about this book or your subject.	
You can even use it to link to your newsletter subscription if you have one.	
<i>The Sales Page for the Book on your Website</i>	
You have created one page on your website which has all of the information about this book. This is the place where all of your promotional posts and marketing will point to.	
You can develop this page and keep it private until you are ready for the launch.	
You have used SlideShare to embed the opening chapters of the book, which visitors can read on the site, or created a PDF of the opening pages which can be opened and downloaded.	
You have a high definition book cover image.	
You have written an enticing book blurb for your book – like the back cover of a printed book - which you can then use for all of the promotion and marketing to be consistent.	
You have written an exclusive 'behind the scenes' article about the book, with a gallery of colourful images.	
You have all the buying links drafted for your book. The hyperlinks can be added when the book is live.	
Create a promotional banner for the book with the book cover and launch dates. I use PowerPoint, but you can do it in Word and convert to a JPEG / PNG or in Keynote on a Mac. These custom graphics should leap out from the page and make your book instantly recognisable.	
<i>MARKETING: Reaching out to Your Audience</i>	
<i>Social Proof: Request Endorsements and Reviews for</i>	

<i>your book</i>	
The goal is to have five good reviews ready to go up on the launch day.	
You have asked your Beta Readers for a review in exchange for a free copy of your book.	
You have made a list of 20 blogs who review books similar to yours. You have made comments on these blogs before and have met or are familiar with the blog owner.	
You have sent a personal email to each blogger, attaching a one page description about the book and your author brand and how you can help them.	
You have offered a free review copy of our eBook in exchange for a review which you can use as part of your launch promotion.	
You have offered to do a guest post and offered the blogger a range of topics which link to your book which you think that the blog readers would find interesting. Show that you are going to add value to this blog and not just pitch your book in a hard sell.	
You have organised the list of bloggers who have agreed to host you into a 'Blog Tour' for your book, with dates and topics.	
<i>MARKETING: Creating your eBook Data</i>	
You have uploaded your documents and created a Kindle file which you can send to reviewers.	
As soon as your manuscript has been uploaded onto Kindle Direct Publishing and converted into the mobi/Kindle format, you can download a preview file onto your desktop. Once you have checked that the book can be read correctly, you can email this file to your reviewers and it will open on their Kindle eReader or computer / app etc. and be read as a Kindle eBook.	
You have created an ePub file which you can send to reviewers.	
As soon as your manuscript has been formatted, you can create an ePub file by using free software such as Calibre, which you can download. Once you have checked that the book can be read correctly, you can email this file to your reviewer and it will open on their KOBO, iBooks and other Digital Adobe applications on laptops, tablets and mobile devices.	
<i>MARKETING: Customising your Launch Plan</i>	
<i>Request Endorsements and Reviews for your book.</i>	

You have made a list of the top 20 industry leaders, or authors who write in your genre of fiction, whose blogs you have been commenting on, or who you have met in person or know by reputation in your area of expertise.	
You have created a personal email to the top five from this list, through the contact form on their website, asking them if they would be interested in reading your book and giving you a quote that you can use on the book cover. They might say no. If they say yes, then thank them, and then ask what format they would like to read and if it would be possible to have a quote in the next three weeks. If they are key people, be prepared to expect some delay, but remember, you can update your cover image any time you like and use the quote for promotion later.	
Repeat the same process for the other 15 bloggers / subject matter experts who are your personal friends or colleagues. If appropriate offer to run a guest blog, run a Question or Answer Interview session on your blog, or review one of their books in return for the favour.	

WEEK THREE	STEP TAKEN
<i>MARKETING: Building your Author Platform</i>	
Write Your Blog Posts in Advance	
You have created and scheduled a series of top quality blog posts for the launch week and the week after with evocative and keyword titles to attract visitors to your blog and website.	
You should aim for 3 to 5 pieces of valuable content. Write them now and load them ready to publish automatically.	
You have created of the guest posts for your blogger hosts and send them in advance to the blog owner with the full promotional kit for this book.	
<i>MARKETING: Reaching out to Your Audience</i>	
You have created a detailed fact promotional sheet for bloggers - sample tweets, FB shares, and short summaries, plus graphics and links to the book page on your website.	
You have Created Brilliant Sales Information	
You have written the Amazon book information for your book and loaded it onto Kindle Direct Publishing. Treat your book description like a sales page. The spelling and grammar should reflect the quality of the text.	
What is the compelling and irresistible hook to this book?	
Is the book description easy to understand? Remember – this will be scanned by browsers to the online bookstore who are intrigued by the cover art.	
Make the description short, memorable and irresistible.	
This is where you need to add any advance cover quotes when they come in from reviewers.	
<i>MARKETING: Creating your eBook Data</i>	
<i>Document conversion.</i>	
It is not unusual for there to be a delay while the online publishing platform converts your manuscript into the format it needs for that eReader. If there are formatting problems, your document will be rejected while you make the specific formatting changes they ask for. You should always allow at least a week for your manuscript to be converted, so that you can make corrections and resubmit the file, and still make the launch date.	

You have written the 'From the Author' script which you will add to the Editorial Reviews Section on your Amazon Author page on the day that the book goes live on Amazon.	
This is your chance to make a personal connection with your reader, one to one, and is the perfect place to express your passion for this book and the characters.	
<i>MARKETING: Customising your Launch Plan</i>	
You are building excitement and expectation in your niche market through regular social media updates and progress reports.	
Fiction Authors. Share the exclusive free extract from the opening chapters of your book with your network, linking back to your website.	
Non Fiction Authors. Is there a quote or endorsement that you can share which will help you to build intrigue and expectation in your topic?	

WEEK FOUR	STEP TAKEN
If you have an existing email list you have already shared information about the book and how they can buy a copy with your subscribers through your newsletter.	
If you have set up a Pre-Order then offer the book at a discount Pre-Order price to your local fans as soon as it is loaded, or some additional free material.	
Put a book teaser on the top of the home page on your website with links to Amazon and all of the other book stores– or use a widget with the links already added with a logo of the site.	
<i>MARKETING: Reaching out to Your Audience</i>	
Create a detailed schedule of all of the guest blogs and posts so that you can read any comments and quickly keep the conversation going.	
Write all of your guest post material and email it to your blog host with the Jpegs of your book cover and author photo and another copy of your launch media kit.	
Write all of the blog posts for your own site for the coming 7 days, linking to any guest post sites and have them loaded and scheduled to post automatically. You are going to be busy.	
Share your excitement and enthusiasm for your eBook on your social networks – and always link back to the master page for this book on your website which has all of the extra information plus purchase links. Your audience need to have that info handy.	
<i>MARKETING: Creating your eBook Data</i>	
Follow-up on reviews	
You have followed up on endorsements and added these to the promotional materials and your banner and website. All cover quotes should go into the Amazon book description as soon as you receive them. Remember, the Amazon Kindle Direct Publishing book file will be saved in draft until you press Publish.	
<i>MARKETING: Customising your Launch Plan</i>	
Create a NEW FREE bonus for new subscribers – which you will send out to all your subscribers as Exclusive Extras to the eBook. This works especially well for both non-fiction authors.	

Fiction authors should consider adding an exclusive extract of other incentive to anyone considering subscribing to their blog post.	
THE SOFT LAUNCH	STEP TAKEN
You have organised a Soft Launch- a couple of days ahead of your official launch. Not only can you check that all of your promotional material mentioned above is in place, you can also get some good early reviews, which will show up on Amazon and encourage new readers.	
You have sent a friendly but strong reminder to friends and family to add an Amazon review. You are very excited at the new book released today and would like them to spread the love.	
You have put teaser on the top of website with link to Amazon and all of the other book stores– or use a widget with the links already added with a logo of the site.	
Go to Author Central on both Amazon.com and Amazon.co.uk and your local store, and add your book to the book list for your account. Add in all of the extra information for that book. Make it compelling. PLUS any reviews that you may have received from Advance Reading Copies	
On the day that your book is live on Amazon or any of the online publishing platforms – You have created a profile for your book on Goodreads with the cover image and links to the book buy pages.	
You have sent emails to reviewers and fellow authors with links to all of the online book pages and Goodreads page so that they can add their reviews. Thank them and share your excitement about the new book release. Make them feel valued. And offer to do the same for them at any time.	
Take some photos of you celebrating the launch of your book and post them on all of your social media sites and your personal blog. Have fun and enjoy the experience.	
Put teaser on the top of website with link to Amazon	

POST LAUNCH	STEP TAKEN
Celebrate the Launch of your eBook!	
<i>Launch Week</i>	
Check that all of your blog posts have gone live and keep on track of all comments. Be sure to thank everyone who congratulates you on your launch.	
Create a detailed schedule of all of the guest blogs and posts so that you can read any comments and quickly keep the conversation going.	
Use Twitter and Facebook and your blog etc. to let your followers know where you are chatting that day and why it is of value to them to visit the blog – this adds visitors to your blog host and links back to your website.	
Try not to check your Amazon book sales more than once an hour!	
<i>Follow up to the Launch</i>	
You will have new visitors to your website and social media sites which you want to keep coming back. Create a NEW FREE bonus for new subscribers – which you will send out to all your subscribers as Exclusive Extras to the eBook. This works for both non-fiction and fiction authors.	
Consider Paid Advertising to boost your sales.	
Online Advertising is cheap and fast and you can run a short campaign and test the results. Facebook ads are very popular and can work if you have followers on Facebook. Google AdWords can also be very effective.	
Enjoy the satisfaction of the achievement of having launched your own eBook.	