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|   |   | 90 DAYS ACTION PLAN |   |
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|   |   | **15 DAYS** |   |   | **30 DAYS** |   |   | **45 DAYS** |   |
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|   |   |   | Start your book marketing process before your book is even edited. |   |   |   |   | Get as much feedback as early in the process as possible. |   |   |   |   | This can mean the difference between writing a bestseller, or a mediocre book. |   |   |
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|   |   | 1 |   | **MARKET THE BOOK** |   |   |   | 2 |   | **GET FEEDBACK** |   |   |   | 3 |   | **HIRE A GREAT EDITOR** |   |   |
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|   |   |   | • | Create a launch page where you can collect email addresses  |   |   |   |   | • | Fresh set of eyes on your book help you catch typos and grammatical errors |   |   |   |   | • | Do you personally know any English teachers or others in the editorial field? |   |   |
|   |   |   | • | Send people over to that page using social media |   |   |   |   | • | A new perspective can give you ideas for tightening up your story |   |   |   |   | • | Either hire a professional book editor, or hire a more budget-friendly editor |   |   |
|   |   |   | • | Post about your upcoming book |   |   |   |   | • |  |   |   |   |   | • | Start by paying a small sum to edit a few pages or a chapter |   |   |
|   |   |   | • | Try MailChimp or Aweber for collecting email addresses |   |   |   |   | • |  |   |   |   |   | • | Get the whole book edited in 2 weeks |   |   |
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|   |   | **60 DAYS** |   |   | **75 DAYS** |   |   | **90 DAYS** |   |
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|   |   |   | People absolutely do judge books by their covers. |   |   |   |   | There are resources online that can tell you how to format your book yourself for free. |   |   |   |   | As soon as your book goes live on Amazon, the time is right to reach out. |   |   |
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|   |   | 4 |   | **DESIGN A BOOK COVER** |   |   |   | 5 |   | **FORMATTING & PUBLISH** |   |   |   | 6 |   | **REACH OUT TO READERS** |   |   |
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|   |   |   | • | Hire a professional to put the cover design together. |   |   |   |   | • | Start by looking at Amazon Kindle Direct Publishing (KDP) forums |   |   |   |   | • | The initial sales will help push your book up Amazon’s rankings |   |   |
|   |   |   | • | Have at least a rough idea of what you want your book cover to look like |   |   |   |   | • | Preview your book using the Kindle previewer |   |   |   |   | • | Follow up with any influencers you’ve made contact with |   |   |
|   |   |   | • | Up to 3 rounds of revisions |   |   |   |   | • | Create a KDP account and upload your book  |   |   |   |   | • | Offer to give away a free copy of your book to a winning audience member |   |   |
|   |   |   | • |  |   |   |   |   | • |  |   |   |   |   | • | Make some special offer to sweeten the deal |   |   |
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|   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   | [© TemplateLab.com](https://templatelab.com/)   |