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|  |  | 90 DAYS ACTION PLAN | | | | | | | | | | | | | | | |  |
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|  |  | **15 DAYS** | | | |  |  | **30 DAYS** | | | |  |  | **45 DAYS** | | | |  |
|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
|  |  |  | 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** |  |  |
|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
|  |  |  | • | 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** | | | |  |
|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
|  |  |  | 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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