

## Sell More Books on Amazon – Checklist for Authors

- Make sure the book is **ready for prime time**, well edited and proofread with a well-designed cover. If necessary, you can easily upload a new book file and cover file for Kindle books. For printed books, the practicality of uploading a new book or cover depends on exactly how and where the book was published.
- Choose your **keywords** carefully and use them well in your book’s title and/or subtitle and description. And be sure to write strong benefit-oriented sales copy for the book description. I use the Google keyword tool for keyword research: <https://adwords.google.com/o/KeywordTool>
- Select the best **niche categories** when publishing to Amazon. When choosing your categories, click the Best Sellers link at the top of the book section on the Amazon website, and then use the menu on the left side to drill down to subcategories and sub-sub-categories. Be as specific as possible and consider how many competing books are in each category.
- Consider other ways to **draw traffic** to your Amazon book sales page and build your credibility, such as producing List Mania and So You’d Like to guides or reviewing other books that appeal to your target market. See Amazon’s review guidelines at <http://www.amazon.com/gp/community-help/customer-reviews-guidelines>.
- **Update your Amazon signature** by clicking on your name in the upper left corner of the Amazon screen (on my screen it says *Dana’s Amazon.com*) and then select “Your Profile” from the menu.
- Actively **solicit reviews** on Amazon and make it easy for people to do you this favor by giving them a link to your book page. I recommend getting reviews as early as possible because they will influence potential customers.
- **Give customers a taste** of what you have to offer. Be sure to enroll printed books in the Look Inside program. The first 10% of Kindle books is available as a free sample, so make sure that first 10% of your content entices people to buy.

- Promote yourself and your books through **Author Central**, where you can create an author profile including your photo, bio, a list of all your books on Amazon, your blog posts, Twitter feeds, and videos. Author Central is also a terrific tool for updating your book details on the Amazon website. Register at <http://authorcentral.amazon.com>. After you sign up, click the Help button on the menu to access a page with lots of helpful links, including a link to enroll your book in the Look Inside program and a link for contacting a human at Amazon.
- Help potential customers choose your book over the competition by offering your book in **multiple formats**. Here are links to Amazon's self-publishing divisions:

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KDP for Kindle eBooks: <http://kdp.amazon.com>

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## About The Savvy Book Marketer

Dana Lynn Smith helps authors and indie publishers learn how to sell more books through her how-to guides, author training programs, blog, newsletter, and private coaching. She has 17 years of publishing industry experience and a degree in marketing.

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