

eBook Marketing Checklist from the Daily PlanIt (www.dailyplanit.com)

Find out why you should take these steps, how to do it, and tools for getting it done:
<http://dailyplanit.com/2014/02/23/checklist-to-market-an-ebook/>

- ✓ Put Calls To Action in your book (and elsewhere!)
- ✓ Spiff up your About page.
- ✓ Optimize your profile on Google+.
- ✓ Create an author page on Amazon.
- ✓ Make an author trailer..
- ✓ Make a book trailer.
- ✓ Add a post announcing your publication to your website and Facebook page.
- ✓ Create a sidebar box with a link to your eBook on your webpage.
- ✓ Set up a Pinterest page.
- ✓ Share bits of information and quotes from your book in posts to spark interest.
- ✓ Choose from several free tools to create quotes.
- ✓ Use your Facebook Cover Photo in unique ways.
- ✓ Survey your Readers.
- ✓ Connect with online influencers.
- ✓ Pitch yourself as a guest blogger.
- ✓ Choose from various options to set up a way to collect emails from your fans.
- ✓ Set up a way to manage the emails you collect, so you can add them and keep track of them.
- ✓ Add the email sign-up form to your website.
- ✓ Offer something they will want to sign up.
- ✓ Offer a free newsletter with the templates in your email service, or curate a weekly review with highlights in Flipboard.
- ✓ Create an awesome Welcome email.
- ✓ Continue to improve all your marketing in creative ways!



I invite you to “like” the Daily PlanIt Facebook page and follow me on Pinterest for more information and tools for developing work and life skills. (You might even consider signing up for my email list!)