

## **Leveraging The Kindle Book Marketplace To Grow Your Business Checklist**

This handy checklist should help you stay on track with leveraging your Kindle publishing efforts to grow your business.

### **Write For Your Audience**

You already have a business, so you should be well-aware of who your audience is and what they want and need from you.

- Solve One Problem
- Describe a Day in Your Life
- Interviews: Transcribe Interviews; include extra background information and thoughts for a book.
- Historical: The history of your niche could work.
- Autobiographical: One way to approach this is to write a “How I....” book. Then explain how you can show them how to do it, too.

### **Spread the Word**

Forget the idea of “build it, or write it, and they will come” because it won’t happen. Remember, though, as you promote your book, you’re promoting your business, too. But, sometimes it’s easier to promote the book.

- Social Media: Run ads, share posts, interviews, testimonials...
- Friends: Yes, tell your friends about your book. Be proud and loud.
- Press Release: Send out a press release ahead of the release date of your book.
- Events: Go to live events both on and offline and always mention your book.

### **Don’t Forget the Inside of the Book**

You have a lot of leeway to talk about your business inside your book. Don’t worry that when you tell people how to do something that you do for a living that they won’t hire you now. They will hire you because in most cases they don’t want to do it, but they like knowing that you know how.

- Include an author’s biography
- Include testimonials
- Include links to your site that are easy to remember
- Offer an incentive for them to visit your blog or website
- List all your other publications

### **Describe Yourself as a Published Author**

Once you hit “publish” your life has changed. You’re now a published author. Create an Author Page for yourself on Facebook, add “author” to your name anyplace you can.

- Change your bios to say “author”
- Change your business cards to say “author”

- Change all your profiles to include the fact that you're an author

## **Consider Outsourcing**

You really don't even have to write the book yourself. You can hire a ghostwriter. If all of this sounds daunting, hire someone to write for you. Alternatively, you can write it, hire an editor, and also hire a professional illustrator and graphic designer to do the cover. You can do as much or as little of the process as you want.

- UpWork.com
- Writer Help Wanted
- Your Connections
- Ensure they Have Experience in Your Niche

## **Give Them Away**

Now that you've published, consider setting them up for free on Kindle. Giving your book away for a period of time, or forever, will get you on the best-seller's list (yes even when free) and will still accomplish what you want it to, which is to establish your expertise and bring them to your offerings on your website.

- Smashwords.com