



---

# A PLAN FOR EACH BOOK

---

A GIFT FROM [WWW.AUDACIOUS-AUTHOR.COM](http://WWW.AUDACIOUS-AUTHOR.COM)



JANUARY 1, 2016  
THE AUDACIOUS AUTHOR  
Cape Cod, MA 02645

# A PLAN FOR EACH BOOK

---

As I was doing my own business plan (Angelic Communications) I wanted to take a good look at each of my books and check them out to analyze why some of them were selling and others were sitting on the screen not doing anything.

Using 3 x 5 cards again or this sheet, I used one card per book and did a checklist for each one. (Hint: you can also use this form directly on your computer and keep it active in a file somewhere. I recommend a file for each book.)

Also: You can put all of this information and your goals up on a calendar. I have post-it notes on the wall above my work station where I can see and reference them.

Here it is:

BOOK: \_\_\_\_\_

## **CHANGE THIS TITLE?**

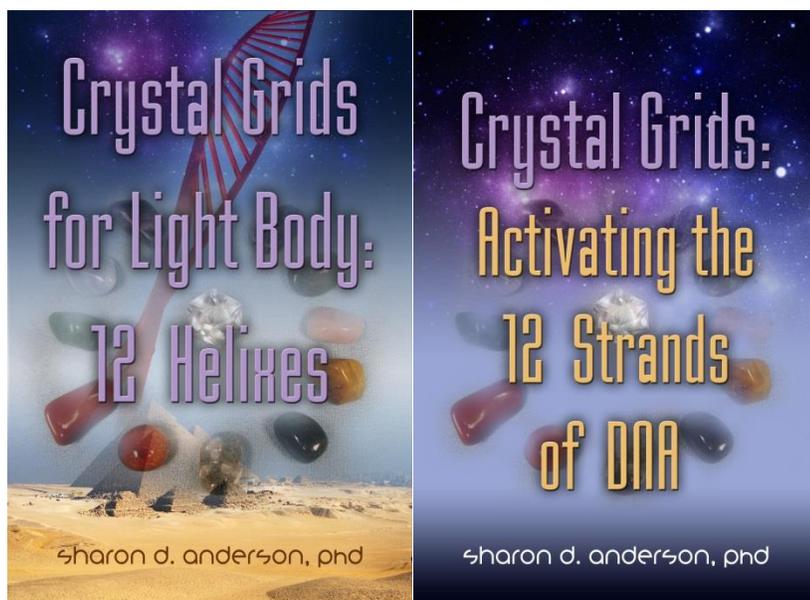
Does this book need a title change? If it is in print, you can do this by creating a second edition and going through the print process again. If you are publishing digitally, you only need to make those changes in your Microsoft Manuscript saving it as a second edition. If you publish through Amazon.com and their KDP program, you have a dashboard and can make those changes easily BUT I would wait until I had gone through the entire checklist before dashing off to make any changes there or to any other site.

Another consideration is: does this title reflect what your book is really about.

Example:

*Crystal Grids for Light Bodies. The 12 Helixes.* I thought that was a great title, but no one was interested. I had had one purchase in several months. My other Crystal Grid books were doing well. I decided to change the title and the cover making it reflect what the book was really

about. I changed it to *Crystal Grids – Activating the 12 Strands of DNA*. Here are the two covers and the cover changes.



I asked Todd Engel (My cover guru) to make the changes and to simplify the cover. He is truly remarkable. I love his work. <http://www.toddengel-engelcreative.com> .

Another consideration for the best title is to google it to see if there are other books out there with the same title. Do the same on Amazon under both the print and the e-book section. Another words, do your 'research' or 'homework' again.

## COVER

Do you think a new cover will enhance the book? If you made a title change, then you do need a new cover. Not sure? Do some research; check out covers in the same categories and see what is selling and what would easily adapt to your book text. This is like buying and wearing a new outfit.

If you cannot afford a professional designer, you can use [www.canva.com](http://www.canva.com) or another free or almost free program. I have used this program for several of my covers and the process is very simple. An important point to remember is - your cover is the first thing a reader sees and uses to push that buy button.

**Your cover is the outfit on the mannequin in your store window.**

## **PRICING**

Use the same considerations as above. See where the other books in your category are priced. Any shop owner knows that price comparison is a necessary decision. This also implies that you don't have to follow the pack or get into a price war. You want to give your readers honest value for honest monetary compensation.

Unless you are doing a marketing countdown or some sort of offer, personally, I don't recommend selling your book for free unless you have three or four others in a series. Then "free" is your choice. Some authors do this and again, it's their choice. From a retail standpoint, a shop owner rarely or never offers his merchandise for free. Store owners may offer Marked Down or on Sale, but never for free.

Amazon offers a countdown marketing program for your books, which I have used with some success. They also offer another for a free book but even that has its limitations. I offer my *Funny Bunny* for free during the Easter season, and am allowed to offer it for five days. Amazon is a retailer and very savvy in offering merchandise. I have been with Amazon since 2010 and personally, I am pleased with the way they operate and again, personally feel that my books have done very well with them.

## **CATEGORIES**

Have you placed your book in the right categories? Sometimes a change here is all that is needed to boost sales. Again, do your research. See what categories other books like yours are in and their ranking. Be honest, make certain you are comparing book content and not what you want yours to be. Ask yourself, is my book really like this one? Should it be in this category? Should you do more research until you are certain this is where your book belongs? When I went back to review where I had initially placed a few of my older titles, I was appalled. What stretch of my imagination dared me to do that? Also, remember, change! Newer

categories are being added by Amazon because of their relentless research. As more readers have access to e-books, their searches and selections change. Remember, not everyone will want to read your books, so your selections here are of the most importance. You want to make certain your books are available for your potential readers to find and consider.

## **KEY WORDS**

Such an important aspect of what you say about your book. Key words are important and keep your book up front for the search engines. Yes, we still use those. You can use phrases, and again do your research. Amazon gives you so many choices. Make certain you are in the Kindle e-book section of Amazon if that is where your book is to be presented.

<http://keywordtool.io/> is a free online tool that you can use to determine where your book should be and the keywords that are in searches. Your title and your book blurb should have all the keywords you really need, and should be the ones prominent in a keyword search.

## **CONTENT**

Does the story or the content need to be re-edited? Many times after a book is published, the author thinks of changes ... we all do it! I have re-published the thinking or thought book four times, each with a different title and upgrading the content.

1. The 7 Second Thought
2. Changing your life with the 7 second thought
3. Thinking Your Life – The 7 second thought
4. What Are You Thinking? Your Thoughts Create Your Life.

Currently, I am considering another edition for this book being more specific. The possibilities are endless. I do hope you can see that. How about the content of your book? The more we write, the better our skills become. Books that you wrote several years ago are probably not the same caliber of writing as your books are now. Check them out to see if I am right!

## **AUDIO BOOK**

Is this another format you might want to consider? I love audio books and have a very selective library of books from Audible.com on my Smartphone. Audible.com is another Amazon company. Listen to a few or try their introductory free offer and see if you like them. From the first few minutes, I was hooked and could visualize most of my books in audio form. What fun. I have made several attempts at creating one myself and that was even more fun.

## **TRANSLATION**

Can you see this book published in another language?

## **PUBLISHING E-BOOKS**

Here is where you decide if you want to use a service for publishing your books or do it yourself. There are two services that I know of, probably more: Smashwords and Draft2Digital (D2D). As more and more self-publishers come into this Indie arena, these services will become extremely popular. I am currently using D2D and find them tremendously helpful and user friendly. I picture this service much like my personal agent. I give them the book and they send it out to the different sites: Amazon KDP, Kobo, IBook, Nook, Scribd, Inktera, and Tolino. Yes, they do take a small percentage, but you have to make that decision, and that is only when the book sells.

I don't want to think of the time it would take me to do all of this individually. Also, just to keep track of this is a nightmare. When would I write?

## PRINTED EDITION

This is your decision. If you have a book in your inventory and want to create a print edition, that is up to you. I would recommend BookLocker for their Print on Demand books (which I have used) or Createspace (which I have used ).

## SERIES

If you have written several books in a series, then you might want to consider publishing them as a 'bundle', or offer the first one in the series free so that the rest will automatically be purchased by the reader. This will be covered under Marketing Strategies.

## FREE SITES

I will list a few sites you can tap into to offer your book for free:

Freebooksy.com

BookGorilla.com,

Booksends.com

There are hundreds more, I am certain, all that is needed is to Google them... I have used Amazon's KDP promotional offers and had a lot of my books downloaded globally. That was fun to watch...

## MARKETING STRATEGIES

This area is very important. Writing and Publishing are only half of the story. Here are some of the key ingredients you really should have.

1. Website – this is your store front. Amazon does a nice store front on your Author Page
2. Blog – This is your branding – who you are and what you offer
3. Podcasts – More branding, only a little more personal (your voice)
4. Social Media - Your audience, and your readers.
5. Facebook – Author’s page Another store front in another location.
6. Twitter – More audience, only a faster pace and condensed version.
7. Google+ - More audience for branding.
8. Good Reads – Another place for branding, except they are already avid readers.

# THE CHECKLIST

Your 3 x 5 cards: Print this page out, then copy it for each book, paste the list on a 3 x 5 card and you are ready to go to work. ...

Book Name _____
Title Change: _____
New Cover: _____
Pricing: _____
Categories: _____
Key Words: _____
Re-write content: _____

Audio Book: _____
Translation: _____
E-Book: _____
Print On Demand: _____
Series: _____
Free Sites: _____ BookGorilla, _____ FreeBooksy, _____ Booksends
Marketing Strategies: _____ Website, _____ Blog, _____ Podcast, _____ Facebook, _____ Author's Page, _____ Twitter, _____ GoodReads