

Day 1: Autopsy

Notes

The 6 keys to book sales are:

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____

The disadvantage of relaunching an old book is that Amazon factors the _____ into the book's _____ ranking.

On the other hand, with an old book, you don't have to _____ to launch _____.

By Amazon's definition, a bestseller is any book that ranks in the top ____ for any _____ that has at least _____ books.

Autopsy checklist

Cover

- ☐ Is the design eye-catching?
- ☐ Does it draw you in?
- ☐ Does it look like it belongs in a bookstore?
- ☐ Does it fit the genre of the book?
- ☐ Does it capture the essence of the book?
- ☐ Is it attractive and appealing?
- ☐ Is the information presented in a hierarchy, so that the most important information (the title) stands out the most?
- ☐ Is it obvious at a glance which words are the title?
- ☐ Does the design express the hook of the book visually?
- ☐ Does the title still stand out when the cover is 150 pixels wide x 225 pixels high (the size of the thumbnails Amazon uses in their search results)?
- ☐ Does the design still work at 150 x 225 pixels?

Reviews

- ☐ Are there at least 5 customer reviews with at least 4 stars, none of which carry the same last name as the author?
- ☐ Is there at least one customer review that's not 5 stars?
- ☐ Are there at least three editorial reviews?
- ☐ Are at least one or two reviews more than three sentences long?
- ☐ Do the reviews seem credible/legitimate (i.e., not obviously biased as family and friends of the author)?

Keywords & Categories

- ☐ Are all 7 keywords used?
- ☐ Are all 7 keywords relevant to the book?
- ☐ Are no keywords wasted duplicating the title, author, and subtitle?
- ☐ Do all keywords have at least 300 Amazon searches per month?
- ☐ Do all keywords have competitiveness scores of 70 or less?
- ☐ Is the book listed in at least two categories?
- ☐ Are all categories relevant to the content of the book?
- ☐ Are at least two categories under different high-level categories (ex. Business vs. Reference vs. Art & Photography)?
- ☐ Do at least two categories have attainable daily sales to rank for #10 (or better yet, #1)?

Sales copy

- ☐ Does the sales copy start with an attention-grabbing headline?
- ☐ Does the formatting help present the information clearly?
- ☐ Does the sales copy convey the book's unique hook?

Fiction

- ☐ Is the main character introduced?
- ☐ Is the main problem introduced?
- ☐ Does the copy use the fewest details and the fewest characters possible?
- ☐ Does it inspire suspense or curiosity?
- ☐ Does it sound like an appealing book to read?
- ☐ Does it make the reader want to know what happens in the book?
- ☐ Does the language have rhythm?

Non-Fiction

- ☐ Is the headline directly related to the pain point that would make the ideal reader seek out a book like this?
- ☐ Is there a bullet list of topics covered in the book and their benefits to the reader?
- ☐ Is there curiosity/suspense?
- ☐ Is the sales copy written from the reader's perspective (the pain or problem they want to solve) rather than the author's perspective (the technique or system they recommend to solve the problem)? (Ex. How to Cure Your Migraines, vs. Feel Better Using Reiki)
- ☐ Does it include why the author is qualified to write this book?

Platform

- ☐ Does the author have a bio and picture appearing on the sales page? (Set up in Amazon Author Central)
- ☐ Does the author have an author account on BookBub with at least a bio and picture?
- ☐ Is the author photo appealing and either professional or fun?
- ☐ Is the bio appealing?
- ☐ Does the bio fit with the book?

Traffic

- ☐ Are at least 100 people per day being sent to the book's sales page?
- ☐ Are Amazon ads running to promote this book?
- ☐ Are BookBub ads running to promote this book?
- ☐ Are the ads targeted to the ideal readers of this book?
- ☐ Are the ads visually appealing?
- ☐ Are the ads profitable?