AMPLIFY YOUR IMPACT

Publishing Your Passions

AUTHOR'S CHECKLIST

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Amplify Your Impact

Authors Checklist

Hello Future Author,
I am excited you decided to take the first step to becoming a published. But before you begin writing your best selling book, it's a smart idea to slow down and do a bit of research to ensure your book will be successful. This early research can help you craft a book that your audience will love and will buy.

Publishing your first book may be a bit overwhelming. Following this checklist will help you stay on track with what needs to be done for you to complete your book and get it published.

7 Steps To Getting Your Book Done

- Identify Your Target Audience. Who is this book designed to serve?
- Identify A Specific Problem Your Book Can Solve For This Audience
- Create a Complete Outline for Your Book Addressing This Problem
- Set Aside Time to Work On Your Book Each Day
- Write Your Book
- Publish Your Book
- Market Your Book

Identifying Content For Your Book

- Review previous blog post, and training notes you have written on this topic
- Transcribe your most popular Youtube videos
- 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…. " Then explain how you can show them how to do it, too.
- Collect written journal entries, prayers and poems to add to your book

Consider Outsourcing

You may not want 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

Add These Things To The Inside Of Your Book

Here are additional item you will want include inside of your book.

- Include an author's biography
- Include testimonials
- Include links to your website
- Offer an incentive for them to visit your blog or website
- List all your other publications

Hire a Book Editor

A book editor will help you make your publication even more impressive. Hire someone with experience in the genre you're working in. Ensure your editor has expereience in your niche and that they understand the message of your book.

Pre Publishing Requirements

Before having your book published it is important to make sure you have these details in order. No matter where you decide to have your book published and/or printed you must know where and how your book fits into the market place. Do your research and think through each of these carefully.

Develop a 4000 Character Description

When you publish your book they'll ask for a book description, which can use 4000 characters.

- Consider a copywriter for this portion
- Use keywords, emotions, and tell them what's in the book
- Check grammar and spelling religiously

Choose 7 Keywords

You get to pick 7 keywords, phrases included.

- Do keyword research to help you choose
- Pick keywords you know your audience uses
- Be creative: Think outside the box.

Determine Potential Categories For Your Book

There are a lot of categories to choose from and you only get to pick two.

- Be accurate
- Ensure it's the right place
- Ask for opinions

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.

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

Create an Author’s Page

Creating an Author’s page requires that you go to Amazon's AuthorCentral. This is an important step so you can claim your book and market your book.

- Have a Good Bio Written
- Know Your Blog Feed URLS
- Have a Good Headshot Ready
- Know the Links to Your Social Media

Create Social Media Accounts

Some people create accounts just for their book. This is a good idea for marketing and creating ads on specific sites.

- Create a Facebook and Instagram Page for Your Book
- Put a book trailer on YouTube
- Identify Unique Sites Where Your Audience May Be and Set Up Page There.

Create Web Page For Your Book

A good book website or page on your website is essential to marketing success. If you really want to sell more books, be more places. But have a home ofr your book. Place it on personal web page or create a specific site for your book.

Ready to Get Your Book Completed
Not sure Where To Start ?

This step-by-step guide will walk you through exactly how to outline your book to make maxiumum impact on your market.
You will work through what to put in your book and how to communite it to your audience for success.

Grab Your Amplify Your Impact Outline Your Best Selling BooK Workbook Today!

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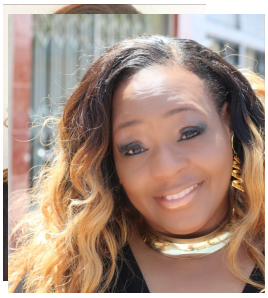

LaTania Michelle is a bestselling author, corporate speaker and minister. LaTania has spent her entire life inspiring others to follow and fulfill their dreams. Her experiences as a business woman, mentor, coach, mother and friend has given her an insight into what it takes to overcome great obstacles and turn impossibilities into possibilities.

LaTania is the recipient of a number of awards for both business and ministry including: the Life Time Achievement Award from Crenshaw Christian, Center, The Goodwill Industries Business Now Training Award as well as recognition and honors from the City of Los Angeles, the California State Assembly and the California State Senate.

LaTania now speaks on a variety of topics inspiring others to live a life of Passion, Purpose and Prosperity. For more information on how you can book LaTania for your business, organization or ministry e-mail her at latania@lataniamichelle.com or visit www.lataniamichelle.com