

LaTania Michelle's

**AMPLIFY YOUR
IMPACT**

Through Writing

**AUTHOR'S
CHECKLIST**

Amplify Your Impact Through Writing

Authors Checklist

Before you write your book, it's smart to slow down and do some research. This early research can help you craft a book that your audience will love and support.

Understanding Your Target Market

Determine the purpose of your book. Think about what your goal is for writing and publishing this book, whether that's to attract new leads, establish your expertise, or to earn additional revenue.

Consider who your target audience is. If you don't have a clear audience in mind, you may need to do additional research about your niche.

Use keyword research to see what information your community is hungry for. You can use a free keyword tool like Google's Keyword Tool to see which phrases your audience uses when searching online.

Go to Amazon and look for books about your topic. Make a list of books that have high star ratings and are frequently recommended by reviewers.

Pay attention to gaps in the market. These are areas other experts forget to cover within their books. When you spot gaps, make a note, as you may have stumbled across a profitable book idea.

Investigate the best-sellers list on Amazon. The easiest way to do this is to go to a search engine like Google and type: "Amazon Best Sellers (Niche)" without quotation marks. You should replace the word niche with the niche you'll be writing about.

Study the covers of various best sellers. Note which fonts are on these covers, what images are depicted, and which colors are most popular.

Check out the prices of the books on the best sellers list. Look for the highest price, the lowest, and the average. This information will help you when it's time for you to publish your book later on.

Planning Your Writing Schedule

Write out what a typical day looks like for you. Include all of your activities, both personal and professional.

Review your day. Now that you know how you're spending your time, look for ways you could sneak some writing time in.

Look for tasks you could outsource if you're short on time. You may be more productive if you employed a cleaning lady or hired a lawn care service.

Delegate what must be done. Don't be afraid to delegate tasks to a significant other or an older teen. This will leave you more time to work on your book.

Give up a hobby temporarily. Ask yourself what you could let go for a few weeks until your book is done. For example, you could avoid binge-watching your favorite shows on Netflix while you're working on your book.

Keep notes. When you're writing a book, it's perfectly normal to have new ideas pop into your head. Use your smartphone to take notes or record your thoughts before you can forget them.

Store your book in the cloud. Use a cloud-based system like DropBox so you can access your book no matter where you are. This lets you add new insights and ideas into your book while you're waiting at the doctor's office or standing in line at the bank.





Tools for Writing Faster

Look through your old blog posts or articles you've created. If the content is evergreen and applies to your book, consider repurposing it. You may even have enough previous content to write entire chapters.

Dig through old podcast or radio episodes. It's easy to forget all of the helpful advice and great quotes you shared on your episodes. Give them a listen and see if there's some content you'd like to use again.

Watch your videos. Check out your old videos on YouTube or re-watch your Facebook Live videos. Pay attention to content that would fit well with your book.

Review your previous events. If you were a featured guest on a webinar or gave a speech at a local networking meeting, that's more content you could re-use. Keep in mind that you need to ask permission from the event host before you recycle this content.

Make notes as you come across old resources. Jot down notes about where the content came from. This will help you when you need to look back to double-check details or want to make sure your facts are accurate.

Outsourcing Elements of Your Book

Find an editor. Editing is an important job and your book deserves the time and attention from a professional. But make sure the editor is one you trust to do their very best work.

Get a professional cover designer. Your cover is the first impression your readers will have of your book and you want it to be a good one.

Invest in a book formatter. A formatter does so much more than adjust font sizes or center text. A good formatter makes sure your book looks professional and polished.

Enlist a web designer. Your book needs a website so you can help visitors discover your work. Be sure to have your web designer create links so readers can download your book on Amazon Kindle, Kobo, Barnes and Noble Nook, and iBooks.

Marketing Techniques

Offer a digital book signing. There are plenty of sites where you can create digital autographs for your readers. One popular site that will help you do this is Authorgraph.

Advertise your book on Instagram. If you know your target market loves Instagram, then use this to your advantage and advertise on the social platform.

Send a press release to your local newspaper. If you live in a small city or town, write a press release and email it your editor. She might just print it!

Release a short podcast series about your book. Keep the momentum and excitement around your book going by creating a podcast series. Your episodes can pick up where the book left off or they could contain behind-the-scenes info.

Network with authors. Join online and offline writing groups. Participate in these forums and help support other writers. Your kindness will come back to you!



Launch Day

Upload your book trailer to YouTube. Most consumers have embraced video and love getting to see promotional trailers about upcoming or newly released books.

Schedule a Facebook party. Invite your friends, colleagues, and fans. Let them know they're welcome to invite others, so you can reach even more people.

Use Facebook Live. Kick off your Facebook party with a live video. Share how excited you are and encourage attendees to stick around for prizes and bonus content.

Offer Prizes. Giving away prizes is a quick way to keep people engaged at your party. You could ask for selfies and offer a prize to funniest selfie, the most serious selfie, or even the sexiest selfie.

Ask friends and colleagues to share your good news. Have 2-3 preformatted Facebook posts that friends can copy and upload to their profiles.

Request reviews. Let everyone at your party know how much you appreciate all reviews—whether good or bad. Invite them to share their thoughts on Amazon, Goodreads, or other book related websites.



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