

The Self Publishing Toolkit

WORKBOOK



Daphne Dangerlove

The Self-Publishing Toolkit Workbook

By

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Version 1.0

This Workbook is the companion to [The Self Publishing Toolkit by Daphne Dangerlove](#) available exclusively at Amazon.com.

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If you have any questions about the material in this guide, please contact me at daphne@theselfpublishingtoolkit.com or visit the contact page at SelfPublishingToolKit.com. I am happy to help.

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How to Use this Workbook

This Workbook is the companion to the Self-Publishing Toolkit. If you do not have a copy, you can obtain one at Amazon.com.

Welcome to the world of Self-Publishing. The journey you are about to embark on is both exciting and complex, which is where this Workbook comes in. These pages will make publishing your book easier. Self-Publishing is all about detail and this Workbook is full of checklists and worksheets to make sure you don't miss a thing.

The worksheets are labeled to correspond with the associated sections in The Self-Publishing Toolkit. I've also placed a note in the text to direct you to the appropriate worksheet for each section.

I recommend that you print this workbook and keep it together in a folder or binder. You will utilize the data you collect and develop throughout the book, so it will save a lot of time to keep all of your work in one place.

Let's get started!

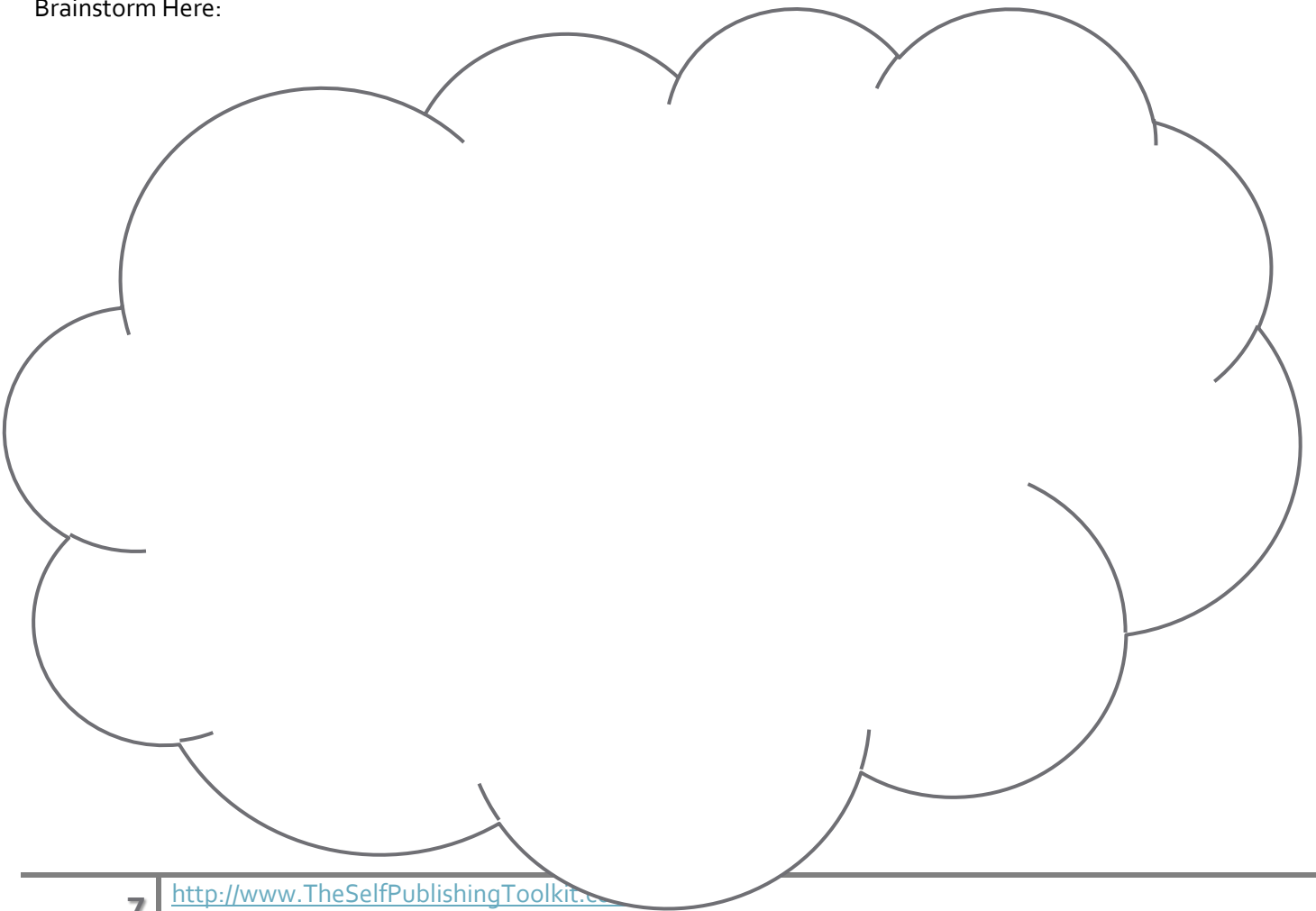
List Your Top Three Goals for the Next Year

1.

2.

3.

Brainstorm Here:



Goal #1 _____

Steps:

1. _____

2. _____

3. _____

4. _____

5. _____

6. _____

7. _____

8. _____

9. _____

10. _____

11. _____

12. _____

13. _____

14. _____

15. _____

16. _____

17. _____

18. _____

Goal #2 _____

Steps:

1. _____

2. _____

3. _____

4. _____

5. _____

6. _____

7. _____

8. _____

9. _____

10. _____

11. _____

12. _____

13. _____

14. _____

15. _____

16. _____

17. _____

18. _____

Goal #3 _____

Steps:

1. _____

2. _____

3. _____

4. _____

5. _____

6. _____

7. _____

8. _____

9. _____

10. _____

11. _____

12. _____

13. _____

14. _____

15. _____

16. _____

17. _____

18. _____

Market Research

Amazon Recon Worksheet

1. *What's hot in your genre right now? (List books in your category/genre in the top 100. Check genre specific lists too.)*

2. *Pick a couple of the more popular books and read the 5 star and 1-2 star comments. What did people like? What didn't they like? Note anything that interests you.*

3. *List the covers of 5 books that you like. (This will come in handy later when you are working on your cover design.)*

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

4. List 10 Authors in your genre that are selling well (look at their sales rank) in your genre

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____
8. _____
9. _____
10. _____

5. Potential Categories (You may find between 2 and 10 relevant categories) Look in the Product description to find out what categories a book is ranking in. If there is no category listed, that means the book isn't ranking, so it is not a good candidate for this exercise.)

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____
8. _____
9. _____
10. _____

Keyword Brainstorming

(Think outside the box while brainstorming. What are your character's occupations? Where do they live? What is your genre?)

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____
8. _____
9. _____
10. _____
11. _____
12. _____
13. _____
14. _____
15. _____
16. _____
17. _____
18. _____
19. _____
20. _____

Use this area to brainstorm and free associate possible keywords, then transfer the words with potential to the numbered list.

Keyword Research Worksheet
Top Google Keywords

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____
8. _____
9. _____
10. _____
11. _____
12. _____
13. _____
14. _____
15. _____
16. _____
17. _____
18. _____
19. _____
20. _____
21. _____
22. _____
23. _____

Top Amazon Keywords

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____
8. _____
9. _____
10. _____
11. _____
12. _____
13. _____
14. _____
15. _____
16. _____
17. _____
18. _____
19. _____
20. _____
21. _____
22. _____
23. _____

Top Combined Keywords

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____
8. _____
9. _____
10. _____
11. _____
12. _____
13. _____
14. _____
15. _____
16. _____
17. _____
18. _____
19. _____
20. _____
21. _____
22. _____
23. _____

Punch List

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____
8. _____
9. _____
10. _____
11. _____
12. _____
13. _____
14. _____
15. _____
16. _____
17. _____
18. _____
19. _____
20. _____

PUBLICATION

Cover Design Worksheet

Book Title: _____

Sub Title: _____

Author Name: _____

Genre: _____

Book Blurb:

Book Covers I like: (*Titles or URLs*)

Images I like: (*URLs*) or save them to a lightbox on Dreamstime and record the link in Evernote

Promo Kit Creation Checklist

- Elevator Biography (One-two sentences at most.)
- One Paragraph Biography
- Page Length Biography (250-300 Words)
- Author Photo and/or Logo
- Elevator Book Description
- One Paragraph Book Description
- Two-Three Paragraph Book Description

Notes:

Biography Questionnaire

Writing your biography can be the cause of some pretty impressive procrastination so give yourself a 30 minute time limit to fill this out, and then take a break. You can split this task out over a week so you just spend 30 minutes a day working on it until it is done.

1. Why are you the only person that could write your book?

2. What inspired you to write your book?

3. What excites you about writing/your book?

4. What do you do when you are not writing?

5. What are you passionate about?

6. What jobs have you had in the past? Anything interest or relevant to your book?

7. Any awards, other books or best sellers?

Book Blurb Worksheet

Elevator Pitch

Character's name: _____

Job/Life's Work: _____

Current Situation: _____

When + Inciting Incident:

When _____

Now + What's at Stake:

Now _____

Put it all together:

Formatting Checklist

- All tabs have been replaced by indents
- No ¶ are between your paragraphs. Use the ¶ button on the Home menu ribbon to check for this.
- Page breaks between chapters
- Images (if any) were placed with the Insert Menu
- No Headers or Footers
- Styles used for Chapter and Sub Chapter Headings

Publication Checklist

- Manuscript edited for content.
- Manuscript copyedited for grammatical and punctuation errors.
- Front Matter
 - Title Page
 - Liability Disclaimer
- Back Matter
 - Acknowledgements, if you plan to include them.
 - Request for reviews
 - Invitation to join your mailing list
 - Social Media links
 - Teaser Chapter for next book (make sure to note this in the front matter if you decide to do this.)
- Clickable Table of Contents (if needed)
 - TOC bookmarked
- Manuscript has been saved as filtered html.
- Book Blurb
- Book Cover
- Price: _____

SECTION THREE: PROMOTION

Website Setup Checklist

- Select a domain name. (Don't forget to check availability.) _____
- Buy your domain. (Combine this step with the next one for super easy setup!)
- Set up hosting with [HostGator](#) (Use SELFPUBLISH for 25% off) or host of your choice.
- Install WordPress via your cPanel
- Install WordPress Plugins
 - [Akismet](#)
 - [Obtain API Key](#)
 - [Configure Akismet on your site](#)
 - Jetpack
 - Sharing
 - Jetpack Comments

*What you choose to Activate via Jetpack is up to you. You'll find recommendations in the The Self-Publishing Toolkit.
 - [Google Analytics for WordPress](#)
 - Create Google Analytics Account
 - Configure Google Analytics for Wordpress
 - All in One Seo Pack
 - Configure All in One SEO Pack
 - Enable Media Replace
 - [Google XML Sitemaps](#)

Website Content Creation Checklist

Pages

- Welcome/Home/Blog Page
- Biography/About You
- Blog (if separate home page is being used)
- Contact From
- Book Page

Navigation

- Create Primary Navigation

Sidebars

- Social Media Icons
 - Download Buttons
 - Set Up RSS Feed with Feedburner
 - Set Up Buttons
 - Put Buttons in Sidebar
- Email List Form
 - Create Aweber Account
 - Design Form
- Links to buy Books
- Latest Posts Widget

Blog Brainstorming Worksheet

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____
8. _____
9. _____
10. _____
11. _____
12. _____
13. _____
14. _____
15. _____
16. _____
17. _____
18. _____
19. _____
20. _____
21. _____
22. _____
23. _____
24. _____
25. _____

On Page/Post Optimization Checklist

- Title contains keywords.
- Description contains keywords towards the beginning.
- Keyword field filled out with relevant keywords.
- Image file names are keywords
- At least one link in post, placed toward beginning of post.
- Used Headings in Post Content

KDP Select Promotion Checklist

Before your promotions:

- Amazon Author Central Profile Completed
- Blog Feed Connected to Author Central Profile
- Invitation to Join Mailing List Posted on Amazon
 - In book description
 - On Author Central Profile
- Mailing List Sign Up on Blog/Website
- Contact Page and Form on Website
- Promotion Scheduled via the KDP Select Bookshelf Dashboard. Date(s): _____

Within 30 days of your promotion:

- Submit book to Blogs (see list.)
- Tweets scheduled. (see list)
- Write & Schedule a post on your own blog

Day or days of promotion:

- Tag your book on Amazon as free
- Stagger Facebook Posts
- Post to [Snicklist](#)
- Post to [Addicted to eBooks](#)
- Post to Forums
- Post to your Facebook page

Blog List

Free Blogs to Notify

Wherever possible, I have linked you directly to the submit form.

Author Marketing Club : You need to create an account, but this site allows you to submit to 12 sites on one page. Just pay attention because some of the sites require a 30 day advance notice, and others require day of posting. Be sure to check them off the list below when you fill out the forms.

30 Days Prior to Your Promotion

Get your book in early to get a spot on these lists!

- Bargain eBook Hunter: You can notify them of your free promo (at least a week in advance) but there is no guarantee of placement. You can pay for a guaranteed placement.
- Books on the Knob: Must have reviews before you submit and mention is not guaranteed.
- Centsible Reads: Scroll down to the bottom of the page for free submission.
- eBookLister: No erotica, but steamy romance is okay.
- eReader iQ: Automatically includes your book when it goes free.
- Flurries of Words: All advertising options are free. Must email to schedule. No erotica.
- Free Booksy: Editorial submission. No erotica.
- Free eBooks Daily: Must subscribe to blog or follow on Twitter to be featured.
- Free Kindle Books & Tips: Must have an average rating of 4-5 stars. Notify as far in advance as you can.
- Frugal eReader Freebie Submission: Not guaranteed so get in early.
- Indie Book List: Notify at least a week in advance, more if possible.
- Kindle Spice: Must be erotic, have 5 reviews and have an average of 4+ stars in rating.
- Orangeberry Book Tour: Must have 3 reviews, not guaranteed.
- Pixel of Ink: Getting picked up by Pol is the holy grail of the Self-Published author! Notify 30 days in advance.
- Talisman Book Publishing: Must follow on all Social Media sites.
- The Kindle Daily Deal: Email info to thekindledailydeal@gmail.com. Read submission guidelines.

One Week Prior to Your Promotion

- Bargain eBook Hunter: Submit, but no guarantee that your book will be featured. You can pay \$5 for guaranteed placement.
- Digital Book Today Top 100 Free eBook List: Must be a full length novel with 10 or more review and a 4.0+ review average.
- Ereader News Today: Must send books in at least 3 days prior to your promotion. Very influential site.
- Free Erotica: Five days advance notice required.

Indies Unlimited: On the Thursday before your promotion, watch for a post titled “Freebie Friday Ramp Up” and add your book’s title, name, blurb and your link that will have your book free on Friday.

Kindle Daily Deal: No charge but requests you purchase one of his books.

Media Bistro: Email your submission to appnewser@mediabistro.com. They choose several free ebooks to feature per week.

Day of

Addicted to ebooks

Snicklist.

Amazon’s Meet the Authors Forum: The only place on Amazon where you are allowed to self-promote.

The Book Bazaar at Kindle Boards: You may start a thread to promote your book.

Paid Blogs

While it's unlikely you'd ever pay for placement on all of these at once, they are provided for your reference.

- Centsible Reads: Multiple options. Daily feature for \$25 and Sidebar ads \$25 for a month.
- eReader iQ: You can purchase a Book of the Day sponsorship for \$50.
- Free Booksy: Many options. They also have a free Author Marketing App for Facebook.
- Frugal E Reader: Multiple options from \$10 to \$100 depending on promotional package choice.
- Good Kindles: Requires a \$1 donation and follow all of the instructions at this link to the letter.
- Kindle Author Free Book Promo: \$20 per title, per day.
- Kindle Author: Book of the Day \$75, Free Book Promo \$20, Bargain Books \$20.
- Kindle Fire Department: Must have 3 reviews. \$75 a day. No erotica.
- Kindle Nation Daily: Multiple options ranging from \$29.99 - \$179.99.
- Kindle Spice: Multiple paid options for sponsorship for erotic & erotic romance books.
- Super E-books: \$20 for a catalog page on their site, \$45 for a daily ad, \$125 for a week.
- World Literary Cafe: \$40 for a social media book buzz promotion. They also have a new release program for \$45.

Twitter Accounts

(This is a long list. Be sure to spread your tweets out across the entire day and vary your text so you aren't spamming your followers.)

- @4FreeKindleBook
- @Booksontheknob
- @Bookyrnextread
- @CheapKindleDly
- @DigitalBkToday
- @ebook
- @free
- @free_kindle
- @freebookdude
- @freebookdeal
- @FreeKindleStuff
- @FreeReadFeed
- @IndAuthorSucess
- @IndieKindle
- @Kindle_promo
- @KindleBookKing
- @KindleDaily
- @kindleebooks
- @KindleEbooksUK
- @kindlefantasies (science fiction/fantasy)
- @KindleFreeBook
- @kindlenews
- @Kindlestuff
- @KindleUpdates
- @WLCPromotions

Facebook Pages

- [Amazon Kindle:](#)
- [Authors on the Cheap](#)
- [Ebook Deal of the Day UK](#)
- [Ebook Deal of the Day US](#)
- [eBooks Free Free Free](#)
- [Ebooks of Horror Facebook page](#)
- [Effective Teaching Solutions:](#) Children, Middle Grade and YA authors may post here.
- [eReader1 US](#)
- [Erotic Books Online](#)
- [Free Book Deal](#)
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- [Free eBooks](#)
- [Free Erotica](#)
- [Free Kindle and Nook Books for Readers](#)
- [Free Kindle Books & Tips](#)
- [Free Today on Amazon](#)
- [GalleyCats New Books Page](#)
- [iAuthor](#)
- [Indie Kindle](#)
- [Kindle Finds](#)
- [Kindle Korner](#)
- [Only Romance](#)
- [Reading Kindle](#)
- [Share FREE eBooks](#)
- [Solid Series Facebook Page](#)