

New Author Checklist

1. Copyright Your Book

- a. If you didn't copyright your book, then you should do it ASAP. You don't need to hire anyone to do it. Just create an account using the link below. Then work your way through the form, it's a pain but by no means impossible. If there's a problem, the copyright office will email you for clarification. So, make sure you use an email that you check regularly. It usually takes around six months to get the official paperwork, but you are secure once you upload your book. Don't wait to start marketing.
 - i. [Click here for the US Copyright Office](#)

2. Setup Your Amazon Author Page

- a. You need to go to [Author Central](#). The beauty of this is that you can upload the pictures *you* want and update your author bio regularly too. You can look at mine [here](#). Each country has its own Amazon site so you will need to set it up in the US, UK, Germany, Japan, etc. if you are international. Also, if you have an author webpage, make sure you include the link to it in your bio.

3. Setup Your Goodreads Author Page

- a. Even if you don't plan on using it much, you should set up your page. This is the largest reader community in the world. There are lots of groups you can join to get your name out there. Getting reviews on Amazon and Goodreads are the two most important places.
 - i. [Click here to find out more about the Goodreads Author Program](#)

4. Create an Author Website

- a. I realize that this can be intimidating, but it is important for people to be able to find you. An author website is more than just a hub for all your links. It should have the following:
 - i. **A Static Landing Page** (meaning it stays the same/it's not a blog). Look at some author websites in your genre for ideas.
 - ii. **About Me** (your short and extended bio go here). Make it sound like you.
 - iii. **Books** for your growing list (picture, blurb, and links to buy).

- iv. **Contact Page** (just use the default).
- b. You can always add more pages later. I would recommend using [WordPress](#) (it's the largest provider for a reason. And tons of people *use* and *subscribe* to their reader). They have a good selection of free templates and you can start with a free page if you don't have money to pay for an author URL (personal web address). Later, you can buy a URL and simply map to your new site. There are tutorials on WordPress and YouTube. Of course, it is best to just buy the URL now. If your name is taken, try author on either side of it.

5. Other Social Media Platforms

- a. There are so many other social media platforms. You don't need to be on all of them. It's better to pick a few and do them well. **Remember, brand yourself, not your book.**
 - i. For Bookbub.com, claim your [Bookbub Author Page](#) here. This platform is growing quickly. When you reach a thousand followers, they will send out emails when you release a new book. Take advantage of any free advertising you can get.
 - ii. For [Instagram](#), you will need to download the app to post pics. But you can log in via your web browser to view your account, like other people's photos, and follow new people.
 - iii. [Pinterest](#) is not only great for visibility, but it's a great tool too.
 - iv. Create a [Twitter](#) account.
 - v. Create a [Facebook Fan Page](#).
 - vi. Create a [YouTube](#) Channel for a vlog or podcast.
 - vii. Some authors use [LinkedIn](#) to connect with others.
 - viii. You can post poetry, shorts, and sneak previews on [Wattpad](#).

6. Manage Your Social Media Efficiently

- a. The last thing you want to do is spread yourself thin. Use tools to make social media faster and more efficient. Don't pay for anything until you try it for a while. I know it's all very exciting, but save your money for things like editing, cover design, and advertising.

My favorite way to schedule content is with [Hootsuite](#) or [Ripl](#) and [Blog2Social](#) via my website. You can schedule 30 posts ahead of time for free. It works with Twitter, FB, LinkedIn, Pinterest, and Instagram.

7. Look Professional

- a. Choose your fonts wisely. Make sure your books and graphics are appealing by using fonts that are on point. Also, make sure that they are free for commercial use (that goes for pictures, as well as, fonts). My favorite place to find a new font is [FontSquirrel](#). All of them are free for personal and commercial use.
 - i. **WHAT IS ALWAYS OUT:** Comic Sans, Courier, Papyrus, Curlz MT, Trajan, Times New Roman, Arial, and Copperplate Gothic.
 - ii. **ALWAYS IN STYLE:** Proxima Nova, [Garamond](#), Gotham, [Franklin Gothic](#), and Brandon Grotesque. (Some of these are defaults)
 - iii. **NOTE:** Serif fonts are easier to read for items in print. Sans Serif is easier for items on screens.

8. Collect Email Addresses

- a. I know this is awkward but do this from the start. Even if you are simply using a Google Form. Google Forms are free if you have a Gmail account and there are tutorials on how to set up a form on YouTube. One of my biggest regrets is that I didn't start this early—learn from my mistake!

9. Follow Some Experts

- a. There are many other things to think about. How much money should you spend on advertising? What works? What doesn't? How much time should I spend on social media each day?
- b. The landscape is ever changing. My best advice is to do two things:
 - i. **Band together with some other authors** and share info. Did you try FB ads? Google Ads? What was the result? How much did you spend? Every genre is different. Learn from each other.
 - ii. **Follow some experts** and try to learn something new each week. Podcasts are good or read some articles every Friday to expand your knowledge.

10. Don't Make Everything a Sales Pitch

- a. I know you're excited, but don't make every post about sales. Try to make real connections. The writing community can be an amazingly supportive place. Support other authors. Follow them back. Retweet their books too. Don't make everything a one-way street. Write reviews for books you read and buy. The Golden Rule truly applies.

- b. What else should you talk about? Check out this list from *Forbes Magazine*, “[100 Killer Ideas for your Social Media Content.](#)”
- c. Also, you might enjoy this article on the Book Bub Blog, “[5 Book Marketing Strategies All Authors Need to Try.](#)”