

## Amazon.com bestseller campaign checklist

### Amazon.com Book Listing

- Check Listing for-
    - Full description
    - Book cover
    - Table of contents
    - Inside the book
    - Author's blog
    - Author's profile
  - Set date for campaign (preferable a weekday)
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- 2 Months before campaign date –
    - Research partners and bonuses offered (10 to 20 total)
      - Add to partners log
    - Create a partners web page with links to amazon.com book page
    - Include instructions for getting bonuses
    - Prepare download page for bonuses or links to bonuses
    - Sent out emails to approach partners
      - Follow in one week with phone
      - Send out confirming email once they have agreed and update your partners web page ASAP and download page (included the dollar volume)
  - Gather email list or commitments to send your campaign information.
  - Send out press release to bloggers, e-zines and others
    - Ask them to publicize the campaign
    - Include high profile testimonials
  - 2 weeks before date send out email to lists
  - 1 week before date send out reminder email
  - Day of campaign send out email reminder (schedule to go out night before)
  - Be available to answer emails and phone calls on the day of the campaign
  - Send thank you notes to all your partners