

WALLER PUBLISHING PRESENTS  
THE BESTSELLER BLUEPRINT

Free PDF Checklist for New & Aspiring Authors  
Publish with a plan — not a prayer.

This step-by-step checklist walks you through what to do before you publish, during launch week, and after launch so you build momentum, credibility, and long-term sales.

What this checklist helps you do:

Clarify your book's positioning so it attracts the right readers

Avoid common launch mistakes that stall sales and ranking

Execute a simple launch plan that's realistic for busy people

Set up a post-launch routine that keeps your book moving

By: Mel Waller

[WallerPublishing.com](http://WallerPublishing.com)

60+ Times Amazon Bestselling Author | 10x #1 Bestselling Author

## QUICK START

How to use this checklist  
Print it, or mark it digitally.

Don't try to do everything at once — just follow the sections in order.

Aim for “done” and “live” over “perfect.”

Rule: Momentum beats perfection.

Your book basics (fill in)

Book Title: \_\_\_\_\_

Format:  eBook  Paperback  Hardcover  Large Print  Audiobook

Target Reader / Audience: \_\_\_\_\_

Promise (what result does the reader get?): \_\_\_\_\_

Launch Date (target): \_\_\_\_\_

## SECTION 1 — FOUNDATION CHECKLIST (Before You Publish)

A) Your message + market fit

- I can describe my book in one clear sentence
- My book solves a real problem or delivers a specific benefit
- I know who this book is for (and who it is NOT for)
- I've reviewed similar books and know how mine is different/better
- I wrote a short “Book Promise” statement (1–2 lines)

Book Promise (write it):

B) Title + subtitle + cover fundamentals

- Title and subtitle clearly communicate what the book is about
- Subtitle includes a benefit and/or target audience (when relevant)
- Cover looks professional at thumbnail size
- Cover matches the genre/category expectations
- Back cover/description is written to sell the click (not tell the story)

### C) Amazon listing essentials

- Book description is clear, benefit-driven, and skimmable
- I have 5–7 strong keywords (not vague, not too broad)
- I chose the best primary categories for ranking potential
- I selected accurate BISAC categories (if using Ingram/Lightning Source)
- My author bio is credible and reader-focused
- I have an author page (or will set one up)

### D) Content and quality control

- My interior file is clean and properly formatted
- I ran a spelling/grammar pass
- I checked table of contents and headings (if applicable)
- I reviewed the preview (Look Inside / print preview)
- My front matter includes at least: Title page + copyright + optional disclaimer
- My back matter includes a clear next step (email list / next book / offer)

## SECTION 2 — PRE-LAUNCH CHECKLIST (7–21 Days Before Launch)

### A) Audience & proof prep

- I have a simple “reader angle” (who it’s for + why it matters)
- I created 1–3 short blurbs or quotes to use in marketing
- I have a small list of people I can notify (friends/reader group/email list)
- I set a realistic goal for launch week (not a fantasy number)

Launch goal:  Sales  Reviews  Email signups  Rank  Visibility

Goal details: \_\_\_\_\_

### B) Assets you’ll reuse

- I have a book cover image and 2–3 promotional images
- I wrote 3 short social posts (you can reuse them)
- I wrote a short launch announcement email/message
- I prepared a short author introduction (2–3 sentences)

### C) Page setup check

- Price is set intentionally (not randomly)
- Categories are double-checked for relevance + ranking opportunity
- Keywords are tested for accuracy and relevance
- Description includes a clear call-to-action

## SECTION 3 — LAUNCH WEEK CHECKLIST (Day 1–7)

### Day 1 — Launch Day

- Confirm the book is live and the buy buttons work
- Check formatting one last time (preview + mobile if possible)
- Announce launch to your list (email/message)
- Post 1 launch post using your strongest benefit hook
- Ask for support clearly and respectfully (not “please buy,” but why it matters)

### Day 2–3 — Momentum days

- Share a short excerpt or “key idea” from the book
- Post a simple “who it’s for” message (specific reader type)
- Reach out to 10–20 personal contacts (individually)
- Track results: clicks, sales, rank, reviews

### Day 4–5 — Proof + credibility

- Share early feedback (even informal)
- Encourage reviews ethically: “If you found it helpful, an honest review helps.”
- Remind your list once (brief, non-pushy)
- Check your categories/keywords again for accuracy

### Day 6–7 — Extend the runway

- Post a “results / lesson learned / why I wrote this” message
- Add a second angle: a different benefit or a different reader type
- Make a plan for Week 2 (don’t vanish after Day 7)

## Launch Week Notes (what worked / what didn't):

### SECTION 4 — POST-LAUNCH CHECKLIST (Week 2–4)

#### A) Keep sales from fading

- Schedule 2 posts per week for 4 weeks (reuse your best angles)
- Add the book link to your social bios
- Add the book to your website (home page + a dedicated page)
- Create a simple “evergreen” post you can reuse monthly

#### B) Improve conversion

- Re-read your book description and tighten it if needed
- Evaluate cover thumbnail strength (does it look pro in search results?)
- Refine keywords based on how readers describe the book
- Confirm categories still match the book’s true topic

#### C) Build your author pipeline

- Add a “next step” in the book (email list / next book / offer)
- Start outlining your next book OR your next edition
- Create a simple series plan (even if it’s just 2 books)

### “FIX-IT FAST” — MOST COMMON MISTAKES (Quick Reference)

- Mistake: Vague title/subtitle → Fix: Make the benefit obvious
- Mistake: Wrong categories → Fix: Choose relevance + ranking opportunity
- Mistake: Description reads like an essay → Fix: Make it skimmable + benefit-led
- Mistake: No post-launch plan → Fix: Run a 4-week visibility schedule
- Mistake: No reader next-step → Fix: Add a simple CTA inside the book

### FINAL PAGE — NEXT STEPS + CONTACT

Want help becoming a Bestselling Author?

If you want guidance on your book launch, categories/keywords, positioning, and a step-by-step plan tailored to your title:

Visit: [WallerPublishing.com](http://WallerPublishing.com)

Or reach out: [melwaller@gmail.com](mailto:melwaller@gmail.com)

Remember: Your first goal is not perfection — it's a clean launch with momentum.

To Your Success!

— Mel Waller