

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

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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

Or reach out: melwaller@gmail.com

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

To Your Success!

Mel Waller