

# Self-Publish Your Book Like a Pro

## 10 Point Checklist

**Suzanne Doyle-Ingram**

Want to gain as much knowledge as possible out of Marketing Speak? Read on below for a **10 point checklist** that gives the next, real steps you can take to elevate your marketing to the next level.



# Marketing Speak

HOSTED BY **STEPHAN SPENCER**



**"You can have a successful book – even if you don't sell many copies – by using it as a marketing tool to help grow your business."**

**SUZANNE DOYLE-INGRAM**

# 10 STEPS YOU CAN TAKE TODAY

**Want to step up your marketing game?**

**Here are 10 steps that can move you closer to your goals – today.**

- ☐ Build a foundation for the book I'm about to write. Ask the following questions: Why am I writing a book? How will my book help my own growth? How will I use it in my marketing? Who's my ideal reader?
- ☐ Create a detailed book roadmap – include every step necessary to complete a manuscript. An outline is an important part of the writing process because it will help me cohesively articulate my thoughts.
- ☐ Maintain a positive mindset throughout the writing process. Believe in my skills and capabilities. Subconscious sabotage is the worst enemy and the main reason why authors can't complete their books.
- ☐ Write a rough first draft and polish it along the way. Even better, hire a trained editor who follows industry standards to revise. However, I can edit my draft on my own using tools like Grammarly, Text-to-speech apps, etc.
- ☐ After my book is 100% edited and proofread, professionally typeset the manuscript and begin working with a designer on my book cover. Hire the right people to help the finished product look engaging and professional.
- ☐ Create a landing page to market my book properly. A landing page is great for marketing other book-related resources as well. For example, my landing page might feature a worksheet, a course, a podcast, or a book-signing event.
- ☐ Create an opt-in for a free chapter in my book, a free course, or a free resource. This will allow me to follow up with my audience and offer an upsell for my other services and products.
- ☐ Join networking events that are relevant to my book. Promote my book while chatting with people at these networking events. Always remember: Word-of-mouth is a great marketing strategy.
- ☐ Always ask for a testimonial from my readers. Testimonials lend your work credibility— potential readers are attracted to the success others have experienced due to your words.
- ☐ Visit Suzanne Doyle-Ingram's [website](#) to learn more about her and download her free Your Signature Book™ Blueprint, which includes a step-by-step guide on how to write and publish a book. Also, check out Prominence Publishing's [website](#) for their coaching services, publishing services, and other courses.