

NAME



DATE



IDEA TO BESTSELLER IN 90 DAYS



How to Become a Self-Published Author

Welcome! You are on your way to becoming a self-published author. This workbook will guide you through the steps you need to take to get there. Let's get started!

EXPERTISE

A book establishes you as an expert in your field.

PASSIVE INCOME

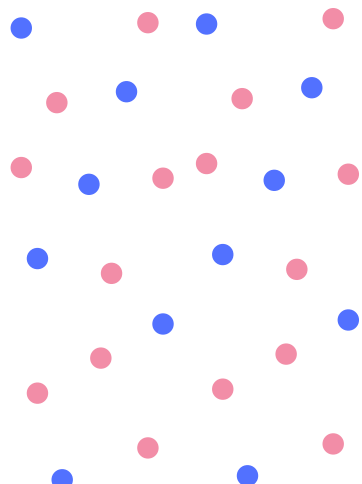
Done right, a book sells itself and brings you new clients while you sleep.

PRESS COVERAGE

A book gets you featured in newspapers, magazines and TV..



By Jen Ruiz
www.jenonajetplane.com



● Step 1: Research ●

UNDERSTANDING THE MARKET

Directions: Write down a list of comparable book titles. Determine the demand for books in your genre by using the Kindle Calculator on popular titles. Who is your ideal reader? Jot this information down below.

A large, empty, light beige rectangular box with a thin black border, intended for the user to write down their research notes. The box is centered on the page and occupies most of the lower half of the document.



● Step 2: Write Your Book ●

*enjoy
every
moment.*

Book title & subtitle

SUMMARY
OF THE BOOK

GENRE & POINT OF VIEW

SOURCES (NONFICTION) OR
INSPIRATION (FICTION)

MAIN IDEA (NONFICTION) OR
CHARACTERS (FICTION)

Inspiration Bubbles

STOP LETTING YOUR INNER EDITOR HOLD YOU BACK

"You can always
edit a bad page.
You can't edit a
blank page."
- Jodi Picoult

"Don't tell me the
moon is shining;
show me the glint
of light on
broken glass."
- Anton Chekhov

A professional
writer is an
amateur who
didn't quit."
- Richard Bach

"You can make
anything by
writing."
- C.S. Lewis

"Either write
something worth
reading or do
something worth
writing."
-- Benjamin
Franklin

● Step 3: Rock Your Book Cover ●

DESIGN ANALYSIS

IDENTIFYING THE ELEMENTS OF A BESTSELLING BOOK COVER

Directions: Copy/paste three popular books covers in your intended genre below. What do they have in common? Is there a set color scheme? Do they feature people or objects? Is the artwork minimal or elaborate?

Identify the elements of a winning book cover and provide your designer with as much detail as possible. Websites for designing a cover range from Canva (do-it-yourself) to Fiverr (hire a freelancer) to 99designs (have freelancers bid for your project).

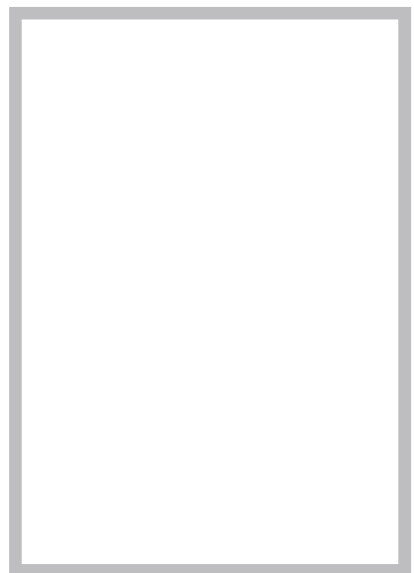
01



02



03



● Step 4: Maximize Your Visibility ●

Your success depends on how well you categorize and describe your book. Ideally, you want to rank within the top 20 in a category to show up on the first page of Amazon search results.

Identify 8 subcategories on Amazon that your book can rank for. Write them below.

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.

Book sales required to rank #1:

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.

Book sales required to rank #20:

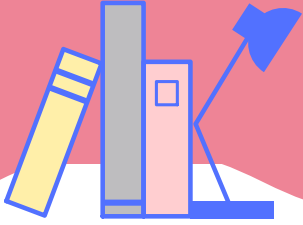
- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.

Use the space below to draft your book description. Draw the buyer in with a clear picture of what to expect.

● Step 5: Launch Your Book ●

Building a Launch Team

Your Friends, Family and Followers
Can Help Spread the Word



Put your fan base to good use by involving them in the self publishing process. Poll them for their opinions. Draft a launch team application to get interested people together on one list. Then, when your book is released, offer them a free advanced review copy and ask them to help spread the word.

Use the space below to list friends, family or readers that you want to recruit for your launch team.

● Step 6: Get Book Reviews ●

Below are some of the most common ways to get book reviews. Jot notes below each detailing how you can get book reviews in this manner, including names of influencers or other authors you can collaborate with.

ASK YOUR LAUNCH TEAM (FAMILY EXCLUDED)

LOOK FOR REVIEWERS ON AMAZON

CONTACT INFLUENCERS AND BOOK BLOGGERS

PARTICIPATE IN REVIEW SWAPS WITH OTHER AUTHORS

OFFER INCENTIVES & BONUS CONTENT

● Step 7: Market Your Book ●

NEVER STOP PROMOTING

THE MORE PEOPLE WHO KNOW ABOUT YOUR BOOK,
THE MORE SALES YOU MAKE

Below are some examples of ways to promote your book. From appearing on podcasts to hosting live Q&A's on social media, there's no end to the ways in which you can connect with your readers, reach a broader audience and continue to make passive income from your book sales for years to come.



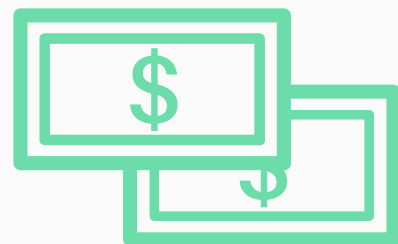
Social media posts and audience engagement



Amazon and BookBub advertisements



Press mentions and appearances



Book bundles, price drops and giveaways