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# Before Publishing Your EBook: A 3-Month Checklist (Book Marketing Guides)



## Synopsis

This 75 page guide/ checklist takes away the overwhelm and confusion of knowing what to do before publishing your eBook. Broken down into sections - 3 months to go, 2 months to go, 1 month to go, 1 week to go, and Launch day - it provides a comprehensive order of events to follow and check off as you go along. Follow the simple guidelines to ensure you've covered all your bases before you press publish. You'll learn some shortcuts, tools, and resources that you might not know about yet to make your pre-publishing journey a little easier, more efficient and cost-effective. Included is a link to a checklist worksheet that can be printed out and pinned near your desk, to keep on track of everything learned in the guide. Take the stress off yourself and set up the groundwork easily and efficiently for a powerful and fantastic eBook launch! This guide is written by Laura Pepper Wu, co-founder of the award-winning small press and marketing house that has overseen the publication of 50+ eBooks.

## Book Information

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## Customer Reviews

Very practical and concise tips for writers. Saw some very valuable keys such as timelines for pre-publishing, smart use of social networks to build a following and wisely building relationships that will help an author in the future. Crafting a system for writing, publishing and marketing is where the challenge normally is and I know from experience. This book helps build a system that can be repeated over and over again. Like a flight checklist, it's a book that will help self-publishers and authors take the stress off a lot of things when you're racing against time.

Just what I was looking for. A step by step, easy to read guide. No fluff, just meat. Outstanding job with quality links and resources.

This guide includes very clear steps that you can begin taking immediately. There are also links to helpful resources that were up to date and helpful.

As I am embarking on publishing my novel on .com, I found great tips, sound advice and information on this book. Thank you

I am very impressed that this book proposes a very deep approach to ebook marketing, from writing a good title to branding the author/book and presenting concrete examples on how to use social media to start a discussion with customers. I have learned a few things about technicalities such as ebook formatting that will prove to be useful. Other excellent tips include getting second opinions from other authors, with a list of resources on how to do that. Overall, this is a well researched and written book that is definitely worth the money if you are considering writing and marketing your books. I have just read the book for 30+ minutes and plan to study it for another few hours.

interesting

I'm flummoxed by how a reviewer who did not read this book would think it was appropriate to offer a review, and a 1-star review for errors in the description? Sounds to me like a person with too much time on their hands and not much going on in the brains department. As someone who HAS ACTUALLY READ the book being rated here, and I do hope those looking for a reason to pick it up will look to the review of someone who has, well, actually read the book, I can say this guide is well worth taking a look at. I have long appreciated the insights of master-marketer Laura Pepper Wu, from her informative blog to her online classes to her other 30-Day books, and jumped on the

chance to preview her new book before it went live. There's lots I took away from Ms. Wu's Before You Publish--and I already have 2 books out there (oh, and I'm a 20-year veteran of book publishing). One of the most eye-opening suggestions for me was how to use Google to reach out to readers. Hadn't considered doing events via Hangout before, and if you are embarking on publishing an ebook, I can guarantee there will be tips in here you have not considered before.

Is "proofread the product description" on the checklist? The one here is riddled with errors. It will probably be edited, so here's an excerpt from how it reads now: "This 75 page guide/ checklist takes out the overwhelm and confusion of knowing what to before publishing your eBook." It also says "Take out the stress off yourself." I wouldn't normally review something I haven't experienced, but I have now downloaded far too many slap-dash e-books about writing and publishing that are written by people who can't write. I've been burned, and now I know what to look for. A disaster of a product description is a sign that care was not taken. I'll seek writing and publishing advice elsewhere.

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