

# Growing Your Business Through a Bestselling Book

## 10 Point Checklist

**Rob Kosberg**

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**



**“The goal here, once you become a bestseller,  
is not to worry about selling your book... We don’t want  
to step over hundred-dollar bills to pick up nickels.”**

**ROB KOSBERG**

# 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.**

- Figure out what kind of content creation strategy works for you. Can you realistically get in the habit of writing 500-1000 words a day? If not, hybrid ghostwriting may work better.
- If you're a speaker, generate leads by having people completely fill out contact forms. A week or two later, mail these people a hard copy of your book.
- As tempting as it may be to do a book signing, rethink this outdated option. It's no longer a great method and may take far more time and energy than it's worth.
- Create a great title and a great cover for your book. This may involve hiring others to help you, if you don't have the necessary skills yourself.
- As soon as you release your book, focus on getting as many good Amazon reviews as possible. To do this, temporarily make your book available for 99 cents.
- Rethink doing any quid pro quo reviews for other authors on Amazon. These often get removed, so they may not be the most efficient use of your time.
- Any time your book reaches the top 5 in any category, take a screenshot. You can use these for promotional purposes.
- Come up with a specific game plan for how you'll use the book's reach to grow your company or career elsewhere.
- Send out 5 copies of the book every week to a master list you've compiled. Include a handwritten note with each one.
- Make a list of five to ten different specific niches based on your topic, each geared for a different audience. This will give you a head start on promotion.