

Creating a Book with Bestseller Potential

10 Point Checklist

Tucker Max

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**



**“Either give a little bit away to sell the book,
or give the whole thing away to sell something else,
but don’t go in between.”**

TUCKER MAX

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.**

- Instead of focusing on creating “perfect” writing, ask yourself what job your writing is doing. Focus on getting better at doing that job, instead of trying to be an objectively better writer.
- Once you’ve created something great, have self-confidence in the face of rejection. Keep in mind that Tucker got around a thousand rejections before becoming a bestselling author.
- Giving something away for free can be a great marketing technique. Come up with three ideas for free giveaways you can do to help advertise or promote your main product(s).
- To give away an ebook for free on Amazon, upload it to iBooks first, and make it free there. From there, put it on Amazon, which will then match iBooks’ price.
- Ask yourself three basic questions before you start writing your book: why am I writing a book, who is the audience, and why will that audience care?
- Give your book a title that engages people emotionally and immediately tells people who the book is for.
- Once you have a few potential titles in mind, imagine two strangers at a party talking about your book by name. If they would feel stupid saying it or it’s mis-understandable, don’t use that name.
- Avoid creating a really clever cover for your book. Clever things tend to confuse people, and you may lose much of your potential audience.
- When you’re creating your book cover, pay for good design. People judge your book by its cover, and they also judge you by the quality of your book’s cover.
- Get Tucker’s book *The Book in a Box Method* for free on Amazon, then read it and follow the advice to create your own book without needing to hire his company.