

# AMAZON KDP

# Book Launch Checklist

THE ESSENTIAL STEPS CHECKLIST  
FOR A SUCCESSFUL AND PROFITABLE BOOK LAUNCH

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HELLO, MY NAME IS

*Gabrielle*

Hey there! I'm a busy mum and a self-published author who loves helping others turn their ideas into books that actually sell on Amazon KDP.

You don't have to be a professional writer or marketing expert to succeed with self-publishing. With the right steps (and a few powerful tools), launching your book can be simple, fun, and rewarding. I've learned firsthand how preparation and strategy make all the difference, and now I'm excited to share that process with you.

In this guide, I'll walk you through an easy-to-follow checklist that will help you publish confidently, avoid common mistakes, and set your book up for long-term success. Whether it's your first time publishing or you're ready to level up your book launches, you'll find clear, practical steps to get your work out into the world—and into the hands of readers who need it.

**LET'S GET STARTED WITH YOUR DIGITAL INCOME JOURNEY!**

# Introduction

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Launching a book on Amazon KDP can feel overwhelming, but it doesn't have to be.

With the right steps, in the right order, your book has the best chance to succeed and actually make sales.

That's why I put this checklist together—so you don't miss anything important and can launch with confidence.

Inside, you'll find a simple, step-by-step guide to take you from idea to launch day (and beyond). No fluff, no confusing jargon. Just clear actions you can follow.

Whether this is your very first book or you've published before, this checklist will help you stay organized and focused on what really matters.

Remember: success on KDP isn't about luck, it's about preparation. Use this guide, take it one step at a time, and you'll be miles ahead of most self-publishers.

Let's get started! 🚀

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# Pre-Launch Checklist

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## MARKET & KEYWORD RESEARCH

- Research bestsellers in your niche.
- Use tools like [Self-Publishing Titans](#) to identify profitable keywords.
- Select a main keyword for the title, and secondary keywords for the subtitle.
- Ensure your subtitle promises a transformation or solves a pain point.

## AUDIENCE DEFINITION

- Identify your ideal reader (pain points, desired outcomes).
- Use AI (like ChatGPT) to refine the target audience profile.

## BOOK CONTENT CREATION

- Outline & write your manuscript (based on validated demand).
- Check for plagiarism (recommended: [Quillbot](#), in sections).
- Edit and proofread thoroughly.

## BOOK FORMATTING & DESIGN

- Format manuscript for KDP.
- Create a professional cover (Canva, AI tools, or hire [100 Covers](#)).
- Check images for commercial rights (Adobe Stock, MidJourney, etc.).

## METADATA SETUP

- Insert 7 backend keywords (Recommended: [Self-Publishing Titans](#)).
- Craft a strong book description  
(focus on transformation, not just content list).

## PUBLISHING SETUP

- Upload manuscript, cover, and metadata to KDP.
  - Choose launch strategy: publish immediately or schedule a date.
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# Launch Checklist

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## KDP SELECT ENROLLMENT

- Enroll in KDP Select (at least for first 90 days) for Kindle Unlimited benefits.
- Be mindful: cannot sell ebook elsewhere while enrolled.

## PROMOTIONS

- Run Free eBook Promotion for reviews (recommended at launch).
- Optionally use Kindle Countdown Deal later.
- Add QR code in book (beginning & end) linking to review page or the book landing page.

## GET BOOK REVIEWS

- Aim for 10 verified reviews (Amazon boosts ranking after this point).
- Use [Gemsy](#) to accelerate verified reviews.

## A+ CONTENT (POST-PUBLISHING)

- Add visuals, inside-page previews, and compelling copy.
- Focus on transformation and solving pain points.

## AUTHOR BRANDING

- Set up Amazon Author Page on KDP Marketing.
- Create a Book Landing Page (using [Systeme IO](#) or [Hostinger](#)).
- Collect emails for ongoing promotion (newsletters, nurturing).

## CONTENT MARKETING

- Optional but powerful:
  - Blog posts targeting your book's topic to attract readers online.
  - TikTok, YouTube, or Facebook groups related to niche.
  - Share organically about your book (focus on topic, not just promotion).

## ADVERTISING

- Once 10 reviews are secured → Run Amazon Ads.
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# Other Useful Tips

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- Don't rush the process. A little extra time spent on research, editing, and cover design will make a big difference in your results.
- Build your audience early. Even a small email list or social following can help you get those first crucial downloads and reviews.
- Focus on transformation. In your description, ads, and promotions, always highlight how your book helps the reader or solves their problem.
- Leverage free marketing. Share your book in niche Facebook groups, TikTok, or YouTube. Just talk about the topic, not only your book.
- Stay consistent. Publishing one book is great, but real success often comes from publishing multiple books in the same niche over time.
- Think long-term. Reviews, content, and ads don't stop after launch week—keep promoting your book so it continues to bring in sales month after month.

I hope this checklist is very useful and helps you succeed in your Amazon KDP Journey! On the next page I offer my favorite free and affordable tools for Amazon KDP success. Check them out!

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**AND SUBSCRIBE TO MY YOUTUBE CHANNEL FOR MORE!**

# Recommended Resource Links

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## For Keyword Research

- Self-Publishing Titans
  - Keyword research tool
  - 7 backend keywords generator
  - Book description generator
  - Cover generator

## For Writing, Spelling & Plagiarism Check

- Quillbot (paid plan)

## Cover Design

- 100 Covers → professional cover design service

## Reviews

- Gemsy → Verified Amazon + Goodreads  
30% OFF LIFETIME DISCOUNT! code: GABRIELLE30

## Book Marketing & Branding (Book Page)

- Systeme IO → Get started for FREE
  - Landing pages
  - Email marketing
  - FREE blog option
- Hostinger → fast AI-powered website builder



