Bonus 1: New Year Book Launch Checklist

25 steps from draft to published KDP book

1. Pick your niche

Habits, goals, productivity, lifestyle reset, or career change.

2. Validate demand

Search KDP — are new books in this niche selling this year?

3. Define the reader promise

One sentence: who is it for, what changes?

4. Outline 10-12 chapters

Each chapter = one promise, one story, one action step.

5. Set a writing schedule

500-1,000 words/day beats weekend marathons.

6. Draft fast, edit later

Get the full draft down before touching chapter one.

7. Add real stories

Your own or licensed anecdotes — AI cannot invent these.

8. Fact-check every claim

AI drafts need human verification, especially stats.

9. Write the introduction last

You will know the book's real promise by then.

10. Create the conclusion first draft

End with a clear next step for the reader.

11. Edit in three passes

Structure, then clarity, then proofreading.

12. Get one beta reader

A real reader finds what you cannot see.

13. Design a clean cover

Readable at thumbnail size — test it small.

14. Write the book description

Hook, promise, chapters, author bio — in that order.

15. Pick 7 KDP keywords

Use Amazon's own search bar for ideas.

16. Choose 2 categories

Niche categories rank faster than broad ones.

17. Format for Kindle

Clean headings, no weird fonts, tested on the previewer.

18. Set the launch price

$2.99-$4.99 is the sweet spot for new nonfiction.

19. Publish 2 weeks before January

Catch the New Year resolution wave early.

20. Ask for early reviews

Friends, beta readers, your email list — politely.

21. Create a simple author page

One page with your photo and bio builds trust.

22. Plan 3 promo posts

Social, email, or a guest post — schedule them now.

23. Track your first 30 days

Sales, reviews, also-boughts — learn what worked.

24. Plan book two

One book is a test; a series is a business.

25. Keep writing

Momentum beats perfection. Start the next draft.