



## Book Positioning Checklist

1. **Book Synopsis:** The book synopsis is usually a three- or four-page snapshot of your book. It tells your story from beginning to end. A synopsis is usually created for plot development, impact and/or emotional tone. Authors create a synopsis for agents to get a deeper understanding of your book, its value to the body of work already out in the book world, and how the book will complement rather than repeat what is already out.
2. **Goals:** Here, you will number and prioritize the goals of your book so that you can make sure your content responds to your inner passion around writing your book. Here are suggestions:
  - a. My book will help people understand my topic better.
  - b. My book will create more interest in this important subject.
  - c. My book will help me grow my business or career.
  - d. My book will leave a legacy for all of my hard work.
3. **Audiences:** Who is your targeted audience? This is where a lot of people miss out because they write without a good idea of who will actually read their book? Here are options:
  - a. Millennials who could benefit from this knowledge.
  - b. Entrepreneurs
  - c. Professionals in mid-career
  - d. Executives looking to improve their skills in (your topic)
  - e. Other (any unique target market segment)
4. **Book Differentiators:** This is a statement as to what makes your book different from all the others out on your subject. Here are tips on finding your differentiator:
  - a. Look at those books that are similar to yours on Amazon.
  - b. Look at their 1-2 star reviews. The reviewers here point out the things they see competitive books to yours are lacking. Take what these books don't offer and fill those gaps in your book.

5. **Potential Categories:** There are hundreds of categories to choose from on Amazon. Your goal here is to figure out which ones are the least competitive so that your book stands out in this very crowded marketplace.
6. **Suggested Keywords:** Just as Google is the search engine that tops the other search engines out there, Amazon has its own search engine. Here, your goal is to figure out what keywords *inside* and *outside* of Amazon hold the most potential for you to pull in readers. To this end, inside of Amazon, focus on keywords that are most searched when it comes to your book's topic.
7. **Title and Subtitle:** Here look at the *rankings* of those books that are similar to the one you want to write. Books that are ranked from 1-10,000 hold top rankings. Observe the titles of these books. Make a list. Then develop your title and subtitle from your keyword research.
8. **Your Cover:** Again look closely at the highest ranking books similar to the one you want to write. What patterns do you see? Extend your search to other top-selling books in complementary categories to come up with a good picture of what your cover should look like.
9. **Pricing, page count, length, etc. :** Use your list of books you have aggregated to now assess the pricing, page count, length and any other features of your book you can compare and search for patterns among those that have performed the best

*Taking the time to conduct this type of research, upfront, will save you hours, after you publish your book! – Melissa G Wilson*