

Publisher's Pre-Launch Amazon Checklist



As we near the book launch date, we want to ensure all the pieces are in place and updated on the author's Amazon profile. Here's a brief list to double check some of those moving pieces so we can sail through the launch date smoothly.

Review the Author's Amazon Profile Page for possible updates:

[Example of completed Amazon Author Profile](#)

- Profile photo
- "About me" section
- If applicable, all previous titles are listed/linked
- Name is spelled correctly of author and books
- Any "author updates" are available
- Survey their page overall for any needed updates

Review the Author's Amazon Book Page for possible updates:

Examples: [AJ Harper](#) - [Mark LaChance](#) - [Whitney Johnson](#)

- Book images (Front cover + back cover)
- Book preview
- Description
 - Can also start with an endorsement if Author has one from a fantastic source
- Check product details are fully filled out
- If available in Kindle, Hardcover, Paperback, ensure all are listed through same URL
- Ensure the proper release date is listed
 - You don't want the book being released prior to their official launch date unless for a very specific reason (your publisher will know when this is best)
- Check for any additional endorsements
- Each time any Influencer reviews the Authors book ([how to](#)), add to Editorial Reviews
- Check categories - categories will need to be updated a week out from launch
 - Your client will share which categories they want changed (Amber V shares her thoughts as close to launch as possible)
- Read through entire page for spelling checks and additional needed updates
- See if section "Popular Highlights" can be added
- See if "From the Publisher" graphic can be added