**How to Become a Bestselling Author – Level 2 – Module 10**

**Checklist of Campaign Details - What you should have in place before testing your campaign**

1. Book listed on Amazon
2. Book categorized on Amazon
3. Ten or more 5-star book reviews on Amazon
4. Requested & filled a stock-up request with Amazon
5. Ability to supply books quickly when Amazon requests more (within 5 day)
6. Your campaign can reach 250,000 people or more

7. Your website is set up with

* 1. A landing page with sales copy on it and a place for them to enter their email address to receive their free gifts when they buy the book.
  2. A free gifts page they’ll be sent to after they buy the book
  3. Optional – a hidden link on your website where people can order the book directly from you if needed (if Amazon shuts them out)

1. You have tested every link on your website, including the link to Amazon and all the freegift download links.
2. You have sales copy written to send your campaign partners
3. Optional – you have a press release written for when the book hits the bestseller list and a list of reporters you’re going to call

Elements to watch for on your test

1. Did your book sell? (if no, the most likely cause is the sales copy that went out)
2. Did your book show up properly in it’s categories?
3. Did you book show up on the bestseller lists (unlikely on a test, but it can happen so be ready for it)
4. Did your book show up in Hot New Releases or Shakers and Movers (unlikely on a test,
5. Were you able to screen capture your results (make sure you know how to do this before campaign day – on a Mac Cmd Shift 3 saves a screen capture to your desktop; on a PC, the PrntSc button captures the screen which can then be pasted into a word or other document)
6. Did all the links work

Problems you may have

1. People buying in rural parts of Canada (i.e. if they’re not in an urban centre) may be shut out from ordering on Amazon.com. If Amazon.ca is not listing your book, be prepared to fill their orders directly from a hidden page on your website.
2. If you’re categories are not showing up, it is a problem with Amazon Advantage. It will have to email them and it may take a few weeks to resolve