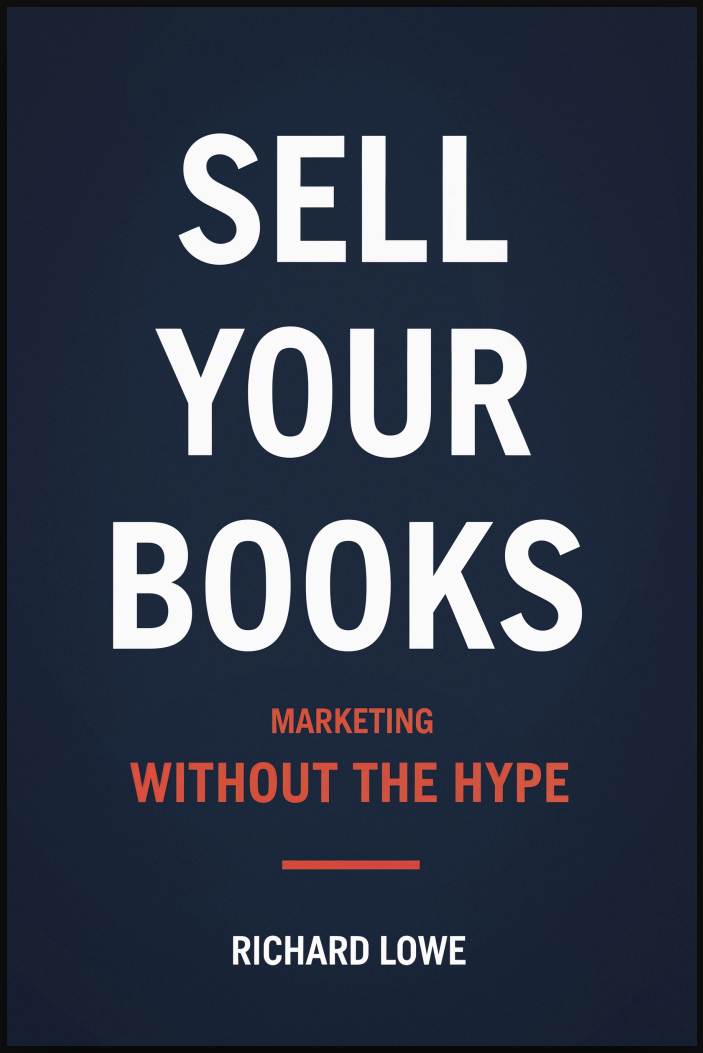
A FREE COMPANION TO SELL YOUR BOOKS

Three Things in Thirty Days

A book marketing workbook: pick your path, fix your book page, plan your launch, and commit to three actions a month.



RICHARD LOWE

How to Use This Workbook

Fill it in with a pencil. Come back to the last page every month.

Sell Your Books covers 36 chapters of marketing. Nobody does all of it at once, and the book says so. This workbook helps you decide what you're building, fix the pieces that sell every copy, plan a launch, and then commit to three marketing actions at a time.

It has seven parts:

1. **What are you building?** Your path and your budget stage.
2. **Know your reader**, in specifics.
3. **Fix the book page**: the cover tests and a five-part description builder.
4. **The launch plan**, from six weeks out to two weeks after.
5. **Reviews, newsletter and back matter**, the pieces that keep working.
6. **When it won't sell**, a diagnosis you can run with ten readers.
7. **Three things in thirty days**, the planner you'll reuse.

> *That is what marketing is: going to find the readers.*

Part 1: What Are You Building?

Tactics that make sense for one author's goals make no sense for another's. Name your path first.

✓	PATH	WHAT IT TAKES, ACCORDING TO THE BOOK
	Full-time income	Commercial genres, two to three books a year or more, an email list from the start, real spending on covers, editing and ads. Typically five to seven years and ten or more books.
	Real side income ($500 to $3,000 a month)	One to three books a year, a working email list, basic ads, professional covers and descriptions. Typically four to eight books over two to four years.
	Creative publishing, modest returns	Professional packaging and modest ongoing marketing. A few hundred copies per book is success on this path.

The most common mistake: publishing on the third path and judging the results by the first path's numbers.

MY DECISIONS	ANSWER
My path	
My budget stage and monthly amount (next page)	
Books per year on a schedule I'll keep; next release date	

Your Budget Stage

Move through these in order. Spend your first dollar on a professional cover, because a bad cover makes every ad less effective.

✓	MONTHLY BUDGET	WHERE THE MONEY GOES
	Zero, or close to it	A strong premade cover ($50 to $150), a rewritten description, accurate keywords and categories, back matter with a newsletter signup, BookBub Featured Deal applications, and the next book
	$50 to $200	Amazon ads at $5 to $10 a day, learned properly first; occasional promotion sites; BookFunnel for reader magnets and ARCs
	$200 to $500	Add Facebook or Meta ads, quarterly price promotions, BookBub Ads tests, one or two conventions. Know your cost per sale
	$500 and up	All major channels at once. Spend more on what already works, and track every dollar against revenue

Part 2: Know Your Reader

Everything that follows depends on knowing exactly who you're trying to reach. Answer with specifics.

QUESTION	MY ANSWER
Who is my primary reader? What do they care about, and what keeps them up at night?	
What exactly am I writing? Be specific, such as “epic fantasy with political intrigue and found family.”	
Three comp titles	
Three places my readers hang out online	
What emotional experience am I promising?	
Nonfiction: “This book is for people who _____ and want to _____.”	

Part 3: Fix the Book Page

The cover gets readers to click. The description gets them to buy. Fix both before you spend on anything else.

The three-second cover test

- [ ] It looks like a professionally published book (no tired stock photos, word processor fonts or clutter)
- [ ] It looks like the genre my reader wants
- [ ] The title and author name are readable at thumbnail size
- [ ] Something about it makes a reader want to know more, while still fitting the genre
- [ ] **Squint test:** on my phone, from six feet away, I can tell what it is, read the title, and something catches my eye

The five-part description builder

PART	WHAT THE BOOK SAYS IT DOES	MY DRAFT
Hook	One or two sentences that lead with the most interesting thing about the book	
Setup	Just enough context to make the hook make sense	
Stakes	What the protagonist stands to lose, concrete and personal, escalating	
Genre signals	The words and tropes your readers look for	
Closer	A final escalation that makes Buy Now the next logical step	

- [ ] Short paragraphs, one to three sentences, with white space
- [ ] No generic hook (“Life is about to change”) and no generic closer (“Will she find what she's looking for?”)

Part 4: The Launch Plan

Start engaging your launch team four to six weeks out. Write the date beside each step.

WHEN	WHAT TO DO	DATE	✓
Six weeks before	Send the book to your launch team with the launch day date		
Four weeks before	Share the cover with graphics and sample captions they can copy		
Two weeks before	Remind them of launch day; pin review instructions		
One week before	Share the official description and three sample posts. Write your launch day schedule		
Launch day	Activate everyone at once (schedule below)		
Days 2 to 7	Keep posting, keep the ads running, gently remind anyone who hasn't reviewed		
Two weeks after	Thank the team, share results, send rewards		

Launch team kit

- [ ] Graphics sized for Facebook, Instagram and TikTok in a shared folder
- [ ] Five to ten different sample posts with hashtags
- [ ] Review guidelines: two to five sentences, concrete, no plot summary, no spoilers
- [ ] Direct links to the book on every store, pinned where the team can find them
- [ ] A spreadsheet of who did what, so you know who to keep for the next launch

Launch day schedule

- [ ] **Night before:** the book is live on every platform; cover, description, Look Inside and buy button checked
- [ ] **7 to 8 AM:** scheduled email goes out, short, with a specific subject line and the buy link
- [ ] **Right after:** activation message to the launch team with the review link
- [ ] **Morning:** one prewritten post per platform, pinned to the top
- [ ] **Morning:** ads go live
- [ ] **Noon and 5 PM only:** check rank and note subcategory positions
- [ ] **All day:** reply to every comment and message
- [ ] **Evening:** thank the launch team and tell them what happened

Part 5: Reviews, Newsletter and Back Matter

Your email list is the only audience you own. Your back matter reaches readers at the moment they're most engaged.

Review milestones

REVIEWS	WHAT THE BOOK SAYS IT MEANS	DATE I REACHED IT
10	You're no longer invisible	
30	You look legitimate, and the algorithm starts paying attention	
50	You're doing well. Aim here in the first three months	
100	Top tier of indie success for a single book	

Welcome sequence planner

EMAIL	JOB	MY SUBJECT LINE AND CONTENT
1: immediately	Deliver the reader magnet	
2: days 2 to 3	Introduce yourself; point to where to start	
3: days 5 to 7	Share something useful; soft pitch	
4: days 10 to 14 (optional)	More useful content or a special offer	

Back matter, in this order

1. **A short human note** thanking the reader for finishing.
2. **The review ask**, specific, with a direct link.
3. **The newsletter offer**, tied to the book just read (a prequel story, a workbook, a checklist).
4. **Your other books**, in reading order, one-line hook each.
5. **A brief bio**, then sample chapters of the next book if you have one.

Part 6: When It Won't Sell

First, check that it's really not selling. Twenty copies a month for a debut is normal. One or two a month, six months after launch, is not.

The ten-reader test

Show your cover and description to ten people who read your genre.

ASK	ANSWERS THAT MATCH	WHAT IT TELLS YOU
Based on this cover, what genre is this? What do you expect the book to be about?	___ of 10	Wrong or unsure means the cover is the problem
Would you read this book based on this description?	___ of 10	Mostly no means the description is the problem

Check every cause that applies

- [ ] The cover is wrong for the genre or disappears at thumbnail size
- [ ] The description is boring, confusing, misleading, too long or too vague
- [ ] The book doesn't show up when I search my own keywords next to books like mine
- [ ] The price is too high for an unknown author, or low enough to signal poor quality
- [ ] The packaging promises a different genre than the book delivers
- [ ] I have no audience: no list, no following, no community connections
- [ ] I didn't market it: no ads, no email, nothing that put it in front of readers
- [ ] Reviews mention rough writing, or readers quit partway through
- [ ] The market has moved on from this premise
- [ ] The launch had no buildup and no momentum

Packaging
Cover, description, keywords or price. Fix these first. Most won't-sell problems are packaging problems.

Reach
No audience or no marketing. Build the list, run the minimum, and look hard at writing the next book.

The book
Quality or market. Learn what you can, let it go, and write the next one.

Part 7: Three Things in Thirty Days

Don't read another marketing book. Pick three things, put deadlines on them, and do them. Then pick three more.

MONTH	THREE THINGS	DEADLINE	✓	WHAT HAPPENED
____				
____				
____				

Ideas from the book: rewrite an underperforming description, set up a reader magnet, start Amazon ads, write better back matter, audit your catalog, replace your weakest cover, build a newsletter welcome sequence.

The minimum, when everything else falls apart

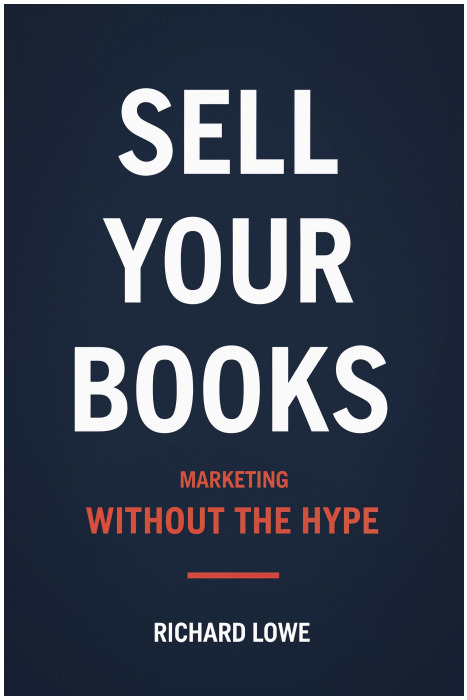
The book's chapter on marketing with ADHD names three things to keep going no matter what. They work for anyone short on time.

- [ ] If you're on KDP, one auto-targeting Amazon ad campaign per book at $5 to $10 a day, checked monthly
- [ ] Three launch emails per book (announcement, reminder, last chance), written and scheduled at once
- [ ] A good book page: cover, description and keywords, fixed once and left to work

> *Three things. Write them down. Put deadlines on them. Do them.*

The Whole Story

This workbook gives you the plan. Sell Your Books: Marketing Without the Hype gives you the detail behind it in 36 chapters: covers, descriptions, launch teams, reviews, Amazon and Facebook ads, newsletters, podcasts, libraries, bookstores, audiobooks and selling direct, with the numbers behind the advice.



Sell Your Books:
Marketing Without the Hype
The Publishing Series

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