Start building your brand!

Marketing your book and yourself as an author is an ongoing process. Use this checklist to help you get started with the basics.

* Create a website.
	+ There are plenty of both free and paid options for website building that make it easy to do it yourself.
* Create an Author Central page on Amazon.
	+ [Click here](https://kindlepreneur.com/amazon-author-central-page/) to learn what an Amazon Author Page is all about and how to create one.
* Create a Goodreads author page.
	+ Goodreads is a great resource to interact with readers and other authors. Authors can even host giveaways! [Click here](https://www.goodreads.com/author/program) to learn how to set up your page.
* Join BookBub.
	+ BookBub provides unbeatable book promotion services. [Click here](https://kindlepreneur.com/bookbub-review/) to learn what the site offers and how you can join.
* Start building your social media platforms!
	+ Social media can be an indispensable tool in the book marketing game and can help you reach a wider audience of readers. [Click here](https://docs.google.com/document/d/1M3xJkHsNPhgo0fWmVUNigtfsQzKRUYac/edit?usp=drive_link&ouid=103717643356344248990&rtpof=true&sd=true) for our JCP social media tutorial. [Click here](https://kindlepreneur.com/social-media-for-writers/) for Kindlepreneur’s social media tutorial.
* Start a newsletter.
	+ Offer readers a place to sign up for your newsletter on your websites and author profiles. It may help to offer incentives such as exclusive previews, the chance to win or buy signed copies of your book, etc. There are lots of email services out there, so do some research on the best one for you.
* Get out there and share how readers can find you!
	+ Consider a sales sheet, business card, or even bookmarks that you can give away to help readers find you online!