

# ARE YOU ADVERTISING READY?

Audit your book before you start advertising. Make sure that you're setting the right expectations for readers, and then meeting those expectations. Skipping this step can cause you frustration and cost.

## title

- title is clearly understandable (particularly if nonfiction)
- subtitle (if used) clarifies title
- reflects genre

## sample/read inside the book

- opening pages polished
- strong opening hook
- meets genre expectations
- properly formatted w/ no typos

## detail page description

- strong headline
- clear hook
- accurate description
- genre-appropriate presentation
- sets correct reader expectations

## metadata

- optimized categories for each formats
- Kindle keywords maximized and relevant (avoid redundancy)
- title/subtitle aligns with SEO principals

## book cover art

- professional design quality
- genre/subgenre appropriate
- clearly legible as thumbnail for mobile
- passes controversial imagery guidelines

## reviews

- only advertise after 10 reviews
- minimum 4-star average
- first visible review is positive
- no major quality issues highlighted

## pricing

- aligns with genre standards
- competitive with comparative titles
- logical format pricing (print vs ebook)