



Checklist 15: Book Lead Generation

Project Name: _____

Date: _____

Yes No

There's lots of ways you can generate leads with your book. It's by far one of the best lead generation tools you can use in your business.

Online Lead Generation Book Checklist

- | | | | |
|----|--|--------------------------|--------------------------|
| 1 | Have you included links to your book funnel (or book page on Amazon) in your email signature? | <input type="checkbox"/> | <input type="checkbox"/> |
| 2 | Have you linked your book funnel / Amazon on your main website? | <input type="checkbox"/> | <input type="checkbox"/> |
| 3 | Have you created banners for your blogs header, sidebar and footer? | <input type="checkbox"/> | <input type="checkbox"/> |
| 4 | Have you created videos on topics related to your book and uploaded them to YouTube? | <input type="checkbox"/> | <input type="checkbox"/> |
| 5 | Have you set up advertising campaigns for your book (see online advertising checklist)? | <input type="checkbox"/> | <input type="checkbox"/> |
| 6 | Have you sent your book to the top 50 podcasts related to your industry / niche? | <input type="checkbox"/> | <input type="checkbox"/> |
| 7 | Have you sent your book to the top 50 influencers in your niche? | <input type="checkbox"/> | <input type="checkbox"/> |
| 8 | Have you promoted your book to your existing email list? | <input type="checkbox"/> | <input type="checkbox"/> |
| 9 | Have you promoted your book on Facebook (on your Facebook Page, in your Facebook Groups), and on Twitter, Instagram, LinkedIn, etc? | <input type="checkbox"/> | <input type="checkbox"/> |
| 10 | Have you mapped out a marketing calendar of content all geared around your books core theme and topic? | <input type="checkbox"/> | <input type="checkbox"/> |
| 11 | Have you created blog posts and videos on topics related to your book and posted them on your website with links in those posts driving people | <input type="checkbox"/> | <input type="checkbox"/> |

Notes



Checklist 15: Book Lead Generation

to your book?

Offline Lead Generation Book Checklist

- | | | | |
|---|--|--------------------------|--------------------------|
| 1 | Have you looked at the events calendar in your industry and planned out the main events and seminars you want to attend? | <input type="checkbox"/> | <input type="checkbox"/> |
| 2 | Have you made a list of your dream 100 clients / partners? | <input type="checkbox"/> | <input type="checkbox"/> |
| 3 | Have you sent them your book along with a letter introducing yourself? | <input type="checkbox"/> | <input type="checkbox"/> |
| 4 | Have you followed up with your Dream 100 every month? | <input type="checkbox"/> | <input type="checkbox"/> |
| 5 | Do you have copies of your book to hand out at all events you go to? | <input type="checkbox"/> | <input type="checkbox"/> |
| 6 | Do you have copies of books ready for all meetings you attend? | <input type="checkbox"/> | <input type="checkbox"/> |
| 7 | Have you sent your books to all relevant media outlets? | <input type="checkbox"/> | <input type="checkbox"/> |
| 8 | Have you sent all existing, new and past clients a copy of your book? | <input type="checkbox"/> | <input type="checkbox"/> |

Notes