

# Before You Spend \$1 on Book Marketing

Find the bottleneck before you buy more reach.

1

## READINESS

Is the book stable enough for the next audience and destination?

2

## READER POSITIONING

Can the right reader understand why this book is for them?

3

## CONVERSION

Do the cover, description, metadata, proof and purchase path earn the next click?

4

## OWNED AUDIENCE

Can an interested reader stay connected to you?

5

## DISTRIBUTION

Are you reaching relevant readers through a few sustainable channels?

6

## PAID SCALE

Is there a working path worth amplifying with money?

**RULE: Do not pay to amplify a bottleneck.**

# The 12-question spend gate

Check the box only when you can answer yes with evidence, not optimism.

- ☐ 1. The manuscript / final text is stable enough for the marketing action I am considering.
- ☐ 2. I can name the primary reader and the book promise or experience clearly.
- ☐ 3. The cover looks credible for the genre at thumbnail size.
- ☐ 4. The description makes the book understandable and desirable.
- ☐ 5. Categories, metadata and retailer information are accurate and relevant.
- ☐ 6. The purchase / reading destination works and has no obvious friction.
- ☐ 7. There is credible social proof or a legitimate plan to earn it.
- ☐ 8. Interested readers have a way to stay connected to me.
- ☐ 9. I know what job my next marketing channel is supposed to do.
- ☐ 10. I can measure something closer to reader action than views or likes alone.
- ☐ 11. I have enough time / budget to test the channel without abandoning the core book work.
- ☐ 12. I know what result would make me stop, revise or scale the experiment.

## YOUR NEXT MOVE

0–5 yes

### FIX FIRST

Resolve the upstream bottleneck before adding tactics.

6–9 yes

### TEST ONE CHANNEL

Run one bounded experiment with a defined job and stop rule.

10–12 yes

### SCALE CAREFULLY

Increase reach only where the path and measurement work.

Still unsure what needs fixing first? [bemytech.com/authors/](https://bemytech.com/authors/)