

Before You Start Marketing

Print this page. Check each box. Fix only what needs fixing.

1. Look at the cover

Open your audiobook cover on your phone.

Make it small — about the size you would see in an online store.

Ask:

- ☐ Can I still read the title?
- ☐ Does it look professional?
- ☐ Does it look like it belongs with other books in my genre?

If yes to all three: STOP. Your cover is working.

If no: fix the specific problem before spending money sending people to the book.

2. Look at the audiobook sales page

Open the page where most listeners will encounter your audiobook.

Check:

- ☐ The title is correct.
- ☐ The author name is correct.
- ☐ The narrator name is correct.
- ☐ The series information is correct, if applicable.

- ☐ The book is not listed in an obviously wrong category.
- ☐ The book description is there.
- ☐ When I look up my book online, I can easily see that an audiobook version exists.
- ☐ Nothing obvious looks broken, missing, duplicated, or wrong.

If everything looks right: STOP.

If something is wrong: correct that specific problem through your distributor or retailer.

3. Pretend you are a new listener

Start from the place you plan to send people — your website, book page, social profile, retailer page, or newsletter.

Ask:

- ☐ Can I understand what the book is about quickly?
- ☐ Can I hear a sample?
- ☐ Can I find where to buy or listen without searching?
- ☐ Do the purchase links work?
- ☐ Do they lead to the correct audiobook?

If yes to all five: STOP.

If no: fix the broken or confusing step.

That's it. You're ready to market. 🙌