
Gundi's Must-Have

Launch Kit



DREAM CLIENTS
— ON AUTOPILOT —

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All resources listed in this guide can be accessed directly via the clickable, underlined pink links.

Where applicable, I've put my personal affiliate link. Of course, I only recommend products I personally use and have had success with. Absolutely, only the best and most efficient to fast track everyone's success!

For ease of use, I recommend saving a copy of this pdf to your computer and refer to it as needed. That way you don't have to manually type in urls.

Have FUN...:)

Tools to Research Sub Niches & Topics

These tools can also be used for book topic research or any other type of content (blog posts, podcasts, Youtube, social media, etc.)

Conduct Surveys with your mailing list/exiting clients:

- [Wufoo](#)

Getting Ideas:

- [Google Trends](#)
- [GoogleCorrelate](#)
- Google Auto Suggest (see video)
- [Souvle](#)
- [UberSuggest](#)
- [KeywordTool.io](#)
- [Answer the Public](#)
- [Wikipedia](#)
- [Alltop](#)
- [Buzzsumo](#)
- [Podcasts](#)

Hear from your clients directly:

- [Find a Forum](#)
- or Google your niche + "forum" or "discussion"
- [Quora](#)
- [Sub Reddits](#)
- Google your niche, plus "blog" - look through comments
- Facebook comments (and other social media relevant to your niche)

Gauge monetization potential (are products sold in that subniche, esp. informational products like books, courses, softwares)

- [Udemy](#)
- [Clickbank](#)
- [Amazon](#) (for products in your niche, not just books)

Validate Final Candidates:

- [Google Keyword Planner](#)
- [How to set up Google Keyword Planner](#)
- [Moz Bar](#)
- [Backlinko](#)

Publishing Resources

The 2 MUST-Have Tools for Amazon Publishing Success:

- [KDSpy](#)
- [KDP Rocket](#)

Proper **Keyword, Category & Topic/Market Research** is crucial for the long term success of your books. These 2 softwares make that process not only possible, but also fun & lightning fast!

Writing Tools:

- [Scrivener](#)
- [Transcription Service](#)
- [Dragon Naturally Speaking](#)
- [HARO \(for networking, quotes, expert feedback, information\)](#)

Cover Designers:

- [99 Designs](#)
- [Damonza](#) (get 5% off with coupon code: DREAMCLIENTS)
- [Littera Designs](#)
- [Wageedah in the Facebook Group](#)

- [PickFu](#) (*Test Titles and Covers on Real Audience*)

Craft Winning Titles:

- [10 Step Title Blueprint Worksheet](#)
- [PickFu](#) (*Test Titles and Covers on Real Audience*)

Editors:

- [The Language Agent](#)
- [Reedsy](#)
- [Writership](#)
- [Upwork](#)

Formatting to ePub & Print:

- [Hynek Palatin](#)
- [Vellum](#) (*you can use \$5 Fiverr gigs instead of buying the software*)

Uploading Kindle & Print Versions:

- [Kindle Direct Publishing \(KDP\)](#)
- [Createspace \(for print books\)](#)

Comparison of POD Platforms:

- [KDP Print vs. Createspace \(article\)](#)
- [Kindlepreneur Podcast](#)

Book Descriptions (Amazon Book Page):

- [Book Description Generator](#) (format bold/italic/underline/headers)
- [KDP Meta Data Rules](#)
- [Words that Sell: The 10 Most Influential Words in the English Language](#)
- [317 Power Words](#)
- Check out bestselling book descriptions in your genre and model

Author Central Page:

- [Author Central](#)
- [Tips for writing a Great Author Bio](#)
- Check out bestselling author bios in your genre and model, especially, by traditional publishers

Building a Launch Team and finding more Book Reviewers:

- [Bookrazor](#) (*finds reviewers of books similar to yours*)
- [Author Marketing Club](#) (*finds contact info of Top Amazon Reviewers*)
- [Reviews from Reader's Favorite](#)
- [Choosy Bookworm](#)

Prelaunch Marketing Resources:

- [Wisestamp](#) (*for email signature*)
- [Newswire](#) (*for press release*)
- [LegalMorning](#) (*media outreach*)
- [Josh Steimle's MWI](#) (*media outreach*)
- [Jon Morrow's Guest Blogging Course](#)
- [Quora](#)
- [Thunderclap](#) (*social media crowdfunding*)

Book Tours:

- Book Review Bloggers in your niche (*Google "Book Review Blog + your niche"*)
- [Setting up your own Book Tour](#)
- [Organizing a Blog Tour](#)

Share your Content (blog posts about your book during launch week):

- [Triberr](#)
- [Viral Content Bee](#)
- [Quuu](#)
- [Alltop](#)
- [Medium](#)
- [StumbleUpon](#)

Add an Audiobook:

- [DYI - Record yourself](#)
- [Professionally Done: ArchangelInk](#)

**** PAID PROMO SERVICES - see next page ****

Recommended Promo Services

(there are MANY more, but most are not very effective. If you find a good one not listed here, please let us know - we'll keep this list updated as much as possible)

FREE Promos (KDP Select & Permafree ONLY):

- *[James Mayfield](#)
- *[Freebooksy](#)
- *[BooksButterfly](#) *(much better for free than 99c / "Author Gold for series")*
- ([KDROI](#) *(free submission service for about 20-30 free or 99c promos - Chrome Extension, sister product of KDSpy => submitting to all the different free promos only takes 2-3 min. vs. several hours doing it manually - NOT for launch week, need to submit at least 7 days before and book needs to be live at the time of submission)*)

99c Promos - Early Days (pick 1-2 per day):

- *[Awesome Gang](#)
- *[eBooks Habit](#)
- [BKnight](#) w/newsletter *(Fiverr Gig)*
- [Bookkitty](#) *(Fiverr Gig)*
- [BookZio](#)
- [ContentMo](#)
- [BookTweeters](#)

99c Promos - Middle Days (pick 1-2 per day):

- [*Bookrunes](#)
- [*BookSends](#)
- [KND](#)
- [ManyBooks](#)
- [Digital Books Today](#)
- [BookGorilla](#)
- [FreeBooksHub](#)
- ([*FussyLibrarian](#) *(need to book a month in advance)*)

99c Promos - Final Days (1 per day - very powerful promos):

- [*BargainBooksy](#)
- [*Buckbooks](#)
- [*RobinReads](#) *(might not happen for your 1st launch, but great long term!)*
- [*FKTB](#) *(same as Robin Reads)*
- [BookButterfly](#) *(sometimes good/sometimes not - see my comments in the video)*

Postlaunch Marketing

Add an Audiobook:

- [Audiobooks made Easy](#) (*record your own Audiobooks*)
- [Archangel Ink](#) (*outsource*)

Evergreen PR:

- [Guest Podcasting Mastery](#)
- [Guest Blogging Course \(Jon Morrow\)](#)
- [Pinterest for Authors](#)
- [Quora for Authors](#)

Promos & Ads:

- [Promo services PDF](#)
- [AMS \(Amazon Book Ads\)](#)
- [Free AMS Course](#)
- [Book Ads](#)
- [Bookbub](#)

Giveaways, Contests & Quizzes:

- [Promote your books with Giveaway Campaigns](#)

- [Author Giveaways with Kingsumo and Rafflecopter](#)
- [Thrive Quizz Builder](#)
- [How to use Quizzes in your Marketing](#)
- [Instafreebie \(author platform for giveaways\)](#)
- [Instafreebie Author Case Study](#)

Niche Sites:

- [Using Niche Sites to promote non-fiction Books](#)

Events & Summits:

- [How to run a Facebook Author Event](#)

Translations & Intl. Distribution:

- [Pubmatch \(partner with foreign publishers\)](#)

Publishing on other platforms:

- [Kobo](#)
- [Nook](#)
- [iTunes](#)
- [Smashwords](#)
- [Draft2Digital](#)

Sassyliscious Brand Explosion

Courses:

- [Create Awesome Online Courses](#) *(free training)*

Podcasting:

- [How to start a Podcast](#) *(free training)*

Webinars:

- [The Perfect Webinar Script](#) *(free)*

Youtube:

- [Youtube Domination](#)

Affiliate Marketing / Niche Sites:

- [Affiliate Bootcamp](#) *(free in-depth course by Russell Brunson teaching you to create effective marketing funnels for your products, as well as affiliate products)*
- [How to start a profitable Niche Site](#) *(expand your brand and create passive income streams)*

Social Media:

- [Social Media Book](#)

SEO:

- [SEO Book](#)
- [How To Rank in Google Maps \(Local SEO\)](#)

Blogging:

- [How to write Blog Posts that go Viral](#)

Setting up a Website with Landing Page & Mailing List *(for lead magnets & subscribers)*

Setting up a Wordpress Website:

- [Download Gundi's FREE Starter Book](#)

Web Hosting:

- [Inmotion \(56% Discount\)](#)

Landing Page Software & Website Builder (optimized for conversion):

- [Thrive Architect](#) (formerly Thrive Content Builder)

Mailing List Provider:

- [AWeber](#)

BONUS: Gundi's Everyday Business Tools

Rock on...:)