



# Coffee Break Guide to Business Plans for Authors

## The Bookstore: The Shelves competitive analysis

**Bookstore: Online (Amazon, B&N, iBooks, Kobo, etc.)**

Date of Study:

How big is the section of the bookstore where your genre is sold?

Search Terms:

Search Term:

Search Term:

Search Term:

Notes: #1 seller in category

Other books worth looking at: (also boughts, high sales ranks in category, etc.)

### Ten books study

Date of Study:

Bookstore name and location

Amazon.com

Book #

Book Title

Author

Front Cover notes

Cover Color

Cover Picture notes

Cover Font & Size

Back Cover notes

Categories

Amazon Rank

Book Blurb

Book Quotes

Author Quotes

Testimonials

Reviews

Publisher

Copyright/ Release Date

Price

Enrolled in Kindle Unlimited?

Book length in pages

Other Notes:

Recommended books based on this title

How many Customers Buy After Viewing This Item?



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#### Bookstore

Date of Study: \_\_\_\_\_ Bookstore name and location \_\_\_\_\_

How big is the section of the bookstore where your genre is sold?

How many shelves carry books in your genre?

How many customers are in your section of the store?

How many walk away with books?

	Date	Day of the week	Time spent in section	number of customers	books taken
Day One					
Day Two					
Day Three					
Day Four					
Day Five					

Notes:



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Date of Study:

Bookstore name and location

Book Title	_____
Author	_____
Front Cover notes	_____
Cover Color	_____
Cover Picture notes	_____
Cover Font & Size	_____
Back Cover notes	_____
Book Blurb	_____
Book Quotes	_____
Author Quotes	_____
Testimonials	_____
Reviews	_____
Front Flap Contents	_____
Back Flap Contents	_____
First Few pages:	
Publisher	_____
Copyright	_____
Other content	_____
Book length in pages	_____
Book set up	_____
Chapter/section length in pages	_____
Back Matter notes	_____
Book preview	_____
Book Blurbs	_____
Author Bio, letter, etc.	_____
Other back matter content	_____
Online book seller research:	
Number of reviews	_____
Average score (stars)	_____
Recommended books based on this title	_____



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### Summary of Competitive Analysis and Action Steps

Cover -	Cover Color Picture Font -  Title: Author name: Subtitle: Book quote:
Categories	What are your two categories? What other categories would you like? How often will you update them? Look at categories of antecedents
Keywords	What are your seven keywords? What other words might someone use to find your book? How often will you update them?
Book Blurb	Update to description, call to action, look/ html?
Book quotes	Update Editorial Reviews section on Amazon Author page with quotes
Reviews	Who else can you ask to review personally Book Giveaway on Goodreads Author Thank You Letter in Back Matter and ask for reviews to help spread the message Submit to review sites and ask for cross post to Amazon Book Giveaway on social media specifically for reviews (Giveaways through gifting to boost sales numbers)
Formatting	
Price	What does the Amazon price tool say? Print Price



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Amazon Author page

Pictures : Use related pics but add a book quote on it

Videos: Book Trailer with pics from book and interview of why you wrote this book, why it was important

Twitter Feed

Blog Feed

Ongoing publishing

Using the Amazon Algorithm to boost sales

Introduce via KDP select and use Free days

Use Back matter to direct to website

Distributors and Aggregators

Smashwords

D2D

Other marketing?

Facebook?

PR Campaign?

Book Tour?

Have you identified your reader? Take a look at also boughts to see what else they might be interested in