



ServeNoMaster 102: Four Keys to a Successful Book Launch

Highlights:

[2:39] 1 - Allow 2 - 3 weeks for the book cover to be developed.

[4:33] 2 - Format your book for paperback, not just for Kindle.

[8:58] 3 - Take the review process seriously.

[14:45] 4 - Book descriptions are critical and you can keep improving them.

[16:23] Get the listing perfect. It should be designed to sell.

[20:19] The product is irrelevant if it doesn't sell.

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