



Author Website Checklist

Use the checklist below to make sure you've completed all of the elements you'll need for your author website. Create a high-converting sales funnel for your book, an author website to give your readers more information about you, and the incentive and opportunity to buy your book.

Element	Complete ✓
Traffic generation methods to get people to your site	
Advertising	
Content Marketing	
Social Media	
Search Engine Optimisation	
Opt-In Page	
Opt-In Form (from autoresponder)	
Lead magnet	
Separate Opt-In page	
Download page	
Call to Action	





Follow-Up Emails	
Sales Page	
Sales page copy	
Visual elements	
Links to buy	
Testimonials/Reviews	
Blog	
Include keywords in content	
Enable comments	
Respond to interaction	
Links to buy	
Opt-In form or relevant content upgrade	
Social media interaction buttons	
Book Description Page	
Description copy	
Links to buy	
Reviews and comments	





Excerpt	
Social media interaction buttons	
Testimonials Page	
Reviews	
Testimonials	
Invitation to leave testimonials	
Links to buy	
Biography	
Photo of yourself	
Positive reviews and endorsements	
Qualifications or experience	
Personal details	
Your background	
Links to buy	
Social media interaction buttons	





Copy Templates

Lead Magnet

Identify what you'll use as a lead magnet. Examples include:

- Sections of your book
- A case study from your book
- Data from your book
- Templates
- Cheat sheets
- Blueprints
- How-to Reports

Opt-In Page Copy

Include things like:

- Learn how to _____
- Find out the X steps for _____
- Sign up to get your free copy of _____
- Learn how to _____
- Download the _____ to learn how to _____





Sales Page Copy

Include things like:

- The problems your readers are facing
- How you'll address those problems
- Why you're qualified to write this book
- How your experiences are relevant to them
- The benefits of reading your book





Book Description Page Copy

Include things like:

- What you'll cover in the book
- How reading this book will benefit your reader
- What the reader can expect to take away from the book
- Book reviews/testimonials





Biography Page Copy

Include things like:

- Your qualifications or experience relevant to the topic
- Personal details about yourself
- Your background and how you came to write the book
- What you hope your book will give your reader
- Where you hope to go from here

