



Download this guide to help you plan your independently published KDP book. This planner was developed to be useful for fiction, non-fiction, reference, and low-content books.

Target Audience Worksheet

Age _____ Gender _____

Education _____

Avg. Monthly Income _____

Occupations _____

Spending Habits

Geography

Values

Hobbies

Pain Points/Opportunities

Challenges To Reach

Top Reason a Member of My Target Audience Will Buy My Book:

What Will Motivate a Member of My Target Audience To Review My Book:

What Other Products Will a Member of My Target Audience Buy That Compliment My Book:

BOOK DETAILS WORKSHEET

Book Idea

Date Started

Date Published

Printer

Cost:

Selling Price:

International Standard Book Number

☐ Free KDP ISBN #

☐ Use My Own ISBN #

ISBN Number

File Name of Interior File

File Name of Cover File

Cover Image Source

Cover Image Credit

Interior Title Font & Size

Primary Interior Font & Size

Primary Cover Font

Secondary Cover Font

Accent Cover Font

Primary Cover Color

Secondary Cover Color

BOOK DETAILS WORKSHEET

Book Title 	Language
Subtitle * 	Series *
Trim Size 	Edition Number *

** Optional Information*

Author: _____

Contributors *: _____

Author	Editor	Foreword	Illustrator	Introduction	Narrator	Photographer	Preface	Translator	Contributions By

Description

Keywords

Publishing Rights

☐ I own the rights
☐ Public Domain

Bleed

☐ Yes ☐ No

Adult Content

☐ Yes ☐ No

Cover Finish

☐ Matte Finish ☐ Gloss Finish

Paper

☐ Black & White - Cream Paper

☐ Black & White - White Paper

☐ Full Color - White Paper

Categories

KEYWORD RESEARCH WORKSHEET

Use this space to research your keywords. Keywords get you to the top of searches and are vital to the success of your book. Decide on your criteria and invest the required time to research and vet what keywords will make your book successful.

Define Your Keyword Criteria: *(I.E. Monthly Search Volume)*

List All Relative Keywords That Meet Your Criteria:

Notes To Narrow Your List:

Your Final 7 Best Keywords:

CUSTOMER REVIEW WORKSHEET

Review the customer reviews of competing books. Use that customer feedback to add value to your books.

WHAT PEOPLE LIKED:

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____
8. _____
9. _____
10. _____
11. _____
12. _____
13. _____
14. _____
15. _____
16. _____
17. _____
18. _____

WHAT PEOPLE DIDN'T LIKE:

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____
8. _____
9. _____
10. _____
11. _____
12. _____
13. _____
14. _____
15. _____
16. _____
17. _____
18. _____

FRONT COVER IDEAS

The front cover of your books work as salesmen to your audience. The cover needs to be recognised as an important communication tool. Invest time planning your cover to be sure it communicates well.

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BACK COVER IDEAS

The back cover of your books need to communicate well too. Use this space to communicate reviews, endorsements, showcase the value of your book, or set the tone of the book for potential buyers.



INTERIOR LAYOUT PLANNER

Use this space to plan your interior page content and page counts for the final book layout.

Notes: _____

Page Count: _____

Notes: _____

Page Count: _____

Notes: _____

Page Count: _____

Notes: _____

Page Count: _____

Notes: _____

Page Count: _____

Notes: _____

Page Count: _____

INTERIOR LAYOUT PLANNER

Use this space to plan your interior page content and page counts for the final book layout.

Notes: _____

Page Count: _____

Notes: _____

Page Count: _____

Notes: _____

Page Count: _____

Notes: _____

Page Count: _____

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Page Count: _____

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INTERIOR LAYOUT PLANNER

Use this space to plan your interior page content and page counts for the final book layout.

Notes: _____

Page Count: _____

Notes: _____

Page Count: _____

Notes: _____

Page Count: _____

Notes: _____

Page Count: _____

Notes: _____

Page Count: _____

Notes: _____

Page Count: _____

BOOK TRACKING WORKSHEET

Book Title:

Date Published:

ISBN Number:

		Month											
Monthly Sales	Paid Units												
	Free Units												
	Sales Ranking												
	New Reviews												
	Royalties Paid												

Quarterly
Totals

Quarter 1

Quarter 2

Quarter 3

Quarter 4

First Year Totals

Monthly Sales	Paid Units					
	Free Units					
	Sales Ranking					
	New Reviews					
	Royalties Paid					

If you enjoyed using the forms in this planner, they are also available in:



LOW-CONTENT BOOK PLANNER

**Chongo's planner contains enough forms
to brainstorm, research, publish, and
track your next 12 books!**

If the forms were
useful, please leave
us a review on our
product page.

