

Author Name	Publishing Path	Example Book	Book Price	Category	Website	Social Media Channels	Blog	Topics (on Blog or Social Media)	Notes

Getting Started by Finding Comparable Authors

- 1. Go to Amazon.com and search for your book genre in as specific terms as possible using the dropdown menu and search bar.
- 2. Look for books with the “Best Seller” banner and check the Product Details section, OR go directly to the best seller lists on Amazon.
- 3. Check out who is favorably reviewing the Bestseller book you already have on your list and search that book profile’s likes for more comparable books.
- 4. Look at the "Also Bought” section under your comparable author’s book pages and their Amazon author page.
- 5. Go to <http://yasiv.com/>. If you book is already on Amazon, you can search the book title for a visual representation of similar books.