

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 your book is already on Amazon, you can search the book title for a visual representation of similar books.

