FOR SELF-PUBLISHED AUTHORS

The Zero-Budget Book Marketing Checklist



30 free tactics. The first 15 are things Clemens Wan actually tried for his two books. The other 15 are in the free kit he built next.

CHECK THEM OFF

- [ ] 1 **Give the first book away free as a PDF** TRIED
  My Life in Lists of 30 has a free PDF download alongside the ebook and paperback.
- [ ] 2 **Publish ebook + paperback on Amazon** TRIED
  Print-on-demand means no inventory and no upfront print run.
- [ ] 3 **Turn every list into a mindmap post** TRIED
  Instagram @listsof30 mindmaps, made with SimpleMind Pro by pasting a list from the clipboard.
- [ ] 4 **Start a podcast from the lists** TRIED
  The Lists of 30 Podcast, plus a public post on lessons from recording 30 episodes.
- [ ] 5 **Write the book proposal as slides** TRIED
  The Our Life proposal lives in Google Slides with a slideshow version.
- [ ] 6 **Write your own book summary** TRIED
  A getAbstract-style summary PDF of Our Life in Lists of 30.
- [ ] 7 **Share a sample chapter as a Google Doc** TRIED
  RANDOM ADULTING was shared as the Our Life sample chapter.
- [ ] 8 **Cross-post a monthly newsletter** TRIED
  Monthly summaries cross-posted on Substack.
- [ ] 9 **Build a custom GPT writing assistant** TRIED
  The Lists of 30 Writer GPT, loaded with the book text, for edits, SEO metadata, and hero images.
- [ ] 10 **Make a fully AI-generated video** TRIED
  A Clembot avatar reading 30 Self-Proclaimed Titles on YouTube.
- [ ] 11 **Automate a social bot from the blog** TRIED
  A Twitter/X bot on WordPress (paused when it got annoying), with a how-to post.
- [ ] 12 **Offer signed copies through a creator platform** TRIED
  Signed copies via tropee.com/listsof30.
- [ ] 13 **Tie a free book to an NFT claim** TRIED
  The Our Life launch NFT on Linea via Phosphor came with a free book.
- [ ] 14 **Feed the book to NotebookLM** TRIED
  An AI audio overview of the book, posted to the blog.
- [ ] 15 **Write a 'my books' hub post** TRIED
  One evergreen post with every book, format, and link.
- [ ] 16 **Gate a printable behind an email signup** IN THIS KIT
  30 Prompts PDF + worksheet.
- [ ] 17 **Run a 30-day email course** IN THIS KIT
  One book item a day for 30 days, pre-written in a CSV.
- [ ] 18 **Give away a 'Director's Cut' sampler** IN THIS KIT
  Chapter 0: three popular lists that aren't in either book.
- [ ] 19 **Post a quote graphic a day for 30 days** IN THIS KIT
  30 ready-made images, one Random Observation/Comment each.
- [ ] 20 **Post carousels on LinkedIn** IN THIS KIT
  Three 12-slide document posts from real lists.
- [ ] 21 **Post 30 short-form videos** IN THIS KIT
  30 Reels rendered from code, no editing software needed.
- [ ] 22 **Release a micro-audiobook** IN THIS KIT
  30 one-minute episodes: one favorite item per list.
- [ ] 23 **Make stickers people can use** IN THIS KIT
  Number 1-30 stickers, badges, and bubbles.
- [ ] 24 **Put a quiz on the book site** IN THIS KIT
  'Which List Are You?' matches readers to a real list.
- [ ] 25 **Crowdsource a list** IN THIS KIT
  A moderated community wall: 30 Things We All Secretly Do.
- [ ] 26 **Share a free Notion template** IN THIS KIT
  A fill-in board for tracking your own lists of 30.
- [ ] 27 **Give book clubs a 30-minute guide** IN THIS KIT
  Agenda + 30 rapid-fire prompts.
- [ ] 28 **Pitch podcasts with a one-sheet** IN THIS KIT
  Bio + 30 talking points on one page.
- [ ] 29 **Gamify reviews** IN THIS KIT
  The 30-Word Review kit: exactly 30 words, no more, no less.
- [ ] 30 **Leave tear-away fliers at coffee shops** IN THIS KIT
  15 tabs per sheet, each one a book item.

Total spent on tools: $0, if you already have a laptop, a Google account, and a willingness to be slightly annoying online. Free prompts and templates at **book.listsof30.com**