

POLLING FOR PROFITS

You may love one of your cover/title ideas. But your opinion is 2nd to your audience. The more input you have, the more likely your book will be noticed.

STEP 1: Use your professional book cover concepts and create a poll. Ask for feedback. **Jot their opinions below.**

STEP 2: Post on Facebook, LinkedIn, or anywhere your audience goes. **Note your links below.**

STEP 3: Email or call influencers in your industry or category for feedback. **List influencers you will contact.**

NOTE: <https://surveymonkey.com> also has polls where you can “rent” an audience. Select your demographics, pay a small fee, and they’ll do the rest.