

EMERGENCIES HAPPEN.

Fires, floods, earthquakes. Even zombies. Turn on the TV, go to the movies and you'll see – an invasion is inevitable. Whether you believe in them or not, we're big believers in being prepared, so we created the ultimate checklist for zombie-proofing one of the liveliest parts of your business... just in case.

1

ASSEMBLE YOUR TEAM

There is strength in numbers – whether publishing a book, launching on Amazon, or fighting off brain-hungry hordes. And if you can assemble a team of experts – even better. Be sure you have an experienced publisher (like us!) who provides everything from printing to processing sales to fulfillment and shipping.

2

ADD HUMAN PERSONALITY

Don't let your book blend into the mindless crowd. Humanize, personalize and give it life by staying true to your unique voice, branding, and message. Content, photos, graphics, they all need to be true reflections of the real, live you. Injecting personality throughout is always a good idea.

3

TRUE FACT: GOOD DESIGN = ZOMBIE REPELLANT:

Ever see a well-dressed, stylish zombie? Neither have we. So it stands to reason that great design and beautiful covers repel the living dead. Invest in professional design for the cover and interior formatting that will impress potential readers and make them want to start dancing along with you, Thriller-

4

FORTIFY!

Have you ever seen a zombie gently reading a book? Smash-proof your products by using high quality hard covers, binders, and even leather-bound editions that stand up to wear-and-tear and offer a 100% satisfaction guarantee.

5

GET THE WORD OUT

There is strength in numbers, and big sales equal numbers that give your book – and business – lots of life. Plan an Amazon book launch, set up a dangerously attractive sales page and share it on social media, host a webinar with a topic that leads naturally to your book, and plan some fun book signing events.

6

ELEVATE HEART RATES

Keep things lively by providing extras with your books such as posters, bookmarks, worksheets, wristbands, t-shirts, anything that elevates heart rates. They can even act as useful protection tools in case of attack. Wasn't there an episode of Walking Dead where they staved off an attack using distracting adult coloring books, Sharpies, and a big roll of stickers?

7

AUTOMATE YOUR SALES

Life in underground shelters escaping the hordes can really mess with orderly business function. Use a publisher like Vervanté that takes care of everything from sales to fulfillment, packaging and shipping so your books can still make their way to customers while you're off the grid.

8

HAVE A BACKUP PLAN

Have a backup plan: Include a flash drive with your book that has bonus digital files on it. Easy to transport, keeps your files safe, and can be used almost anywhere, like zombie shelters with USB ports.

9

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