

Book & eBook Marketing Practice Test Questions and Answers

1. What is Kobo Writing Life?

- A) A manuscript editing tool
- B) Kobo's self-publishing platform for authors
- C) A writing community forum
- D) A print-on-demand service

2. Your domain name should be:

- A) Your name or the title of your book
- B) The name of your agent
- C) The name of your publisher
- D) A made-up word

3. What do book marketing companies do?

- A) Teach authors how to use stronger keywords
- B) Help authors promote their unpublished books
- C) Research Amazon listings and Author Central pages
- D) Customize book marketing strategies according to the type of books and authors

4. What is a 'newsletter swap' among authors?

- A) Exchanging email service provider accounts
- B) Two authors promoting each other's books to their respective email lists
- C) Sharing subscriber data between authors
- D) Co-writing a newsletter issue together

Answers: 1-B 2-A 3-B 4-B

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