

QUINTANA MARKETING

Book-Promo Infographic Formula Guide

7 practical formulas for KDP authors & book marketers
Built to use with **Info Prompts AI**

Clear shapes for lead magnets, launch weeks, series roads,
checklists, before/after, cheat sheets, and CTA pyramids.

No earnings promises — just clearer promo graphics.

For buyers of Info Prompts AI · Andreas Quintana

How to use this guide with Info Prompts AI

Info Prompts AI helps you turn a plain idea into a strong **infographic prompt**. You still pick the formula, fill in your book details, and generate the visual in your usual image tool. This guide gives you the shape — so you are not staring at a blank page.

Simple flow

1. Pick one formula below that matches your goal this week.
2. Copy the field checklist into Info Prompts AI (topic, framework, visual direction, CTA).
3. Paste your real book titles, dates, and links.
4. Generate the prompt, then create the image.
5. Post where your readers already are — and invite one clear next step.

Tip for older eyes: keep text large on the final graphic, use high contrast, and limit each panel to one idea.

Honest note: Good graphics help people understand your books. They do not guarantee sales or income. Results depend on your books, consistency, and audience.

Formula 1: Lead Magnet Map

When to use it

Use when you want a free chapter, checklist, or reader magnet that builds your email list before (or alongside) a book launch.

What the finished infographic should communicate

A clear path: free gift → email signup → next book. Readers see what they get and what happens next in one glance.

Exact fields to fill in Info Prompts A1

Topic / title

Your freebie name + the book it connects to (e.g. “Free Chapter: The Chapel Clock” → Book 1 of your CRS series).

Framework

3–5 vertical steps: Free gift → Join list → Read sample → Buy Book 1 → Waitlist Book 2.

Visual direction

Simple top-to-bottom map or path with arrows; soft bookish colors; large readable labels; one icon per step.

CTA / footer

One button line: “Get the free chapter” + tiny footer: “PDF emailed instantly · Unsubscribe anytime.”

Worked example — Christian Romantic Suspense

Title: “Roots of Redemption” free chapter magnet.

Map: Free prologue PDF → Welcome email → Full Book 1 on Amazon → Series waitlist.

Prompt tip: “Vertical lead-magnet map, 4 steps, cream and navy, gold arrows, CTA Get the free chapter at the bottom.”

Where to post / how it helps

Pin on your author Facebook page, offer in the back-matter of Book 1, or share in reader groups as a free sample. Helps you collect emails you can invite to the next launch — without promising any specific sales number.

Formula 2: Launch-Week Timeline

When to use it

Use in the 7 days around a new release when you need one clear promo action per day (email, post, ad, or ask).

What the finished infographic should communicate

Launch week is planned, not chaotic. Followers see exactly what happens Monday–Sunday and when the book is live.

Exact fields to fill in Info Prompts A1

Topic / title

“Launch week: [Book Title]” plus release day/date.

Framework

Horizontal 7-day strip (Mon–Sun) with one short action under each day.

Visual direction

Clean timeline; day labels large; actions under 6 words each; soft accent for “Release Day.”

CTA / footer

Footer: “Out now on Amazon” + your Amazon/KDP link line (no income claims).

Worked example — Cozy mystery launch

Book: “Maplewood Murders.”

Mon: Teaser quote · Tue: Character intro · Wed: Cover reveal · Thu: Preorder reminder · Fri: LIVE on Amazon · Sat: Reader thank-you · Sun: Freebie reminder.

Prompt tip: “7-day horizontal launch timeline infographic, soft greens, Release Day highlighted Friday.”

Where to post / how it helps

Share once at the start of launch week in email and socials; pin it for the week. Keeps your promo consistent and easy for older readers to follow.

Formula 3: Series Roadmap

When to use it

Use when you have (or plan) 2+ books and want readers to see the order and what to buy next.

What the finished infographic should communicate

“Start here → then this → then this.” Reduces confusion and helps catalogue browsing without hard-sell language.

Exact fields to fill in Info Prompts A1

Topic / title

Series name + “Reading order” or “Start with Book 1.”

Framework

Left-to-right or top-to-bottom path: Book 1 → Book 2 → Book 3 with one-line hooks.

Visual direction

Book-shaped cards or numbered stops; same color family; Book 1 marked “Start here.”

CTA / footer

“Start with Book 1 on Amazon” + series name in footer.

Worked example — Romance series

Series: “Harbor Lights.”

Book 1: The Lighthouse Letter (start here) · Book 2: The Storm Promise · Book 3: Home by Christmas.

Prompt tip: “Series roadmap, 3 book cards, navy and rose, Start here badge on Book 1.”

Where to post / how it helps

Share on series Amazon A+ ideas, newsletter PS, and reader Facebook groups. Helps browsers become series readers.

Formula 4: Mistakes Checklist

When to use it

Use for educational content that builds trust — blurbs, keywords, covers, or ads — without sounding preachy.

What the finished infographic should communicate

Common pitfalls + a short fix. Positions you as helpful. Soft CTA to your freebie or book at the end.

Exact fields to fill in Info Prompts AI

Topic / title

“5 blurb mistakes that lose clicks” (or covers / keywords / launch posts).

Framework

5–7 checklist rows: mistake → one-line fix.

Visual direction

Checkbox list; red X or muted warning on mistakes; green check on fixes; generous spacing for older eyes.

CTA / footer

“Want a free blurb template? Join my list” or “See how I write mine in Book 1.”

Worked example — Nonfiction KDP

Guide: “Amazon Blurbs for Busy Authors.”

Mistakes: Too vague · Spoils the ending · No genre signal · Tiny text wall · No CTA.

Prompt tip: “Mistakes checklist infographic, 5 items, each with short fix, cream background, large type.”

Where to post / how it helps

Post in author Facebook groups or as a carousel cover. Builds authority and can point to your freebie or book page.

Formula 5: Before / After Transformation

When to use it

Use when you want to show the difference between “stuck” and “ready to share” — promo graphic, blurb, or launch plan.

What the finished infographic should communicate

Outcome first: blank/confused → clear promo asset. Your tool or method is how, not the hero of the story.

Exact fields to fill in Info Prompts AI

Topic / title

“From blank page to share-ready promo graphic.”

Framework

Two panels: Before (problem) | After (clear asset).

Visual direction

Split layout; Before muted/gray; After bright and labeled; one short caption under each.

CTA / footer

“Make yours with Info Prompts AI” or “Grab my free checklist.”

Worked example — Book promo graphic

Before: empty Canva + “what do I post?” · After: tidy launch graphic with title, hook, and Amazon CTA.

Prompt tip: “Before/after infographic, left blank canvas frustration, right finished book promo graphic, teal accents.”

Where to post / how it helps

Great for Stories, Reels covers, and email headers. Helps people understand the benefit of a clear visual.

Formula 6: Cheat Sheet

When to use it

Use when you want a screenshot-friendly reference: hooks, hashtags, email subject lines, or blurb openers.

What the finished infographic should communicate

Dense but scannable value. Readers save it. You stay useful between launches.

Exact fields to fill in Info Prompts A1

Topic / title

“8 email subject lines for book launches” (or hooks / hashtags).

Framework

Title + 6–8 short tips in two columns.

Visual direction

Large title; short lines; mobile-readable; soft numbered markers.

CTA / footer

“Save this · Share with a writer friend” + your site or freebie.

Worked example — Romance email subjects

Cheat sheet: “Subject lines that get opens (romance).”

Tips: curiosity, character name, deadline, free chapter, series order, behind-the-scenes, reader love, soft CTA.

Prompt tip: “Two-column cheat sheet, 8 short tips, large type, rose and cream.”

Where to post / how it helps

Pin on Pinterest-style boards, share in newsletters, or offer as a secondary freebie. Encourages saves and forwards.

Formula 7: CTA Pyramid

When to use it

Use when you need layered asks: soft follow → buy Book 1 → tip offer (waitlist, box set, or freebie).

What the finished infographic should communicate

Not every reader is ready to buy. The pyramid shows a gentle path from awareness to the strongest ask.

Exact fields to fill in Info Prompts A1

Topic / title

“Three ways to follow [Author Name]’s books.”

Framework

Wide top = soft ask; middle = buy Book 1; tip = waitlist / next offer.

Visual direction

Classic pyramid; one verb per tier; high contrast text; roomy labels.

CTA / footer

Point the tip to your real link (Amazon, waitlist, or freebie).

Worked example — Faith fiction funnel

Top: Follow on Facebook · Middle: Buy Book 1 on Amazon · Tip: Join the launch list for Book 2.

Prompt tip: “CTA pyramid infographic, 3 tiers, navy and gold, one verb each, large readable labels.”

Where to post / how it helps

Use at the end of blogs, live videos, and email sequences. Clarifies what you want readers to do next — without hype.

Next steps

You do not need all seven this week. Pick **one** formula, finish one graphic, and put it in front of real readers.

1. Choose the formula that matches your nearest goal (list, launch, series, or trust-building).
2. Open Info Prompts AI and fill the four fields from that chapter.
3. Generate, then create the image with large type and one clear CTA.
4. Post it (or email it) once — then note what people clicked or replied.
5. Next week, pick a different formula and repeat.

Quick reference — the 7 formulas

1. **Lead Magnet Map** — Use when you want a free chapter, checklist, or reader magnet that builds your email list ...
2. **Launch-Week Timeline** — Use in the 7 days around a new release when you need one clear promo action per day (email...
3. **Series Roadmap** — Use when you have (or plan) 2+ books and want readers to see the order and what to buy nex...
4. **Mistakes Checklist** — Use for educational content that builds trust — blurbs, keywords, covers, or ads — without...
5. **Before / After Transformation** — Use when you want to show the difference between “stuck” and “ready to share” — promo grap...
6. **Cheat Sheet** — Use when you want a screenshot-friendly reference: hooks, hashtags, email subject lines, o...
7. **CTA Pyramid** — Use when you need layered asks: soft follow → buy Book 1 → tip offer (waitlist, box set, o...

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