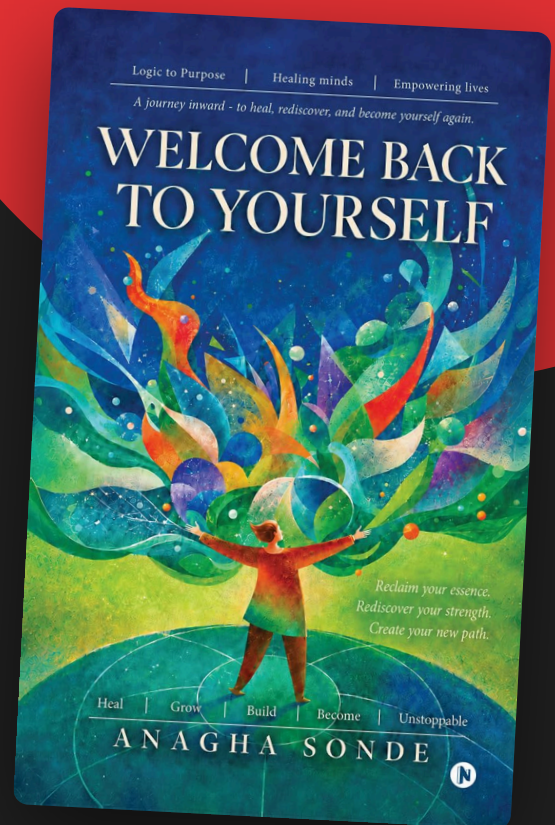


BOOK MARKETING AUDIT · OCTOBER 2026

Welcome Back to Yourself

A visual audit of cover, listing, reviews, author platform and discoverability, with a 90-day plan.

Author **Anagha Sonde**

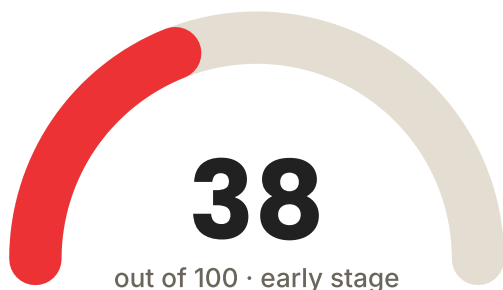


01 · THE BIG PICTURE

Great artwork. A book the market can barely see yet.

The cover and the early Amazon.in momentum are real strengths. The gaps are everything around the book: reviews, author presence and press. They are fixable in 90 days.

OVERALL MARKETING HEALTH



6 scored areas, 60 points total. Judgement-based, outside-in.

THREE HEADLINE FINDINGS

- 1 Strong first impression**
 Vivid, memorable cover art and a clear promise: heal, rediscover, become yourself again.
- 2 Proof is the bottleneck**
 Only 3 Goodreads ratings. Readers deciding on a self-help book look for dozens.
- 3 The author is invisible**
 Empty Goodreads author page, no website or press found. Trust has nothing to build on.

SNAPSHOT OF WHAT WE COULD VERIFY

5.0★

Goodreads average, from only **3 ratings** and 3 reviews

#22

Amazon.in Hot New Releases, **Self-Esteem** (at time of search)

₹450

Hardcover, from 3 offers; 2 formats listed on Amazon.in

0

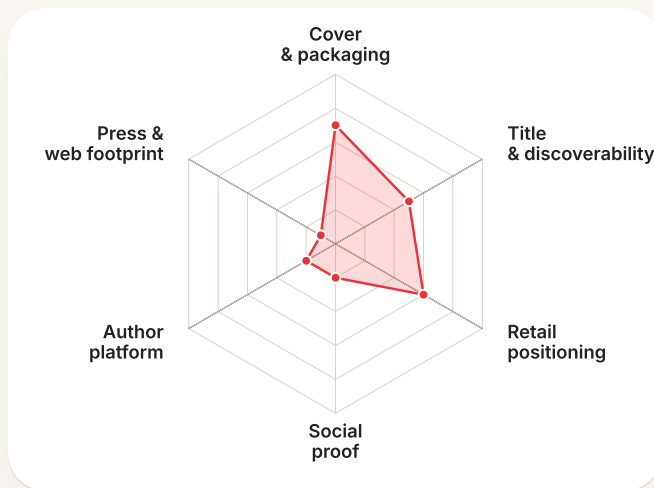
Followers on the Goodreads author page; no bio or links

Read this as an outside-in audit. Goodreads' book page and Amazon's product page could not be opened by our tools, so listing copy, review text, sales rank history and Author Central were not reviewed. Page 8 lists exactly what was and was not checked.

02 · SCORECARD

Where the book is strong, and where it is leaking.

Packaging and retail positioning are ahead of the curve. Credibility signals (reviews, author, press) are well behind.



STRENGTHS

Cover artwork. Early traction in an Amazon.in sub-category. A clear, emotionally rich promise.

NEEDS WORK

Title searchability and text clutter on the cover.

URGENT

Reviews, author profile and any press or web presence.

Cover & packaging

Striking art; too many text layers



Title & discoverability

Title collides with films, posts, similar books



Retail positioning

#22 in Amazon.in New Releases, Self-Esteem



Social proof

Only 3 ratings on Goodreads



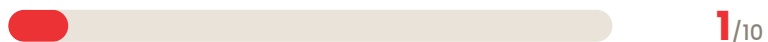
Author platform

Empty Goodreads author page, no website found



Press & web footprint

No coverage or mentions found

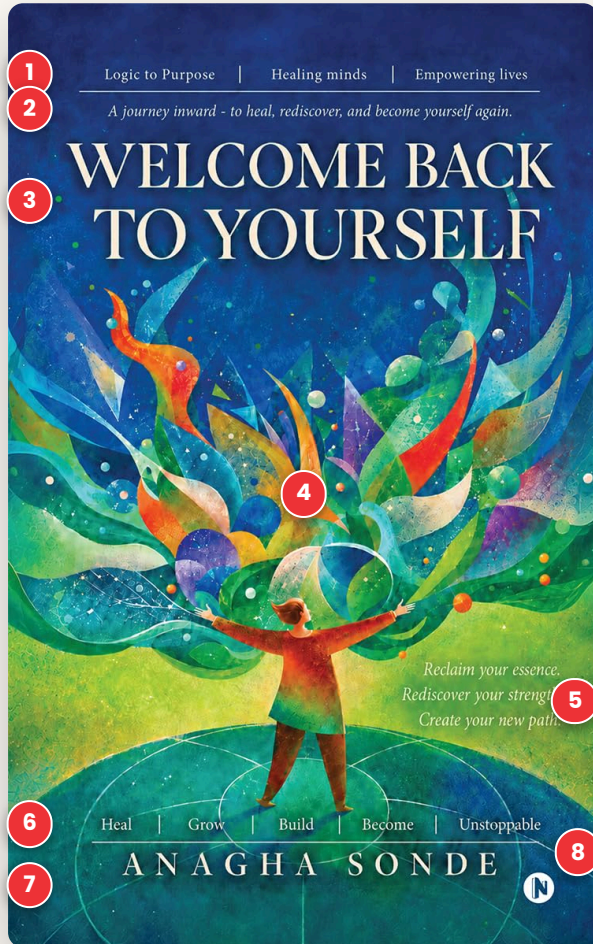


Scores are Deified Publications' judgement from public signals, not a measured index. Colour key: green 7+, amber 4 to 6, red below 4.

03 · COVER AND PACKAGING · 7 / 10

A cover that stops the scroll, then asks too much of the eye.

Numbered pins on the cover map to the notes on the right.



- 1 **Triple tagline: "Logic to Purpose | Healing minds | Empowering lives"**
Reads like an author brand line. Three claims before the title dilutes the lead message.
- 2 **Subtitle in small italics**
It carries the keywords (heal, rediscover) but will be unreadable in a thumbnail.
- 3 **Title: large cream serif on deep blue**
Working.
High contrast, legible small.
- 4 **Figure with open arms and blooming colour**
Working.
Instantly says release, growth, joy. Warm colours pop against the blue.
- 5 **Side tagline: "Reclaim your essence. Rediscover your strength. Create your new path."**
Good copy, but it competes with the art and repeats the subtitle's idea.
- 6 **"Heal | Grow | Build | Become | Unstoppable"**
A fifth text layer. Strong hook for social content, weak on the front cover.
- 7 **Author name, small and widely spaced**
For a debut author the name is not yet a draw, so size matters less than a credential or endorsement line.
- 8 **Publisher seal, bottom right**
Neutral. No endorsement, award or bestseller badge anywhere on the cover.

Do this next

Keep the front. For ads, Amazon A+ content and social, create a **thumbnail-first version** that shows only the title, the art and one line. Move the five-word strip and the tagline trio onto the back cover and into reel graphics.

04 · TITLE AND DISCOVERABILITY · 5 / 10

The title is warm, but it shares a name with a lot of other things.

When a reader types the title, the book competes with these. Your own name is the only unique anchor.

WHAT SHARES THE SEARCH SPACE

Welcome Back to Yourself: A journey inward...

Anagha Sonde · this book

YOU

"Welcome Back to Yourself"
(Substack audio post)

Da Maddahood, by Kêhau Paulo; recent

SAME
TITLE

Welcome / Welcome Back
film franchise

Welcome to the Jungle released
26 June 2026

"WELCOME
BACK"

"Coming Back to Ourselves"

Similar-theme title on Goodreads

LOOKALIKE

"Return me to myself"

Similar-theme title on Goodreads

LOOKALIKE

RETAIL SIGNAL

#22

Hot New Releases · Self-Esteem

Amazon.in, at time of search

Hardcover listed from ₹450, with 2 formats. Good early placement in a niche category. Rank moves daily, so screenshot it for your records.

Why it matters: new-release charts rotate quickly. A burst of reviews and sales now is what converts a temporary slot into lasting category visibility.

DISCOVERABILITY MOVES

OWN THE NAME

Always pair the title with **"by Anagha Sonde"** in captions, hashtags and page titles, so search lands on this book.

KEYWORD THE SUBTITLE

Build listing copy and keywords around **healing, self-discovery, inner work, self-esteem, personal growth**. Check live search volume before locking them.

WIDEN CATEGORIES

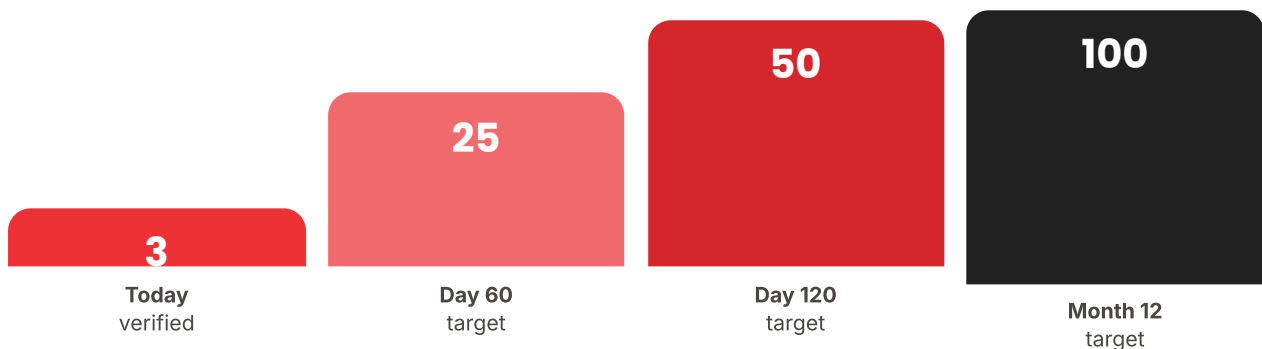
Confirm the book sits in 2 to 3 further relevant Amazon categories beyond Self-Esteem, such as self-help and mental well-being.

05 · SOCIAL PROOF AND AUTHOR PLATFORM · 2 / 10 EACH

Readers need proof, and proof needs a person behind it.

A perfect 5.0 from three ratings is a lovely start, but it is not yet persuasive. Here is the ladder to climb.

GOODREADS RATINGS: TODAY AND SUGGESTED TARGETS



Targets are Deified's planning goals, not industry statistics.

AUTHOR PLATFORM CHECKLIST

✗	Goodreads author profile No bio, 0 followers, no website or social links	MISSING
✗	Author website None found in our searches	NOT FOUND
✗	Press, blogs, podcasts No coverage or interviews found	NOT FOUND
?	Instagram / reels presence Nothing linked to the author surfaced	UNCONFIRMED
?	YouTube A channel named Anagha Sonde exists; content and link to the book unverified	UNCONFIRMED
?	LinkedIn and X Several people share the name; none confirmed as the author	AMBIGUOUS
✓	Amazon.in listing live Hardcover plus a second format, with New Releases placement	LIVE

06 · ACTION PLAN

A 90-day plan, in three moves.

Foundations first, proof second, amplification third. World Mental Health Day on 10 October is a natural early hook.

1
DAYS 1 TO 14

Fix the foundations

- Claim and complete the Goodreads author page: photo, bio, website, social links
- Rewrite the listing description around reader pain and keywords
- Launch a one-page author site with buy links and an email sign-up
- Publish a World Mental Health Day post and reel (10 Oct)

2
DAYS 15 TO 45

Build proof

- Recruit a 30-reader review team and ask for honest Amazon and Goodreads reviews
- Add a review QR code and a short ask to the book's back pages on the next print
- Pitch 5 podcasts, wellness blogs or college clubs
- Collect three reader quotes for the cover and ads

3
DAYS 46 TO 90

Amplify

- Run a 5-part reel series from the Heal, Grow, Build, Become, Unstoppable strip
- Offer a free journaling worksheet to grow an email list
- Test a small Amazon Ads and Meta budget, then double down on what converts
- Offer talks at workplaces, colleges and wellness circles

IMPACT VS EFFORT



TRACK MONTHLY

METRIC	NOW	DAY 90 GOAL
Goodreads ratings	3	35+
Amazon reviews	Check	25+
Author followers	0	250+
Email subscribers	0	150+
Press / podcast features	0	3+

Goals are planning suggestions. Amazon review count could not be read.

07 · METHOD, LIMITS AND SOURCES

What we checked, and what we could not.

VERIFIED

- Goodreads author page: 5.0 average, 3 ratings, 3 reviews, no bio, no followers, no links
- Amazon.in Hot New Releases in Self-Esteem: #22, hardcover from ₹450, 2 formats
- Cover design, from the supplied image
- Public web search for author website, press, social profiles
- Title collisions: Substack post, film series, similar-title books

NOT REVIEWED

- Goodreads book page, rating split and review text (page would not load)
- Amazon product page: description, A+ content, review count, best-seller rank history
- Publisher storefront listing (page not found)
- Sales figures, ad data, email list, private social accounts
- Author Central, backend keywords and category assignment

How scores work. Each of six areas is rated 0 to 10 from the public signals above and summed to a score out of 60, shown as a percentage. It is a prioritisation tool, not a market measurement. With access to the dashboards listed under "Not reviewed", the score can be tightened.

SOURCES

- [Goodreads: Welcome Back to Yourself](#)
- [Goodreads: Anagha Sonde author page](#)
- [Amazon.in Hot New Releases: Self-Esteem](#)
- [Da Maddahood Substack: Welcome Back to Yourself](#)
- [Wikipedia: Welcome \(film series\)](#)
- [YouTube: Anagha Sonde channel](#)
- [X: @AnaghaSonde \(not confirmed as the author\)](#)
- [LinkedIn: Anagha Sonde \(not confirmed as the author\)](#)

**DEIFIED**
PUBLICATIONS

Ready to put the 90-day plan to work?
Deified Publications