

Kindle

PROMOTION GUIDE

Basic Promotion Strategies
For Getting Your Book Noticed

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Introduction

If you've gone through the Formatting and Publishing Guides that came with this package, you should have your book up on both Amazon and Kindle already. Now that your book is up for sale on Amazon.com the real work begins.

Simply publishing your book and getting it listed might generate the odd sale, purely by chance; it's not going to be enough to make it worthwhile. You need to do some marketing of your own to get it noticed.

Amazon, CreateSpace, and the Kindle publishing platform have made it much easier for virtually anyone to self-publish a book, since much of the overhead associated with traditional publishing is no longer necessary.

In spite of all these new technologies that put publishing in the hands of almost anyone, one fact hasn't changed - you need to promote your book if you want to sell any. In some ways these new technologies have made this even more critical, since you won't have a publisher and their resources behind you, helping to get the word out.

In this report, we're going to look at some effective strategies for promoting your CreateSpace and Kindle books. Most of these strategies will work no matter what marketplace or format you're using, so as you expand to publishing on other platforms, you can still expect these strategies to work.

Write Right

The first step in a good book marketing strategy is something that you should have already done. We talked about it in both of the formatting and publishing guides, but I want to remind you again about your book descriptions and keywords.

If your description (sales copy) isn't compelling, you won't draw readers in. And if your keywords are not right, they may never find your book.

The good thing about both publishing platforms is that your description, keywords and price can be adjusted at any time. So tweaking and testing are a good idea. Don't be afraid to experiment!

You should also sell yourself as the author. Set up your author central page on Amazon. Tell your story, and include a picture.

Cross-Promote

One of the biggest benefits of having your book published both as a physical book and a Kindle version is the ability to link your books and cross-promote. When you have both versions of the same book on Amazon, they should link automatically.

It may take a few days, so give it a little time. If you don't start seeing that link, contact either the CreateSpace or Kindle publishing help desk and request that they be linked.

You should also be prominently stating on any book promotional material that your book is available in both formats. If you have a PDF version available on your website, be sure to cross-promote all versions.

Spread The Word

When you have a book published, tell everybody! It is an accomplishment, so talk about it and spread the word.

Tell Your List, and Everyone Else You Know

If you have a list of subscribers, let them know about your book. Make them a special offer. You can't discount Kindle books, but you can give them a bonus if they buy within a certain time period.

Just ask them to send you the receipt with the subject line "Kindle Bonus" or something along those lines.

eBook Forums

One of the easiest ways to promote your book is through popular ebook forums, including:

Kindleboards.com

Mobileread.com

Amazon's Kindle Forums

Most forums let you create a "signature" that gets added to every post you make. You can link to your Kindle book on the Amazon website from the signature, as well as include a short description of your book and even a cover image in some cases.

If you are active and post on the forum on a regular basis, other users will click on your signature link and check out your book(s). And a certain percentage of those people will buy, provided you have a good description and some good reviews (more on these things shortly).

The critical thing to remember here is that you don't want to over promote your book. Don't post just for the sake of getting your signature noticed by a few more people. Add value whenever you can by posting good information or helpful responses to other people's questions.

As people start to recognize you on the forum, they're a lot more likely to click through on your signature because they will get to know and trust you.

Many of these forums even have sections that are specifically set up to allow self-published authors to promote their books. You should take advantage of these sections on any forums that offer them. You might not get a huge number of sales from them, but any extra sales you can generate will help.

Along these same lines, look for forums that are related to the topic of your book, particularly in the case of non-fiction books. For example, if your book is about dog training, you would search out forums about dogs.

Join those forums and start reading and posting regularly. Once you've built up a bit of a reputation, you can add a signature there as well, with a link to your book on Amazon.com. This not only helps to generate more sales, it can help build your reputation in the market because you're a published author. When someone clicks that link and winds up on Amazon.com that will impress a lot of people.

Your Own Website

If you have your own website or blog (and if you don't, why not?) you can also promote your book from there. Include a prominent link to your book on Amazon.com so people who visit your site are sure to see it.

Much like forums, this will not only generate sales but it will also help to build your reputation as a published author.

Note: When you link out to your book from your own website, or any other site for that matter, it's a good idea to use an affiliate link. If you're not familiar with affiliate marketing, the basic idea is that you can refer people to Amazon's website and if those people buy something, you get a small percentage of the sale price as a commission in return for the referral.

By using an affiliate link to promote your own book, you're not only going to earn money as the publisher, you will also get a little bit more as the referring affiliate on every sale. You might as well earn as much as possible on every sale that gets referred from your own links!

Another possibility for promoting your book from your own website is to give it away. You don't want to kill your book sales, however, so you could either give away a certain number of "review" copies of the entire book or you could give away a few chapters.

Giving away review copies can be a good way to give your book a bit of a boost when it is first available to buy. This can get you some positive reviews on Amazon.com and other book marketplaces, as well as some testimonials that you can use on your website and other places you promote your book.

Giving away a few chapters of your book is a good longer-term strategy, since it lets people "sample" the book before they actually buy it. If you can end the free sample on a bit of a cliffhanger, many of the people reading it will buy the book to find out what's next.

Another effective way to use review copies of your book is to offer them to other authors. If you are writing a "niche" book that targets a certain market you could approach other well-known authors or marketers in that niche to review it for you. Or if it is a work of fiction you could approach other authors in the same genre for reviews.

This is obviously going to be easier if you know these people beforehand. Don't expect to send a review copy to Stephen King or John Grisham and hear back from them! But you can approach other authors that you have a prior relationship with, which is another advantage of being active in forums and other communities where those people might "hang out."

The Viral Effect

When you launch your book on a site like Amazon.com, a big part of becoming more successful is generating both sales and reviews. As more positive reviews are posted and you sell more copies of your book, it will start to move up the charts. As it gets higher, you will start to generate more sales because more people will see it.

If you can generate enough buzz about your book, this process can take on a life of its own, with more people buying because it's more visible and those additional sales making it more visible still.

This process is known as "going viral."

There isn't a step-by-step process you can take to make your book go viral. It's based on luck and being in the right place at the right time, to some degree. But there are some steps you can take to help the process along.

One thing that can work well is to sell your book at a low price when you first launch it. This can help to generate more sales, which will help to push it up the charts (and get more reviews coming in.) I suggest trying the KDP Select program with your book. The exposure should help to get some reviews in the beginning, and may even give sales a jump-start.

Another important step is to promote your book in as many places as possible. This includes places like social media sites that you are active on. Facebook, Twitter and LinkedIn are three of the most popular ones.

Don't be shy about promoting your book in these places. You don't need to blast out posts every few minutes, but a few posts a day mixed in with whatever else you're talking about won't hurt.

It's important to remember that different people are on those sites at different times, so you want to give them more chances to see your post. If you post something in the morning but many of your friends don't log in until later in the day, chances are they won't see your update because it's dropped so far down in their news feed.

You should also add a link to your book, along with a short description, to your profile pages on these sites. Anyone who looks at your profile to get more information about you should see a link to your book. As we've already discussed,

this not only generates more potential sales but it also helps build your reputation as a published author.

Other Promotional Strategies

There are a number of other promotional strategies that can help generate sales for your book, most of which will be familiar to anyone who has done any internet marketing.

Guest Blogging

Guest blogging is the process of writing blog posts for other sites in your market or subject area. Many blogs accept articles from guest authors, and in return for writing for them you can include a short "author bio" along with a link or two back to your website or other resources.

You can either link back to your own website or you can link directly to your book on Amazon or any other marketplace.

Search out some popular blogs in your market and see if they accept guest posts. Many sites that do will have a page that outlines exactly what they're looking for and how to submit guest posts for consideration, so look for that first. If you can't find any information about guest posts, read through some of the archives on the site and see if there are other authors writing for the site or if the content is all written by the same person.

If there are other authors, it's likely that the site will consider a guest post even if they don't advertise that fact. Send them a proposal through their contact page or email.

And if they don't have any other authors writing for the site, you might still want to contact them and see if they're interested. You'd be surprised at how willing many bloggers are to accept guest posts, providing the quality is good. It's hard to constantly come up with ideas for posts, so many bloggers welcome the chance to have someone else do the work once in a while.

Virtual Book Tours

Traditional book tours generally have an author making live appearances in bookstores in various cities, where people can meet them and get their autograph on their book.

This obviously isn't going to work very well over the internet, since there nothing for you to sign and you aren't going to actually travel anywhere.

But you can do a "virtual" book tour using technologies such as webinars or teleseminars. This lets you "meet" with a group of people over the internet without anyone having to leave the comfort of their home or office.

These virtual book tours work well with the next promotional strategy...

Joint Ventures

Joint ventures, also known as JVs, are partnerships with other people who have an audience that would be interested in your book. They help promote you and your book and in return you pay them a percentage of the sales you make as a direct result of their promoting you.

These people might simply send out an email or two to their network, with a recommendation for your book in it. Or you could arrange a webinar or teleseminar where they interview you about the topic of your book and the audience has a chance to ask you questions (the virtual book tour we just covered).

On-Page SEO on Book Marketplaces

SEO, or Search Engine Optimization, is the process of optimizing the content of your web pages so they rank higher in the search engines like Google and Yahoo. This same principle can be applied to your listings on Amazon.com and other book marketplaces.

First, include important keywords in your title and description. For example, if your book is about dog training, you would want to be sure that the phrase "dog training" is included in both your title and description. You would also want to include related phrases like "training your dog", "how to train your dog" and so on in your description.

The reason for this is that people will search for specific topics on sites like Amazon and you want your book to show up in the search results when they're searching for something related. Having those keywords in place will help your book get found.

Along the same lines, make sure you list your book in the appropriate categories and you include related keywords in the "keyword" field when you list your book on those sites.

Publish a Press Release

You need news for a press release, and what better news than your new Kindle book! I would recommend finding some samples to look at before creating a press release; you DON'T want it to sound like a sales page.

Some places to submit press releases:

[PR Web](#)
[Web Wire](#)
[Free-Press-Release](#)
[Press Method](#)
[PR Free](#)

Some of those are free, some not. You'll need to check out the options to see which the best choice is for you.

Host a Teleseminar/Webinar

Another cool way to promote your new book is to do a teleseminar or webinar about it. This is not only perceived as a high value event, but as an event, it will give you the opportunity to announce your teleseminar (and of course your book) through a range of teleseminar and webinar announcement sites, plus the "events" listings on Facebook and LinkedIn or any other sites you may be part of.

Networking

The final promotional method we'll discuss has been around since long before the internet, but it's as important as it ever was - networking. Getting "out there" and networking with your target audience is one of the most effective ways to promote yourself and your book.

When you're selling your book online, however, the process is a little different. Instead of meeting people face-to-face, you're doing it "virtually" through forums, discussion boards, social media sites and other places where people get together to discuss things on the internet.

Taking part in these communities goes beyond just promoting your own book. Review other people's books, respond to their questions and comments and take part in the discussions they're having. As you get to be known in these communities, you'll not only start selling more books but you can find other people who can help you promote yourself, such as potential Joint Venture partners.

Conclusion

While technology makes the process of actually publishing your book cheaper and easier, it doesn't remove the need to promote it. If you want to sell enough of your book to make it more than just a hobby, you're going to need to put in the time and effort to get the word out.

It can be worth it, however. There have been a number of authors whose books were rejected by big publishers and they chose to publish themselves through Amazon and other sites. The sales of their self-published books were good enough to catch the attention of those big publishers, and they wound up getting a "real" book deal.

That might be something worth working hard for, don't you think?

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