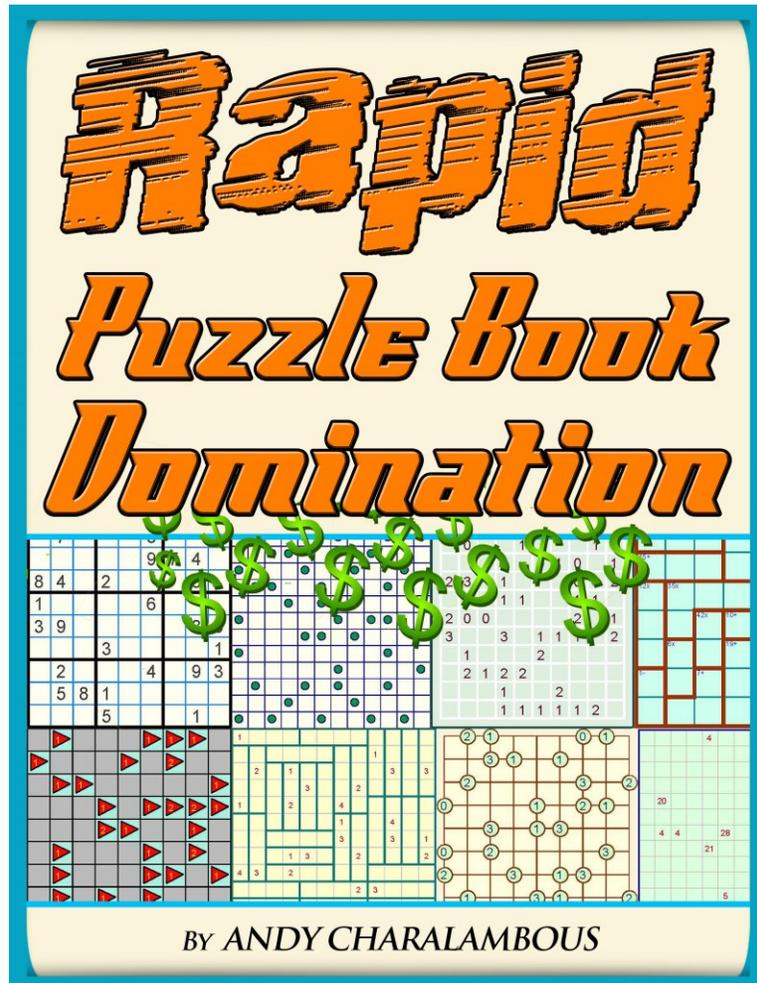


POWERFUL BOOK PROMOTION



BONUS 1

A POWERFUL BOOK PROMOTION METHOD THAT MANY
SELF-PUBLISHERS DO NOT KNOW ABOUT

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POWERFUL BOOK PROMOTION

TABLE OF CONTENTS

OVERVIEW	1
GET STARTED	2
PROMOTE EARLY	2
CONSIDER BUILDING A TEAM	3
GET PROMOING	6
RAISE THE PRICE OF YOUR BOOK	7
THE BACK MATTER OF YOUR BOOKS.....	8
TOP TIPS FOR BOOK MARKETING	12
BOOK MARKETING RESOURCES	13

OVERVIEW

I won't lie, it takes a bit of time to get the hang of marketing your books...especially if this is your first book. Marketing is pretty much trial and error, it is a learning process and each author/publisher has their way of going through that process.

The really good news is that marketing your books is not difficult to do...you just need some strategies to follow and you need to be persistent.

Personally, I am not a big fan of marketing my books...I just find it boring and sometimes annoying. For me the best thing to do is to outsource all the book promotion but that hasn't stopped me from searching for faster and easier ways of promoting my books.

In this report I am going to explain some marketing methods for getting more eyes on your books, more reviews for your books and more sales for your books.

These methods can add to your usual promotional efforts because at the end of the day multiple ways of marketing your books is what you need to be doing. If you want to see the profits rolling in you need to put in the time to market and promote.

I am going to show you how to use this opportunity to promote your books. I will also show you how you can add specific back matter to your books to get more sales.

GET STARTED

PROMOTE EARLY

The promotion of your book doesn't start the moment your book is finished. Actually, it should start the moment you begin to start writing and creating.

You need to get in touch with any following that you have on social media, on a website, on a podcast, on your video channel, etc. Let people know that you are starting the book creating process now.

You are seeding these ideas that a book is coming later, and it might come much, much later, but by planting that seed now, you're going to have much more success down the road.

So what are good ways to go about doing this?

Well, there are a number of things you can do, this includes, writing some blog posts and adding them to your author website.

If you do not have an author website I would highly recommend you look into getting one set up.

I actually have a full tutorial on how you can easily build your own author website [HERE](#).

You can have a go at creating some podcast episodes talking about your book creation process. People love to see the behind the scenes on how things are created as they feel a little bit more invested in those things.

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You can do this on blog posts, on videos, on Instagram, Instagram stories, on Twitter and wherever you have an audience.

Start sharing some behind the scenes of your creation process. It's going to get people more excited about this book that you're coming out with later.

CONSIDER BUILDING A TEAM

Build a launch team to help promote your book when it is released. A launch team is a small group of people who you can go to for getting the word out for your books

Basically, you give them access to your manuscript early; you get them involved in the process because when people are involved, they're invested.

If you provide early access, these people will be there to write a review on the day that your book comes out. They're going to be there to share your book when it comes out.

Building and using your team will give you just a little bit of a boost on the day you launch or the next time you run a big promotion. Your "team" will help you to get some more eyeballs on your book.

A launch team is really the opportunity to mobilize your community. So for someone like you, it is an opportunity to take

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people who are already fans and just mobilize them to engage in the content and engage in the process.

This is especially powerful if you already have a little bit of a larger platform.

Going through your team will help support the book and launch it in an amplified way.

Do not worry if you do not have big enough platform or any platform at all, because anybody can utilize a launch team. All it involves is leveraging the community that loves those types of books.

To get started I would recommend bringing all these people together in something like a Facebook group.



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Crossword Puzzle Collaboration Directory

Public group · 2.4K members

About Discussion Members Events Media Files

Join Group

In these groups you can share ideas for book covers, you can provide feedback for other puzzle book publishers, you can share when you have a new book coming out and, of course, you can make some new friends too.

If you support the members of these groups with their books then they will do the same for your books. You just need to be a valuable member of the group and not just throw out a bunch of spammy posts.

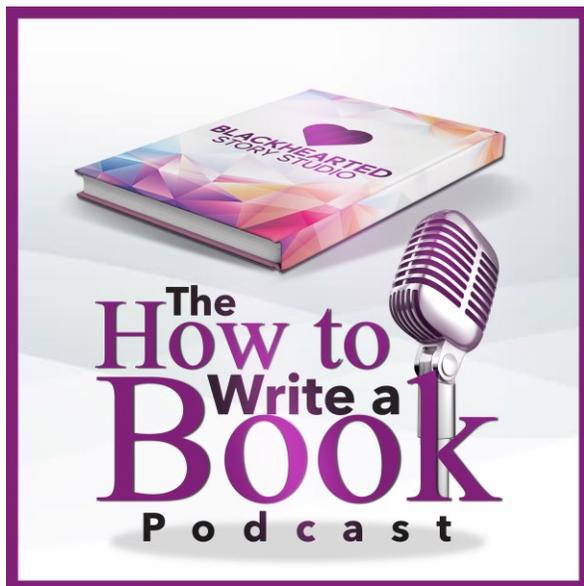
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GET PROMOTING

All the big authors go on a promo circuit where they go on book tours to various stores for signings, etc. Of course, I don't expect you to do that, however a smalltime author can still benefit from doing something similar and that is going virtual.

You can do it on podcasts, you can do it on other people's video channels, by doing Skype calls and things like that. You don't have to already be an established author/publisher to do this.

Obviously, utilizing the network that you've built or reaching out to others and asking is going to be the way to go about it and it can definitely work out in your favor.



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RAISE THE PRICE OF YOUR BOOK

If you have already published your book and it has been doing its rounds for a few weeks you can try to give it a little boost in sales by literally raising the price. It doesn't always work but it is certainly worth the shot especially if you notice a drop in sales.

When you raise the price of your book you are basically using psychology to get more sales. In the marketing world, people understand that if you create urgency that, it will build demand. So, people will buy something now so that they can save money later.

Raising the price can help because if you let people know you are going to raise the price, people will not want to miss out on the opportunity that they have to get it at a lower price.

Even just raising your price \$1 can go a long way. You can tell your audience, "hey guys, at the end of the month, I'm going to be increasing the price of my book so get it now while you can at the lowest price point available".

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THE BACK MATTER OF YOUR BOOKS

The end of a book is some of the most valuable marketing real estate an author or publisher has to promote their many other books and their brand. This is the exact spot where readers are primed and ready to purchase another related book and this is especially so regarding puzzle books because they are consumable.

So, if you do not point people in the direction of your other published book...in other words...do not effectively promote anything in a book's back matter, the reader might not even realize that you have other books!

Authors and publishers use a variety of tactics to promote their other books in the back matter. Some simply include multiple pages of call-to-actions, some include images and others include only text. There is no one successful formula.

This is a fantastic opportunity for you to get some free promotion out there.

Here are some interesting facts about back matter that may motivate you to create better promos for your preview books.

- Authors who included back matter promoting more books that they created saw a 2.2x higher increase in sales of their books compared to authors who didn't.
- Authors who included an excerpt or some examples from their books saw the highest increase in sales of the promoted book or books.

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- If you included all these three elements - an excerpt, a text call to action and a list of books - in your brand you would yield a 67% higher increase in sales than if you just included one or two elements.
- Authors who added a link address to the main product page of their book or book catalog saw an increase in sales to the promoted books or books within the catalog.
- Authors who asked buyers for a review saw an increase in reviews.
- Authors who linked to their mailing list saw an increase in mailing list sign-ups.
- Authors who linked to their social media profiles saw an increase in social media follows.

ADDING BACK MATTER TO YOUR BOOKS

At this point you would have completed your book manuscript. Now you can work on the end of the book where you can add any number of interesting promos.

This is what I do in my back matter puzzle book promos:

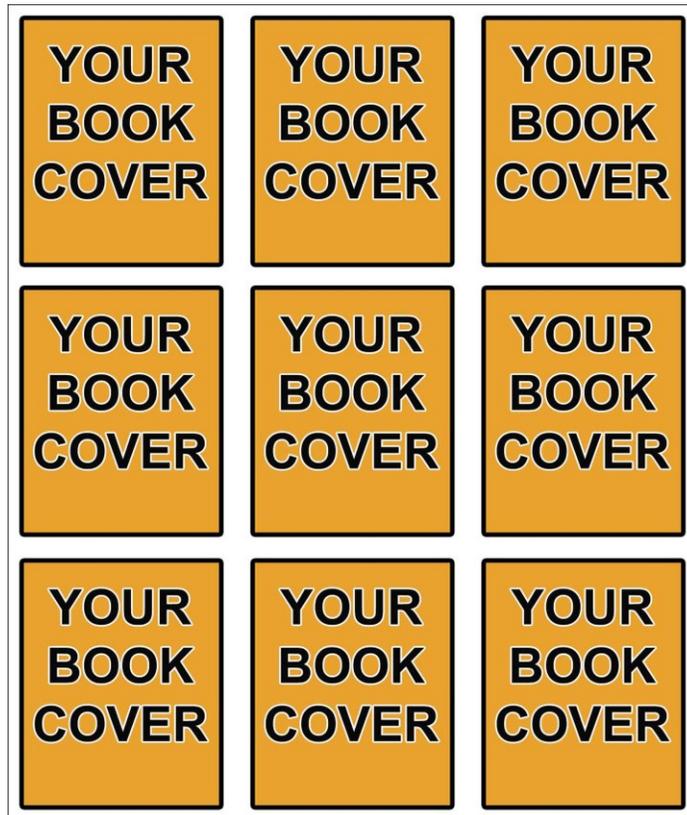
- 1.** On the next page, after my last bit of content, I would add a notice in fairly big text asking people to check out my latest books or collection of related books.

**“YOU MIGHT ALSO BE INTERESTED IN MY NEWEST
COLLECTION OF VARIETY PUZZLE BOOKS
CHECK OUT THE BOOKS ON THE NEXT PAGE”**

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Something like that, just to get them to look at the next page.

2. On the next page I would add an image of at least six of my books so people can see what other books I have on offer. That image would look something like this:



Check out the CS Previews Template in your **BONUSES / BONUS -1** folder.

You can create something like this using free imaging software like [Paint.Net](#) or [Gimp](#). If you are not very good with creating this type of image then you can just add the cover images of your best books.

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Below the image I would write something like:

“TO GET MORE DETAILS ON THESE BOOKS GO TO...”

And then I would add the URL to my website or to my Amazon Author Central profile page.

If you have several pen names in the same niche, as I do, then you can do this for all your pen names...as long as the books are related.

Don't overdo it...about three or four back matter promos should be enough.

3. Once your book preview is complete just save it as usual. The submission process accepts docs and PDF's so if you prefer to convert your finished book preview to a PDF you may do so. Bear in mind that during the conversion process your images may be condensed. So always check your word processor settings before converting to PDF.

TOP TIPS FOR BOOK MARKETING

Before I leave you to get on with your previews and promotions here are some additional tips that may help you.

- 1. Identify your book's target audience.** Many authors make the mistake of thinking everyone is a potential reader, when in reality, some people are more likely to purchase the book than others. Would your book appeal more to females or males? What age range best represents your readers? Where do they live? What kind of activities do they pursue? The more you can narrow your focus, the easier it will be to locate your audience and promote your book
- 2. Create an "elevator pitch" about your book.** An "elevator pitch" is a brief, focused message aimed toward a particular person or group that summarizes why they should be interested in your book. Your elevator pitch should be no longer than two or three sentences and should focus on your book's selling points—those qualities that make it unique and special. These are great for catching people's attention in your book descriptions.
- 3. Network, network, network.** Positive word-of-mouth publicity is an essential part of any book marketing plan. Start by telling your friends and family about your book. Then broaden your reach to include coworkers and professional acquaintances. The next step for promoting your book might be to inform local organizations such as

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clubs, churches and book clubs. You can also network over the Internet by searching for organizations interested in your book's topic.

4. Utilize one of the most effective marketing vehicles, the World Wide Web. The growth of the Internet has been advantageous to authors and publishers as it has presented new forums to find targeted groups of people, build awareness of books, and make purchasing fast and easy. There are many online marketing tools available to you in order for you to best promote your book.

5. Don't give up. Promoting your book is not a task that you can do in a day, a week or even a month. Often, the fruits of your efforts won't be immediately evident. It takes time and persistence to get your book noticed. Be prepared for some rejection, but remember to celebrate every achievement.

BOOK MARKETING RESOURCES

Get Book Reviews

I don't mean go out and buy reviews like some people do. That is not the right way to go about it. There are a number of ways you can get people to review your books but I must warn you that it is very time consuming and sometimes the return is very little.

Years ago all a book needed to rank well was a handful of good reviews and you would make some pretty good sales. Those days

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are over I am afraid. Yes, one of the things that you will need is good reviews but these don't always come about organically.

Big-time authors don't really have to worry about this aspect, but to everyday book creators like yourself who isn't yet accomplished, this can be very important to the success of your books.

Here are just a few ways you can get reviews:

- Asking friends and family.
- Getting in touch with the [Amazon top reviewers](#) – (This is hit and miss but may be worth the effort for a newbie with their first book).
- Using social media to spread the word about your books.
- Creating a [Goodreads](#) profile and adding your books there.
- Contacting owners of book review sites to ask them to review your books.

Create A Press Release

This is a great way of letting newspapers and magazines know about your book release. This is a fairly cheap way of getting your book out there and does not need to be more than \$10 per press release...if you use outsourcers.

The best way to utilize press releases is to do multiple press releases. These essentially reach out to many outlets that people can see the release on. I have found the best PR websites to submit your press release to are:

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www.Webwire.com

www.prnewswire.com

www.marketwire.com

www.prweb.com

However, it will cost you around \$30 if you do this yourself. I save a lot of money by using freelancers on Fiverr.com. These freelancers are already members of these PR sites and so only require you to pay them a small fee for submission. So instead of you having to pay \$30 to join one PR site you can pay someone on Fiverr \$10 to submit your PR via their membership.

Some freelancers on Fiverr offer to write your PR for you but I prefer to write my own PR so I save \$5. I just feel more comfortable writing my own press release. Be aware that if you do decide to write your own PR make sure you do it correctly. There are some specifics you need to follow when writing a press release.

Social media

If you are prepared to put in some time you can build up your social media status. I am talking about creating a [Facebook](https://www.facebook.com) account, [Twitter](https://twitter.com) account and [Pinterest](https://www.pinterest.com) account. There are many more but I think it is a good idea to just focus on no more than three social media platforms.

You need to be active on all of them. Connect them all up so that when you post on one it will automatically post on the others. I

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think the easiest to keep tabs on is Pinterest because it mainly involves posting images.

Keep an eye on those who are in the same or similar niches. Communicate and share with them.

Regarding Facebook there are many groups within that platform that you can post to, to let people know that your book is being launched or on offer. Additionally, there are Facebook Pages that you can also post to.

Regarding Twitter, create an account for your pen name or whatever your author's name is. Tweet the day that your books are launched and then once or twice a day for about a week. Write your tweets making sure to include your book link.

Make sure to link your twitter account to your Amazon Author Central profile.

Doing this will give your whole brand or author name more of an authoritative feel.

Tweet Example: *"New Variety Puzzle Book Launched –Your Book Title-"* *SHORT LINK, @YOUR HANDLE, #Hashtag(s)*

To get the best out of your Tweets use a great online tool called [Pay With A Tweet](#). This is a fantastic way of getting your Tweets out there to generate more traffic to your author profile or books in general.

It is a very simple process. You offer a book, free report or product and put up that offer for free on the Pay With A Tweet website. If people want to download your free offer they will have

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to tweet to download it. The actual Tweet will be provided by you...so it can say whatever you want it to say.

To get the best out of using this tool make sure that whatever you are offering for free is enticing enough for people to want to tweet to receive it! This can make your post viral as long as you have an interesting offer/product/book, etc.

Paid Book Promotions

Sometimes you can throw a ton of free promotional techniques at your book offers and yet still things just don't seem to be doing as well as you might have expected. It happens!

So what can you do to really boost a book's sales? Paid promotions. It is not something you would do all the time but sometimes all it takes is one really good paid promotion and your book suddenly finds its way to the top of the bestsellers list.

The thing is you can't just pick any paid promotion. There are a lot of websites out there that will offer this kind of promotion for a big chunk of change and yet not deliver on their service. You need to be careful.

Having said that there are a few services that have gained a reputation for being very powerful in helping boost a book's popularity. One of these services is [BookBub](#).

NOTE: *Submitting a book to Bookbub will not be cheap so make sure you have the funds. There is no guarantee that you will*

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make a good return on your investment or that Bookbub will even accept your book.

However, if all goes well and your book does get some attention via Bookbub then this may be enough to boost your book to the top rankings.

There are a few categories that you need to look at regarding Bookbub's pricing - [HERE](#)

As you can see there is no "Puzzle Book" category and so it looks like "General Nonfiction" is the closest. Like I said...it ain't cheap...but very powerful when things go well!

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