

***SUDOKU BOOK
CREATION
EMPIRE***

***MARKETING
POWER***

BY ANDY CHARALAMBOUS

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Ways To Promote Your Book & Get Traffic

At this stage in the, “Sudoku Book Creation Empire” course you would have completed and published one or more Sudoku books with CreateSpace and even with Kindle. Now it's time to make some sales!

Let me first say that getting your books to rank high is not an exact science. Whatever any book publishing guru will tell you, at the end of the day if you want to boost your book for a chance to get into the bestsellers list you need to do a lot of different types of promoting.

In this “bonus” we're going to look at a handful of effective strategies for promoting your books. Most of these strategies will work no matter what format you're using.

Generally, as soon as you publish your book Amazon will take care of a lot of the marketing for you...but bear in mind it is very basic marketing. I can remember when I first started self-publishing and it was so much easier to rank high in Amazon and hit the bestsellers list. This was usually with only a tiny amount of marketing on my part.

These days things are different...you need to supplement Amazon's marketing with your own. Many of these techniques are of little or no financial cost to you but they require your time.

It's easy to get overwhelmed with book marketing, because it seems like there are so many things you should be doing. The secret is to just

take it one step at a time. Start with one or two promotional methods and add others gradually.

There are so many ways you can market your books but you can't use all of them! You need to be selective and use a handful that will work best for your niche and target audience.

Let's get to it!

Complete Your Amazon Author Central Profile

As soon as your book gets published you need to go to [Amazon Author Central](#) to create an author profile.

amazon AuthorCentral Join Now Help Hello, Do we kr

Create your Amazon.com Author Page and more

Reach More Readers

At Author Central, you can share the most up-to-date information about yourself and your works with millions of readers. [Learn more](#)

Add your biography, photos, blog, video, and tour events to the Author Page, your homepage on Amazon.com.

[Reach More Readers](#)

Author Central Member Marybeth Whalen

[Track Your Sales](#)

Already a member? Sign in to access your account.

E-mail address

Password

[Sign In](#) [Need help?](#)

New to Author Central?

[Join Now](#)

In fact, you can have up to three author profile pages in case you use more than one pen name. A lot of people get this confused because you can only have one Kindle Direct Publishing (KDP) account. It is

recommended that you use the same email address for these as you have used for your KDP account to cut down on confusion.

Your Author Central page will allow you to include links to your blog post, add pictures, videos, and a biography. This allows people to get to know who you are or what your brand or pen name is about.

Use your Author profile to share, connect and build relationships with others via all social media platforms. You need to power up your social media by posting information about your new published books as soon as they are released. I am talking about connecting to Twitter, Facebook, Pinterest, Instagram, etc.

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 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](#) and [Shelfari](#) profile and adding your books there.
- Contacting owners of book review sites to ask them to review your books.

Create A Press Release

I do this every time I release a new book. 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:

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](https://www.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.

To make things easy for you I have provided a press release template and example for you to use. You can find those in the “Extras” folder that came with this course.

EXTRAS

Look inside the Extras folder.

You will find...

- ✓ 1 Press Release Template
- ✓ 1 Press Release Example

You can use the PR template and the PR example to write up your own professional press release.

Kindle Countdown Deals

This technique will only work for those of you who have used the option to also create a Kindle version of your book as well as a print version.

Specifically for your Kindle Sudoku book, Kindle Countdown deals can be quite powerful although in my experience they can also be hit and miss.

Run a Price Promotion

Sign your book up for a Kindle Countdown Deal or a Free Book Promotion.
Only one promotion can be enabled per enrollment period.

☒ Kindle Countdown Deal [Learn more](#)

☐ Free Book Promotion [Learn more](#)

What a Kindle Countdown Deal does is allow you to set your book up as a sort of "limited time offer". That adds a little pressure to buy your book. It prompts customers to buy your book before the discount is over.

So your book may start off at a discounted price of \$0.99 and will gradually work its way up. More like "counting up" than "counting down" but then who cares what Amazon calls it! The best part of this is that even though your book is discounted to \$0.99, you will still get royalties for your original price!

Your book will get featured on the Kindle Countdown Deals portion of Amazon and it gets in front of all those rabid puzzle fans looking for discounts.

For your book to be eligible for a Kindle Countdown it will need to meet the following parameters:

- It has to be enrolled in KDP Select for 30+ days before.
- The minimum discount for your book has to be at least a dollar.
- Max duration for a kindle countdown deal is 7 days.

- You can't change your price for at least 30 days before you enroll in Kindle Countdown Deals.

To launch a Kindle Countdown deal go to:

- KDP.Amazon.com > Bookshelf
- Find the book you want to promote and then click "Promote and Advertise".



- Choose Kindle Countdown Deal > Create a new Kindle Countdown Deal for this book.

Listmania

This will help get some eyes to both your print and digital versions of your books. This technique will not bring in huge amounts of sales at once but what it does do is help generate sales and boost your book ranking over time. I see this as more of a long-term strategy to help keep the book sales coming in.

Listmania are books you listed on a "Listmania list" that all have a common theme. In this case that theme will be puzzle books or

specifically, Sudoku puzzle books. When you create your list you would include your books and other popular books in your niche.

To create your Listmania List go to:

Amazon.com Customer Profile and:-

- Click the “Edit Your Profile” button on the top right-hand corner of the page.
- Click the “Lists” tab in the Contributions section of Your Profile.
- Click the “Create your first one now” link or “Manage your Listmania Lists” link if you already have existing lists.
- Provide the requested information for your list and click the Preview button to review your list and Publish list when you are finished.

Here’s the information you’ll be asked to enter:

Name Your List: Make it searchable by keywords...you definitely want to get the word “Sudoku” in there somewhere!

Introduction: You can add an optional introductory paragraph to describe the list. Another opportunity to get some keywords in there.

Add tags: This allows you to add keywords that help others discover your list.

Add Your Book: This is the core of your list. You can add anything from Amazon.com...not just books...anything related to your niche!

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](#) account, [Twitter](#) account and [Pinterest](#) 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 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 Sudoku 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 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 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.

Category	Subscribers	BookBub fee by Book Price				Free Book Stats	Discounted Book Stats
		Free	<\$1	\$1-\$2	\$2+	Avg Dwnlds	Avg Sold
General Nonfiction	1,520,000+	\$265	\$530	\$915	\$1,325	12,450	1,980
Literary Fiction	1,600,000+	\$250	\$500	\$870	\$1,250	18,700	1,910
Cozy Mysteries	3,340,000+	\$455	\$910	\$1,585	\$2,275	34,500	2,980

Like I said...it ain't cheap...but very powerful when things go well!

Tips For Keeping Up Sales

KINDLE: When sales drop, you can drop the price of your book down to \$0.99 for several weeks to increase sales, boost your ranking, and then put your price back to normal after you've restored higher ranking.

KINDLE: Put your books up for a 5 day KDP free promotion. Then upload your book to sites that promote KDP free books.

KINDLE & PRINT: Switching categories is another way to try to increase sales. You can change categories at any time and it can be better to rank in the top 50 of a less popular category than to rank in the bottom 100 of a more popular category. If you notice your sales increasing try switching to a more popular category and see if you can rank well there.

KINDLE & PRINT: Do some additional keyword research and add more details to your books description. This may help you rank for more keywords and can be used to increase conversions.

KINDLE & PRINT: Add information about any other books you have in the back matter of all your books. If someone likes your book they may want to know what else you have created. This works particularly well if you have a series of books.

KINDLE & PRINT: Build a mailing list. You can add a link to a squeeze page in your book's back matter. You can offer something for free, (an ebook, report, etc), to entice people to click on the link.

People will then be directed to your squeeze page where they will be able to sign up to your list to receive the free gift. Once you have collected enough emails you can start interacting with your subscribers and contact them with information on any new books you release.

There are many, many more things you can do to promote your books but these are a good few to help get you started. In time you will find your own choice techniques that will fit well into your promotional planning.

Best of luck!

Andy

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