

THE **4 PHASE APPROACH** TO
KINDLE BOOK MARKETING
SUCCESS IN 2018

BOOK 
LAUNCH
GLADIATOR

J O R D A N R I N G

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The "launch" can make or break the success of your book. There are many authors who talk about the importance of getting this right, but they don't tell you HOW to do it. Book Launch Gladiator is different. Not only does Jordan Ring tell you what to do, he also provides a step-by-step blueprint that you can immediately implement. This book is perfect for anyone who loves actionable content without a lot of fluff.

– Steve Scott, Wall Street Journal bestselling author

How to Get Help

This book is a brief overview of book launch and marketing for new authors. It will tell you everything you need to know to market your first book.

It's not a book that tells you how to write, edit, and publish. Instead, we will focus specifically on marketing tactics to sell more books.

Sound good?

Writing your book was hard enough, do you really want to figure out the marketing piece on your own?

Sure, Google is a great resource, and there is so much good information out there, but it can be next to impossible to figure out where to start.

Most books on self-publishing only casually broach the marketing topic, and instead choose to fill their pages on how to actually get the book finished. Nothing wrong with this, but marketing gets missed.

There are a ton of great resources on getting your book ready for publication, but in my opinion not too many good ones on marketing for new authors.

Most of the more experienced Kindle authors offer more advanced strategies that are very difficult for new authors to utilize. There is nothing inherently wrong with advanced strategies, but new authors

need a complete resource guide on **getting started**, without the added steps that can make everything crumble in a confusing mess of busyness.

This book will simply help you sell more copies of your book, AND will gear you up with the knowledge needed to continue to launch successful books.

I make the simple and affirming guarantee that you will sell more of your own books with the knowledge I will share in the following chapters.

Fair enough right?

Still, I know it can be entirely overwhelming.

I was right there with you a few short years ago. Now, after launching 5 books of my own I have seen what works and unfortunately what doesn't.

Luckily for you, my task at Archangel Ink is to help brand new authors navigate the process.

We do this in three different ways:

1. This guide in your hands. This book acts as a good starter for anyone interested in learning how to launch their book from the ground up.
2. I offer a full fledged Book Launch Gladiator Online Course for students who learn better from this more hands on approach, AND who want a person to connect with on any questions in the process. Connect with us at Archangel Ink for pricing and/or questions. Get lifetime access now while it stays at the

current price. Over time, I will be adding more content as I continue to launch my own books (and learn from my mistakes and successes), and thus the price will rise over time. The course contains:

- a. Bonus content and questions not answerable within the scope of this book.
 - b. PDF action plan for continued post-launch success
 - c. Step by step guided screenshare walkthroughs and templates for each step of the process.
3. For those who want the ultimate helping hand, we offer full hands-on coaching to walk you through the entire process. I will make sure you are rocking it at each step of the process, and will stick with you at all 4 phases of the launch process. You can check out marketing packages from Archangel Ink right here.

I will be upfront that my hope is that you will choose to purchase one of these package options. I think every author deserves a leg up.

But I will also be brutally honest that this book on its own is more than enough to have a successful launch.

No low quality content here.

As an avid reader myself, nothing gets my goat more than paying for a book only to be sold to on every other page.

I once bought a book that promised to show me the step by step process of getting reviews for my book. It didn't, instead trying to upsell me once per chapter. Consequently, I left it a really bad review.

That is not my style. Yes, my online course is great and is full of

content such as how to's and instructional videos (yes I actually go on Amazon and show you how to choose the best possible category). And yes, clients that choose to hire me as a coach get access to hands on help with their book launch, but no that doesn't make this book any less valuable.

I will occasionally mention my course throughout, but only check it out if you want that extra helping hand and you found this book to be impactful.

There is no shame to getting help in the marketing aspect of things. We at Archangel Ink care very much about our clients, and we will go out of our way to make sure we give your book the best overall chance of success.

Even if that means all you do is read this book, we are glad to be a part of your journey.

The process I share won't break the bank nor will it leave you feeling overwhelmed. Less is more when it comes to first time author marketing.

Thanks for letting us take this ride with you,

-Jordan

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Your Free Bonus: A Trello Template

Before you begin reading this book, I have a free bonus to offer you.

To track my own book launches, and the launches for my clients, I use a handy dandy website called Trello. It's incredible.

Even better? I am going to share my template with you. All you have to do is sign up for my email list and I will send you the link to access it. Easy peasy.

To receive your free access link please sign up below, it only takes a second.

[Click here for the Free Bonus](#)

Once you sign up, you will be emailed access to the board, which will be a lifesaver when trying to organize and track your book's launch.

I am happy to have you on the list, and excited for us to dig in together,

Let's go!

—Jordan

Book Marketing Intro

I am so glad you picked up a copy of this book. By investing in the growth of your marketing skills, you are ahead of 99% of other authors out there.

Most new authors launch books with no reviews, no marketing plan, and no idea of how to sell their book to anyone other than their closest relative or friend.

Don't let this happen to your book, your precious baby.

Most books get put on Amazon with no chance of rising in their best seller ranks, and thus, no chance of the Amazon algorithms activating to help the book take off.

You have put a ton of work into your book, do you really want to watch it sell 10 copies and then fizzle out into nothingness?

My strategy won't turn your book into the next Harry Potter, but if you leverage the ideas contained within, your book launch will be a success.

By learning how to become a Book Launch Gladiator you will reign victorious in the Kindle Colosseum.

Let's begin champion!

Book Overview and What You Can Expect to Learn

This book is broken up into 5 sections: The intro and 4 phases of launching a book. I will share tips and strategies in each one:

- » Intro: Basic Book Marketing Questions Answered
- » Phase 1: Pre-Launch Phase
- » Phase 2: How to Get Reviews
- » Phase 3: Launch Week
- » Phase 4: Post-Launch Strategies

In each section I will show you how to get from point A to point B and make sure your book is ready to have a huge launch.

Where this Book Picks up and Who it's for

This book is for the brand new author but it assumes you already have a book written or are well on your way. I don't provide any editing or writing tips in this book, only marketing related items.

If you need a book or strategy guide on how to write an incredible book you check out this book by Steve Scott:

[How to Write a Nonfiction eBook in 21 Days - That Readers LOVE!](#)

Since this book is designed with the newbie in mind I have defined terms as much as possible to make sure to keep you in the loop.

I wrote this book as if I was writing to myself before I self-published my first book, and I hope this approach will help make the process more clear.

This is what separates this book from other books in the market. Sure, you can pick up a marketing book from a more well-known or extremely successful author, but at no fault of their own they are not in a position to identify a process that newbie authors can use.

I see it time and again how these types of authors will write a “how to” book on Kindle Marketing, and share that you should send an email to your audience, share the book to your Facebook fans, or write a blog post to your thousands of readers.

Well what if you have none of these? Are you out of luck?

No! We just have to build that platform, and that’s the goal of this book. It will take a lot of grit, determination, and hustle to get there, but I am sure you are up to the task.

*Note: If you are an experienced author reading this book for marketing tips, great! But please be aware that this book was written with the newbie in mind, and as such topics are covered in great detail.

About Me and My Books

I have written and self-published five books as of February 2017 (counting this one). I have used various strategies to launch my books, and you can be rest assured I will show you which ones to use and which ones to avoid.

You can see all of my [books right here](#).

I have utilized these books to firstly impact other’s lives in a positive way, but secondly to establish a platform for future books.

I have had varying levels of success with these books, but one thing is for sure, I have learned a lot along the way.

I think it is all about learning and implementing what you learn over time. This is the main purpose of this book after all, to guide you in the startup process so you can be a successful author in the long run.

This book isn't written by an author of 15+ books making well over a million dollars each. Nope. This book is written by an average Joe just like you.

I didn't start my author career with a huge following, a huge investment, or any idea how to do just about anything related to writing a book.

All I knew was that I wanted to write a book so I did. I jumped into it and along the way made a ton of mistakes.

I believe I made those mistakes so you don't have to.

3 Important Questions to Ask Yourself

To get things rolling you need to ask yourself the following three questions. These will help you to get started in the book marketing process as they will define your genre, create realistic sales targets, and answer the why.

Question 1: Who is Your Target Audience?

Since you've already written a book or are thinking about writing a book, you may already know the answer to this. If so, kudos to you.

If not, answering this question will help you figure out what type of people you want to read your book.

This may seem like an obvious question but it's one you have to consider.

Once you know who might be interested in your book you can then target those types of people. You will be able to find the right keywords, promote the book in the right places, and ultimately get more sales.

Define your target audience before you hit publish.

See [this article](#) for more information on finding your target reader:

Question 2: What Sales do You Expect to See?

You need to set a reasonable goal for your book as far as sales go. What you don't want to do is to track sales without aiming for a target.

When you are first starting out make it a goal to sell 100 books. This isn't easy to do right off the bat, but it's definitely within reach.

Once you sell 100 books, make a new goal after that. The point is to set a goal that will be reasonable for you to reach, but one that you will feel happy about moving forward.

This approach helps sales numbers to feel within reach and helps you to stay focused on marketing during launch week.

Question 3: Why are You Writing this Book?

I pose this question because if you are writing your book to become a millionaire, you might want to sit down for a bit.

There is a 99% chance your first book will not make your dream of owning your own island come true.

I held this faint and unrealistic hope that my first book would become an instant NY Times bestseller.

If you are writing your book to become a better author, leverage your business, or to help a specific need, then good for you.

Answering this question honestly will help you to be able to do the most important marketing task in front of you, which is to continue publishing new books.

Make sure you are writing for the right reasons, and if the book goes on to sell big, then perfect. But don't let the success or failure of the book deter you from continuing to write.

Don't stop writing regardless of the outcome of your book.

The Importance of Building a Platform

Building a platform is the MOST important part of your young author career. You build a platform by writing books, capturing email addresses, and creating an email list of ready buyers.

Sounds easy, but it takes a lot of work.

Once your platform gets off the ground it will build exponentially and even more importantly, passively. Yes, that means your platform will eventually grow with only occasional work on your part.

Leverage your email list to curate a list of casual readers into avid readers. Then turn those avid readers into raving fans.

Once you have raving fans on your side, you will have an army at your disposal in order to launch your future books with a bang.

The more books you have and the more you are building a platform the easier marketing becomes.

Cool right? Rocket science I know, but I cannot stress enough the importance of making platform building one of your primary goals.

We will talk more in depth on how to do this later on in this book.

Why Should You Learn Book Marketing?

The better you can become at marketing your own books the more success you will have as an author. Sure, it doesn't hurt to have [a helping hand](#) along the way, but if you can cultivate your own marketing skills you will be much better off in the long run.

If you can learn to write your own book descriptions, pick your own kindle categories, and upload a completed manuscript all on your own you will save significant costs down the line.

I personally think that the most money you should spend as an author is on your first book. Get as much help as you need during this first one, but after this one launches start doing things on your own for future books.

Learn how things are done and learn to build your books and market it on your own. Ask a ton of questions and soak it all in.

The more you can invest in yourself now, the more you will benefit later on as you continue to write.

Now, an important consideration is to admit that there might be some areas you won't be able to do on your own. For me, I don't design my own covers because I am not a great designer.

Someday I might have my brilliantly talented and artsy wife try her hand at book cover design, but I will never do it myself.

However, for copy writing purposes I will always write my own book descriptions moving forward, and I suggest that any author learn to do this.

*Note: when I refer to copy I mean any writing content that is meant to make a sale (like a book description) and copywriting is writing said content.

Having good copywriting skills is paramount to future success as an author, unless you have someone writing every single piece of marketing copy for you.

Oh, you don't have a full time personal assistant that works for free and has excellent copywriting skills? Me neither.

Learn to do as many things yourself as possible. Get help early on to answer questions and have someone guide you through the process. Ask them questions until you are blue in the face so you can start to learn to do these things for yourself.

It would get ridiculously expensive to hire a coach each time you wrote a book (I mean, I would be happy to do it for you if you really have the cash to throw around). I suggest that you figure out as much as you can, and then leave anything you are not comfortable with or just not good at to the pros.

Through trial and error figure out each step of the process shared in this book and learn how to do each one for yourself over time as you keep putting books out there.

The more we can learn to do (and do well) the more depth and value we ultimately place on ourselves.

*Note: If your goal is to write only one book to increase the brand visibility for your business, then by all means get as much help as you can in the process.

Temper Expectations

As I alluded to earlier, you shouldn't expect your first book to fill up your piggy bank with golden nuggets.

Actually there will no golden nuggets (unless you take a pit stop to a Chick-Fil-A during a writing break.)

Your first book is the bottom of your platform. Most likely this book will be the first time anyone has read anything of great length of yours.

Reviews might not be 100% positive, the book might sit on your Mom's shelf (oh man I have meaning to get to that sweetie, sorry!), or it might be a total flop.

You CANNOT let any of this stop you from continuing to write.

Authors Louisa May Alcott, Stephen King, and of course J.K. Rowling, are famous authors whose work was rejected several times before it was published.

And they didn't have the benefit of choosing self-publishing as their route of choice. You have a leg up!

Make sure to set some realistic goals, but don't freak out if you don't hit your target. Just pick yourself back up and try again.

Who knows? You might just become an overnight bestseller and can retire to Fiji, just don't count on it.

Phase 1

Pre- Launch Phase

“Failing to plan is planning to fail.”—Alan Lakein

Welcome to the first phase in the process. In this phase you will get your book ready for launch by making sure it is built for marketing from the ground up.

All of these steps can be accomplished whether you have no book at all yet or are about to hit publish.

Ideally, this pre-launch phase will start while you are writing your book, but can be incorporated at any point in your writing career. Even if you already have your book out there, it can be done, but reviving a book once launched is not without its own difficulties.

We are learning how to “launch” a book and this takes some pre-meditation.

If you are about to publish your book, and haven’t done too much marketing for it yet, Wait! I suggest delaying your launch and following the steps here.

The only way to truly fail is by failing to plan.

Make a plan, follow the steps listed here, and you will have a much more successful book launch, and you will be well on your way to developing a solid platform.

Building Buzz

What does a Gladiator do? He taunts the opposition by making the crowd love him. A Quote from the movie “Gladiator”- “Are you not entertained!?”

What we need to do as book launch gladiators is to stir up the crowd by getting people interested in our books from the get go. We need to entertain the crowd from the very beginning.

As soon as you read this, go post something on social media, send an email to your list (if you have one, no problem if not, just send an email out to a few people on your contacts list), or send a group text out to some friends.

Let them feel your excitement for launching your book if you haven’t already.

The point is that you want to start to build excitement for your book. This helps now and later because now you can start to see what people are interested in about your book. It then helps later on when you launch your book because you can go back through your emails and social media notifications and let everyone that expressed an interest in your book know that it’s out.

By building buzz and building excitement about your book you will have a ready catalogue of potentially interested buyers ready to check out your book.

Start this process as early as possible and you will reap the benefits of this foresight. When you go to hit publish you won’t be wondering if anyone wants to buy your book, as you will know there is at least some interest already generated.

Here are a few simple ways to build buzz:

- » Let people know where you are at in terms of word count. Share those milestones whenever it feels appropriate.
- » Share different versions of your book cover. Ask fans to vote on their favorite. Again, the important thing to remember is to eventually circle back to these people when your book is out.
- » Ask people to be part of your launch team and provide those that sign up a free copy of your book. Make sure you make this process easy for them by creating a facebook group or something like it that specifically allows you to reach out to these people.
- » Share a free chapter of your book on your blog.
- » Write content related to your book on your blog or on a platform like Medium and ask people to sign up for your list (we will talk more about list creation later).
- » Share quotes from your book, or from other well known authors.
- » Engage people with funny content such as GIFs or funny memes. Try to make it relate to your book content in some way, but anything to get people to engage and share your content works here.
- » This one is hard to do on a regular basis, but it can pay off in the long run: find other influencers in your field and follow them. Like their posts, comment on what they share, etc. Be present and eventually you can reach out and politely ask them to share your work.

Once again, get started here as early as possible and start to build

excitement and buzz for your book. By the time it comes out people will rush to Amazon to pick it up.

Social Media Basics

It is a good idea to at least have a base setup for your social media profiles. You don't need to be 100% gung ho with each one, but I would suggest picking 2 that you will be most heavily involved in.

For authors, Facebook and Goodreads are good places to start. Make sure you at least have a presence there.

How to set up and get started links:

- » How to set up a [Facebook](#) author page (not just a profile).
- » [Goodreads](#) and also how to promote books on Goodreads: www.authormedia.com/how-to-promote-books-goodreads
- » [Youtube for authors](#)
- » [Twitter as an author](#)

The more you can do with these platforms the better, but don't spend so much time on every single one that you are unable to build solid connections on 1 or 2.

Utilize these social media sites to build buzz about your book, and then eventually as an additional platform to sell your finished work of art.

The Importance of a Great Finished Product

Some books on Amazon are just plain bad. This is good news for us. Out of the hundreds upon hundreds of Kindle books being published every single day, yours has only a small chance to stand out.

But you can rise to the top if you focus on a good finished product.

Make sure you are putting something out there that people want to read. Make sure that once you do get someone to finally purchase your book that you wow them.

If you can provide phenomenal value to your reader, they will keep coming back for more. And then once you have several books out there that all follow this pattern? They help sell each other. Good stuff.

Don't skimp on editing, make sure your book answers a question and doesn't have fluff, and make sure it feels good to the buyer overall.

Every aspect of your book should have been given some TLC to make it a fantastic finished product.

A book that is top notch will make your marketing job 10x easier.

Get Your Own Website/Blog

Along with social media, it's a good idea to have your own website. If you are overwhelmed by the thought of starting your own website, don't be.

More and more people have their own website, and it is getting easier than ever before.

I recommend hosting your own site using a hosting site like [Bluehost](#),

but it isn't a requirement. You can get a free blog from wordpress and it will accomplish similar things.

The main advantage of having your own site is that you control it, and you can make it unique and memorable. You can make it look specific to your genre or type of content.

In the long run you will want your own website, as it makes the most sense. If you feel comfortable now, I definitely recommend biting the bullet and broaching the learning curve of setting one up.

For further reading, [here is a great site](#) that will show you how to get an author website set up for your book.

The Three Most Important Aspects of Book Marketing

In order to sell your book you need to make sure that these three things are given the utmost attention:

1. Your Book Cover
2. Title and Subtitle
3. Book Description

Your book cover and title will draw people in, and the book description copy will sell the book to them. The first two reel them in and the third finishes the deal.

Since I am not a designer I will not spend too much time on the cover aspect of things except to share my recommendations. There are four different options you can choose from in order from free to expensive:

1. DIY or [do it yourself](#): Please only do this if you or someone you know has an eye for design. Even still I would hesitate, as book cover design is a very unique field. You need to have an eye for design AND understand the current market.
2. Go for [Fiverr](#): Spend about 25 bucks and get 5 different designs done on Fiverr. There is a chance one might be really good. This is more of a “throw darts at a wall” trick, but it could work. An option for an underfunded author, but not the best option.
3. Have Archangel Ink [do your cover](#). This option isn't cheap, but they know what they are doing and they know the market. I work with them, but all my covers have been done by our designer, and I wouldn't go anywhere else.
4. Go a level higher and have a team of designers compete for your business. Utilize [DesignCrowd](#) or [99Designs](#). These can get even more expensive, but you can have a say in the design process and either you choose one or not.

We will talk more about the big 3 in a little bit (title, subtitle, and book description), but if you focus on getting the three of these things right you will be ahead of the curve.

Just go to Amazon and you can see how many books are on there that just don't look appealing. Master the art of the big 3 and you will already be playing at a higher level.

You will then be well on your way to becoming the Book Launch Gladiator you know you can be.

Writing a Book Description

Getting a good book description in place for your book will definitely help to sell your book.

Just envision the sales process for a second. Potential readers have clicked on your book because of your title and/or beautiful cover. Anyone that clicks on your book and has made it this far has a very good chance of buying your book.

Amazon customers are ready to buy as proven by Amazon's ridiculously high 10% conversion rate, and now is your chance to convert.

Here are the four major parts of a great book description:

1. What is the book in brief and who is it for? This is the intro to the book description:
 - a. What is the main point? What is the problem that your book is trying to solve? For fiction; what fantasy need will your book fulfill?
 - b. Who is the book for? Who is going to read this? Think target audience.
 - c. Provide an early hook for readers. Grip them into wanting to keep reading to the end.
2. About the Book:
 - a. The meat of the description
 - b. What is the solution to the pain point you identified?
3. Why you? Why should the reader buy from you?:
 - a. What is your unique story?

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- b. Regardless of what your story is how have you made it unique?
 - c. Why is it better than other similar books in the genre?
 - d. What is your USP (unique selling proposition)?
 - e. What is it about you that puts you in the unique position to sell a book of this nature?"
4. Have a clear CTA (call to action) at the end:
- a. Make it clear that you want them to buy your book
 - b. Give them a line that literally says “buy my book now” or come up with something that is creative

Here is the book description I wrote for my book “Now What? Getting Unstuck in a Sticky World.” You will also see where I highlight the four parts.

“Do you Ever feel like the world is weighing you down? Ever feel as if there is an elephant on your back? Ever feel stuck?”

Taking positive action is the key to stave off stickiness and reach your ultimate potential. (intro)

Have you ever:

Finished a great book and wondered what was next?

Listened to a motivational speaker and thought about how you could change the world but just didn't know where to start?

Watched an inspirational Youtube video that brought tears to your eyes, but

left you feeling hopeless with how you could bring about any real change?
(Early hook)

“Now What?” will give you the tools you need in order to start your journey towards action enlightenment. Once you finish reading you will know where to start your adventure and how to keep the action train going in order to reach your ultimate potential.

*This book is filled with practical advice and tips that you can use to tackle any obstacle you are facing. You can start a new job, find love, and begin to craft a legacy for yourself that will last forever. **(About the book)***

Whether you are a high-schooler with no defined purpose, a recent college graduate with no direction, or a Wall Street big shot, the feeling of being lost has probably invaded your consciousness.

*Let this be the last book you read before you hike the Appalachian Trail, dive head first into a new business venture, or finally ask your crush out on a date. No one has to settle for stickiness. No one has to settle for less than their ultimate potential. **(Why this book)***

For less than a cup of coffee, this short, but life-altering book can be yours.

*What say you? Click buy now and start your adventure.” **(CTA)***

This book description has all the necessary parts, and people were buying.

Again you want to draw people in, tell them about the book, tell them why they need YOUR book, and then ask them to buy.

I go over this process with more real life Amazon book description

examples in [my course](#), as it makes more sense to share that in video form.

I take a look at other book descriptions and share my thoughts on what they did and how it could look better.

A good strategy you should use is to sample other books and see what they are doing. You obviously don't want to copy word for word, but borrowing ideas is smiled upon in my book.

Feel free to even use my template above to write yours, I don't care. You can also take a book description format for a book in your genre that is doing well and use it as an outline for your own.

There is nothing stopping you from utilizing these resources, just don't plagiarize.

Copy the format of what is working and find success.

Book Description Bonus Tip

Use this book description generator from Kindlepreneur to make some excellent Amazon ready book descriptions.

kindlepreneur.com/amazon-book-description-generator/

What you do is go to this site, plug in your book description, and the magic happens. You can use bullet points, headings, bold and italic formatting, etc.

Amazon does not allow you to do this in house when publishing your book, unless you can do it in HTML.

What this generator allows you to do is create a good looking book

description and then convert it into HTML to be ready to go for Amazon.

All you do is copy and paste the HTML code that the program generates and voila, you have a book description with all the fixings!

This will make your book look that much better.

You're welcome. And thank you Dave Chesson for a sweet tool.

Title and Subtitle

Let's break it down into title and subtitle. Both are equally important, but it can be helpful to view them as separate entities at least in the brainstorming phase.

Title

Finding a good title is key, but it can be hard to come up with it from nothing. Even if you have a solid grasp about what your book is about, nailing down a title can be a trying process.

The best way to start this process is to:

- » Look up other books in your genre and see what they are doing. Again, we don't want to copy anything word for word, but if you can come up with some good ideas using this method go for it. I find that this can be especially helpful if you have no idea what you want to call your book.
- » Notice the style of titles of books on Amazon. Most of them have short 3-5 words for the actual title, and then expand in the subtitle with anywhere from 5-15 more words.

- » Start writing down every single title that comes to mind for your book. Add this to a document or do a whiteboard brainstorming session. It can be beyond helpful to do a complete “brain dump” and get out all of your ideas. Once they are all out there you can mix and match and ultimately find the best one.
- » Don't worry too much about keywords here, we can add those into the subtitle.

The title will usually not come right away. Don't force it, and don't feel like you are spending too much time on it. Remember that the title of the book is one of its three most important aspects, and you would do well to make sure it's good.

The defining characteristics of a good book title is one that you can tell your friends, that rolls off the tongue, and also doesn't need a huge explanation.

When you can say yes to those three things, you know you have yourself a winner.

Subtitle

The subtitle can be a little tricky in its own right. Where the title focuses on capturing people's attention quickly, the subtitle goes into a little bit more detail on what the book is about and what it will do for the reader.

To come up with ideas for a good subtitle:

- » Do the same type of browsing through similar Amazon book titles that you did to find a title.
- » [Utilize KDP Rocket](#) to find good keywords for your book.

Keywords are highly important in a good subtitle. While you can and should put good keywords in your book description, they are worth more in the subtitle in terms of Amazon search power.

- » Brainstorm a long list of potential subtitles for your book, put them together with your title, and then mix and match to find 3-4 favorites.
- » When you find 3-4 favorites share these on your social media channels or blog. This acts as a great way to build buzz for your book, but also helps you to get feedback.
- » I would also recommend sharing your titles with a friend or family member and using them as a sounding board for ideas. I did that with every one of my titles and I am glad that I did, as it helped my mind to stay fresh with ideas.

Ultimately your title and subtitle should be something you are happy with. You are the author, and thus you want to be proud of the product you put out there. Keep thinking about it and brainstorming and eventually you will come up with the perfect title.

This process really just takes time. I also don't suggest using any type of online title generator because I don't find them useful.

Stick to the format of the title with **3-5 words**, and the subtitle from **5-15** and you will do great.

Creating a Lead Magnet

Okay so what's a lead magnet?

It is something you create that is a free tool or resource guide you give away to readers in exchange for their email.

Just like the beginning of this book when I offered the [free trello board](#) to go along with the content here.

In short: People find you, they like you, they want your free resource, they give you their email, they get the free resource, now you can stay in touch with them through email. Eventually you will be able to share other content you have free and paid.

Cool right?

Easier said than done, but that is the basic premise.

Create the lead magnet

For your book a lead magnet looks like a page you put in the beginning of the book. It can be titled “Your Free Bonus” or something of the sort and in it you offer an additional resource for the reader to have in addition to your book.

Here are some examples of lead magnets that authors use:

- » Fiction authors might give away a free chapter of the sequel in a series, or a free membership to a club associated with their book.
- » A resource guide full of links to further reading.
- » A tools list of every tool you personally use in your subject matter. This could be a reference guide to a specific computer program or even the type of headphones you use if you do audio production.
- » A book companion checklist that the reader can print out and use to follow along in the book.
- » [Here is a huge list](#) of ideas if the above options don't get the ideas flowing.

Host the lead magnet

Once you create your lead magnet you will then need a place to host it. The easiest way is to get an email list service like [ConvertKit](#) (aff link). They will host your lead magnet, you can schedule auto follow ups, and keep track of everything in one convenient place.

The best part about ConvertKit is that they offer an easy way to deliver your Lead Magnet to new subscribers. You can accomplish this with other platforms, but none are as easy as and intuitive as this one from what I have seen.

In short, I love this program. I used to use Aweber, and was never overly fond of its clunky design.

I personally use ConvertKit, and since my email list is under 1000 subscribers it only costs \$29 bucks.

The free option is to go with [MailChimp](#). It isn't that amazing but it will get the job done. The difficulty is figuring out the lead magnet delivery. You can always personally reach out to new subscribers, but this does take time.

I will admit that I first tried mailchimp a few years ago and didn't really like it. Since then, it seems like the UI (user interface) got a huge facelift, so there is a chance it's much better now.

For me though, I have had good luck with ConvertKit for emails and will stick with them.

Get people to sign up

Lastly, put a link within your book so that people can sign up and receive their lead magnet.

Using whatever email service you chose you can create the landing page on your website. This means creating the page that asks for their email address in order to receive their free download.

Getting a lead magnet and an email list is extremely important to your success as an author. This is your platform and you need to build it from the ground up. This is how you do that.

Building an email list is important not only for selling books, but by helping you stay in touch with readers in between books.

If you take away one thing from this book, go ahead and start an email list. It's a must for a new author.

What is Kindle Book Ranking and What Does it Mean?

Before we go further I need to explain what Kindle book ranking is and what it means for you.

The kindle ranking of a book means the amount that it is selling in the kindle store. The lower the rating the more sales, and the higher the rating the less sales.

This is our main way to track how our book is doing when we launch it to Amazon. Sales are a helpful metric, but the kindle ranking will show you how your book currently compares to all the other books in the system.

During a storewide Kindle sale for instance, everyone might sell a few more books than usual, and that means the rankings will fluctuate comparatively.

You can find the Kindle ranking for a book in the “product details” section of a book’s page. Just scroll down a little bit and you will find it. It also lists the page count for the book, the file size, publication date, etc.

To find out how many sales a specific book might be doing on Amazon, check out this [Kindle Ranking sales calculator](#). Just enter the book’s ranking and it will show you about how many sales the book makes per day.

I personally think the calculator overestimates a bit, but it’s still good tool for tracking and comparing the success of a book.

Also note that the older the book is the more efficient this tool will be. This is because when a book is new the ranking fluctuates a lot due to sales promos and such and might not be an accurate representation of sales.

For example, a new book that sold 50 copies in one day during a promo will jump the rankings, but isn’t necessarily selling 50 books “a day.”

How to Choose Kindle Categories

You can find a book’s categories in the “product details” section of the book’s page on Amazon.

You can also see all of Amazon’s [Kindle categories here](#) for paid and free books.

You are allowed to pick up to two categories for your book when you go to upload it on Amazon. These categories determine your ranking

as well as your potential to receive the coveted orange “bestseller” tag next to your book.

Choosing the right categories for your book is important, but not easy.

You need to find the perfect balance between a category that fits for your book, but also has low competition.

Here is what you do:

1. First, as usual we will start off by browsing Amazon and looking at books in your genre. Start to get a feel for what categories those books are in.
2. Next, check the competition levels of the categories you feel fit your book the best. You do this by checking the books kindle ranking on the product details section of the books page. Again, the lower the ranking in number, the better it is.
3. If the #1 book in that specific category has a ranking of under 10,000 then it's good to know. Any lower and it might be tough to beat out for the top spot, because you can't just land the spot for a few hours, it needs to be up there for a few days in order to trigger Amazon's algorithms to give you the tag.
4. Log this category as you will need it later on when you publish your book onto your KDP dashboard.

This was just a basic introduction to get you familiar with kindle categories. For more information you can see this fantastic resource by Dave Chesson over at [Kindlepreneur](#).

It is very important to choose the right categories, but you are able to change them later on even after publishing if you need to.

Marketing Materials to Have Ready to go

Here is what you need to have ready to go for your book:

- » 3D Covers to share your book. Archangel Ink does 3D covers as part of their book cover package, but you can also find a 3D book cover generator online if needed.
- » A PDF copy of your book. “Download as” in google docs or have a formatter do a professional one for you.
- » Relevant Hashtags that can be found on [Hashtagify](#).

Having these things ready to go will make your marketing experience just that much easier. Gather these items in a folder that is ready to go whenever you might need it.

If someone emails you requesting a copy of your book, boom, you will have it ready to go and can send it to them in minutes.

Make things easy on yourself and set up an easy access folder with these marketing materials along with whatever else you might need that is related to your book. Keep this file in a visible spot on your desktop, in your google drive, or send it to yourself in an email.

Set a Launch Date

The sooner you can pick a launch date for your book the better. This can be challenging when you are launching your first book, but aim for your launch to be about a month after your final files are 100% ready to go.

Once you have your launch date set in stone you can start to schedule

promos (which we will talk more about later), schedule blog posts, and write emails.

The importance of having a launch date is two fold, you will have a firm date that will allow you to tell people when your book is going to come out, and it will give you a deadline that you have to hit.

Don't rush the date, but don't go too far into the future either. Again, one month ahead of having EVERYTHING you need to publish your book is the ideal. If one month isn't feasible or you don't want to wait that long, give yourself 3 weeks at minimum.

Soft Launch vs. Hard Launch

A distinction we need to make is a hard launch vs. a soft launch.

The day that you finally upload your book to Amazon should be considered the soft launch.

Your hard launch is the day you start to promote the heck out of your book.

The timing on this is critical for two reasons:

1. You will want to publish your book on Amazon so your beta readers can leave you a review (more on beta readers later). If your soft launch is about 10 days before the hard launch, this should in theory give your readers enough time to leave a review, and enough time for you to bug them into doing so if needed.
2. There is a 30 day window of maximum visibility on Amazon for when you first publish your book. If you publish too early (in terms of a launch push), you risk missing this window, but if

you publish too late you risk launching a book with no reviews which will definitely hurt sales.

The more time you give yourself to plan this out, the easier it will be. Just remember to spread them out by about 10 days, and to be vigilant at following up with potential reviewers during this 10 day timeframe.

Ideally, when your hard launch day comes along you want to have at least 10 glowing reviews, you will feel prepared, and you can spend your time on other launch week activities instead of figuring out last minute details.

Prepare, prepare, prepare and schedule, schedule, schedule. :)

Kindle Pricing Basics

The pricing strategy for a new time author is pretty simple. Shoot for a starting price of 99 cents, and then eventually change it to \$2.99 or higher depending on how the book does.

If the book sells a ton of copies, feel free to put it a little higher and reap the rewards.

It doesn't get much more complicated than that.

KDP Select or Not?

KDP select is an Amazon exclusive deal. It means that if you choose KDP select you cannot put your book for sale anywhere else.

It is an exclusive contract that you make with Amazon that lasts for 90 days. After 90 days you can jump back into it again or choose to terminate.

In exchange they will make your book available in the Kindle Unlimited catalogue which pays you for pages read, and you also get to use promotional tools such as KDP Free days or Kindle Countdown Deals (which I will go over more in depth shortly).

As a new author, it is a no-brainer that you should go for KDP select. What they offer in terms of ways to boost the presence of your book far outweighs any additional sales you would receive elsewhere.

Amazon owns most of the market when it comes to eBooks and they are showing no signs of stopping.

*One important item to note here:

If you plan on making your book permafrees in the foreseeable future (90 days) you will not be able to choose KDP select.

Why?

Well firstly because you cannot price your book at free on Amazon natively. You have to submit the book to a different distributor like Apple or Barnes and Noble and price it for free there. Once you do so Amazon will price match for you.

Secondly, because if you go with KDP Select you cannot put your book for sale anywhere else, including your own website. This means that when you want to go put your book for free on the Apple store so it will then be price matched to free on Amazon, you will be unable to do so.

So, if your book is going to be a first in a series and you have the other books ready to go, or you just want to use your book itself as a lead

magnet, then go ahead and skip KDP select. Otherwise, I recommend it.

KDP Free Days or Kindle Countdown Deals?

Again, if you choose not to go for KDP select then know that you will not be able to choose either one of these promotional strategies.

If you are in KDP select, when the membership renews at the 90 day mark each of these promotional options will reset and you can use them again.

The free days tool allows you to put your book for free on Amazon for a period of 5 days.

Utilizing a Kindle Countdown deal puts your book at a reduced price for a period of 7 days.

Each of the promo options allow you to spread the free days and countdown deals out over a period of straight days or broken up days.

Both of these promotional strategies have their pros and cons, but I tend to lean towards countdown deals as my suggestion in most cases.

Depending on your goals for your book this might not be what is best for you, but most likely as a new author either will work just fine.

To help you become more familiar and better able to make your choice here is one pro and con for each:

Kindle free days pro: People are more likely to give your book a try as an unknown author. There is no barrier to entry, and you can maximize visibility for your book and get it out to new readers.

Kindle free days con: Free days work like a double edged sword. Because the book is free and the barrier to entry is low, low too might be the value the reader places on your book. Hard to quantify this, but something to consider when planning your launch.

Countdown deals pro: This will help you run a great secondary launch for your book as it gives readers urgency to buy your book when a little countdown timer pops up on your book's page.

Countdown deals con: The biggest problem with countdown deals is that you cannot run them for your book's initial launch. Your book needs to be live on the kindle store for at least 30 days with no price changes if you want to run a countdown deal.

In the end either decision won't make or break your book's success. Choose wisely for you and your book, but don't agonize over the decision.

Book Promotions

Before we get into my current recommendation, I want to share what promotions I used for my first book and how they went. I originally published this as a blog post on my site, but I have updated it here for this book.

I submitted my first book to several different book promotion sites. As a brand new author, I wanted to get the word out about my book into as many computer screens, kindles, tablets, and phones that I could.

To help decide which ones to use I consulted this post about [eBook promotion sites](#) on Paid [Author.com](#).

I will break the promotions down to 3 major groups and then share the results for each.

Group One: The Initial Launch Group

I wanted to prep my big promotion day with a smaller group to give my sales an initial boost. This way my bigger day would hopefully be able to continue the momentum I had already gained.

Here are the promotions and free sites that I submitted to for the initial launch:

- » Add to [this Reddit site](#)– Free
- » [Book Bear](#)– I signed up and did an email blast for 4/13, 4/17, and 4/22- \$30
- » [Submit to this free site](#)– Free
- » [KB boards book discovery](#)– \$15
- » [Fiverr Promotion](#)– \$5
- » [Another Fiverr Promo](#)– \$5
- » [Fiverr BK nights](#)– \$25 (I went with the largest package)

This first group cost \$80 and on the day of the promotion I did 11 sales of my .99 cent eBook on April 13th. Pretty abysmal sales numbers if you ask me, but I was doing whatever I could to give my book a good lift off.

Here is what I learned from this group:

1. Next time, I will probably only use BK nights as I have heard good things about them, and I am guessing that most of the sales on 4/13/16 came from their promotion.

2. I won't bother to submit to the free sites, I don't think it was worth the time.
3. The KB boards book discovery promotion actually went live on 4/12/16 and I did not have a single sale that day.
4. Book Bear's newsletter was not of a high quality (I know because I signed up for it), and I cannot say for certain whether or not they helped. However, I won't be using them again.

Group Two: The Big Promotion Day

This second group launched on 4/15/16. I chose to go with the strategy of placing several promotion days near each other, instead of doing them all on one day. My research led me to this decision, and it also makes more sense to me that Amazon will rank books higher that do well over time, not just all in one day. *This is still a good point to remember present day.

1. [Bargain Booksy](#)– \$40
2. [Book Lemur](#)– \$50
3. [Books Butterfly Promotion](#)– 90\$
4. Buck Books- I was able to get a Buck Books Promotion slot because I went with Archangel for their cover and formatting service. Yet another reason to go with [Archangel Ink](#) for all of your publishing needs.

This promo group cost \$180 and yielded much better results than the initial launch group with 52 sales in one day. I was hoping to at least break 100 sales, but since this is my first book (of many!) I was pleased with the results.

There is not a guarantee of sales from any of the promos (except for Book's Butterfly) but I think it would make more sense to spread them out even more, because there is a small chance that one of these promotions sold all 52 of my books. I would want to know which ones sold zero as to avoid them for my genre.

Looking back I think there is a pretty good chance that most of these came from Buck Books, and thus why my recommendation is to definitely go with them.

Also, keep in mind that these numbers are not that great, but you do need to give your book some sort of initial push as a new author so as to get some momentum. Otherwise it will end up lost and forgotten in the Kindle store.

Group Three: Final Launch Push

I wanted to close out the launch with some book promotions sites that are less popular in order to wish for a home run. In reality, I didn't hit a homerun by any means, and I realized why some of these sites might not be as popular.

- » [Genre Pulse Promo](#)– \$40
- » [Many Books](#)– \$25
- » [Booktastic](#)– \$5
- » [Ebook Soda](#)–\$16
- » [Read Cheaply](#)– Free

Overall I spent \$86 on the final launch group and 29 sales. This was slightly more successful in terms of ROI (return on investment) than

the big launch group, but it is hard to tell if it benefited from the momentum of the big day since it was only 2 days later.

The #1 lesson that I learned from these promotion groups is that you cannot bank on these promotions as the only part of your marketing strategy. In reality, it needs to be just a small part.

Group Four: Secondary Launch

For this group I used several different paid promotions yet again.

I started planning for this group back in early May because I wanted to make as many sales as I could, and two of the promotional sites required an advanced date of a month or more away.

I had high hopes that this meant that these promos were popular due to their success, and boy would I be happy.

Here are the promos I used as well as some of the other strategies that helped to make this relaunch very successful.

- » [The Fussy Librarian](#)- I ran this promo on 6/12 on its own to give my next day a slight boost. It cost 15 dollars and I got about 3 sales from this one. Definitely not going to try them again. It may have had to do more with my book or the genre than with the service, but I expected more than 3 sales nonetheless.
- » [Book Gorilla](#) (6/13/16)- \$40
- » [E-Reader Cafe](#) (6/13/16)- \$35
- » [Robin Reads](#) (6/13/16)- \$40
- » I outreached to other authors in the hopes of getting a share with their audiences in exchange for sharing their books. I had several agree to share and one more agree to write a book review which

you can [read here](#). It was cool to talk to other authors, even if some of them did not offer to share. It is all about building connections which I am happy to do.

This relaunch was a major success (well to a new author haha). I sold 3 books on 6/12 and a whopping 69 on 6/13/16. Even better- because I used a Kindle Countdown Deal my royalty on the 99 cents was still 70% instead of being dropped down to 35%.

I didn't come close to breaking even, but this isn't the point of promotions anyways, especially for a new author. These promos meant that 72 more people got to glance at my book and hopefully pass it on to other people that might be interested.

My Current Recommendation:

My current promo plan is only a small part of my marketing plan. I do not spend a lot of time and money in this area because the ROI is generally not too good.

In hindsight I realize I should have listened to the people in [Pat Flynn's Facebook Group about Kindle](#). They said not to spend too much time and money on book promo sites, but being the newbie I was I didn't believe them.

All this being said, here are the few I recommend adding to your plan: (*And another side note here, the better your cover, title, and book description the more people will buy your book. All of these sites will put your book in front of people ready to buy but if your book looks terrible sales will be slim. Remember the big 3, cover, title, and book description!)

1. [Buck Books](#): Still talked about frequently in the above Facebook

group as being the only book promo site actually worth its weight in bucks. Once again, if you use Archangel Ink for any of your self-publishing needs they will guarantee you a promotional spot, but you will need to pay the cost of the promo.

2. [Robin Reads](#): Your submission is not guaranteed and this is a good thing.
3. [BK Knights](#): This is a Fiverr promo, but still is pretty popular and seems to yield results.
4. [Book Gorilla](#): You have to book in advance with these guys, but I suspect it was one of the better promos that I did. Hard to tell for sure unless you run it on its own on a specific day, and still, it will be different for different books.
5. Honorable mentions that I still consider: [Books Butterfly](#) and a new site called [Book Runes](#).

You can mix and match these or use them all, but you need to have other strategies as well. For *Now What*, I used Buck Books and BK Knights and that was it, and it was the most successful of all of my books.

Sometimes less is more.

Set up the promos of your choice as soon as you know your launch date. Most likely, Buck Books and BK knights will be your only launch day promos, but you can try for a slot with Robin Reads and Book Gorilla for your secondary launch.

Four More Pages to Make Sure to Add to Your Book

Before you go ahead and publish your book, double check to make sure it has the following 4 pages/items. If you can do the following in 2 or 3 pages, then go for it, but don't forget to add these in:

1. **Lead magnet bonus page:** We talked about this earlier, but make sure that this page gets put in your book early on.
2. **CTA:** This is where you give the reader a specific call to action related to your book's content. Send them to your web page, or send them to somewhere they can get additional information. Or you can choose to skip this and just ask for a review, up to you.
3. **Call to Review:** Ask them nicely to leave a quick review of your book on Amazon. Not everyone will do this, but it will give you a better chance at more reviews.
4. **Thank you:** Write the reader a heartfelt thank you for reading. This can be easy to forget after writing a lengthy book, but I think it is a good final touch. I often tie this into the CTA or Call to Review Page, but if you have a lot to say you can certainly make it into a full page.

You can download three sample templates I use when adding these items into my book [right here](#). The download is a .doc file and it should download immediately.

Make sure to fill in the blanks as these are not plug and play, but they should get you started. Remember that a lot of marketing exists in

the setup so make sure you take the time to complete these steps and make the best possible final product that you can.

Get a Print Version of Your Book

Using [Createspace](#) is the way to go for making a print version of your book. They are affiliated with Amazon, and the cost to use their services is a big fat zero.

They are a print on demand company so you do not need to order a bunch of books ahead of time and keep them piled up in your closet (even though I do this just for fun...). At any time when browsing your book's page on Amazon a buyer can purchase even just one print copy of your book.

When you set up your book on Createspace, Amazon will automatically link it to your eBook's kindle page since they are affiliated.

It is worth it to have a print version because:

1. Not everyone likes to read from a Kindle (yes there are still people out there that prefer paper books, and I know this because I am married to one of these people!) And very recently I am reading more print books as well.
2. It adds another layer of legitimacy to your book. This is huge because you want people to feel comfortable when they go to your book's page.
3. People will be more inclined to buy the Kindle version when browsing than they otherwise might be because Amazon will display that the Kindle version is a certain % off of the list price. The list price is whatever you set your Createspace version to be.

4. Getting a copy of your own book in the mail is an exhilarating experience, and I can pretty much guarantee that a feeling of accomplishment will wash over you when you first hold your book. This is a book that YOU wrote that is going to impact at least one person's life...

Getting your book on Createspace is extremely easy, especially if you have someone create a print cover for you, and create a formatted print version for you as well. In the next section I link to an upload guide for both Kindle and Createspace so no worries, I got you!

Simply create an account and follow the setup instructions and before you know it, your print book will be linked with your Kindle version. Createspace does a great job of keeping it pretty straightforward.

Uploading to Kindle and Createspace Basics

Kindle is the digital version of your book and Createspace is a print copy of your book. I recommend doing both, but if you want to start with just the Kindle you can.

[Here is a guide](#) courtesy of Archangel Ink that will show you how to upload to both KDP and Createspace. Neither one is overly complicated, but this should answer any questions you might have.

Remember not to upload your Kindle too early (Createspace can go up whenever) as you want to maximize the 30 day window of your new book's presence on Amazon.

Pre-Launch Final Thoughts

The pre-launch phase is the most important part of setting your book up for success. The setup process is key to making your book the great marketing machine that it was born to be, but it also makes your job easier down the line.

We spent the most time here because while you can't force people to buy your book, you want to present the best possible package to them so they can't help but say yes.

Make sure you spend an ample amount of time on the big 3, and then also add in the other items listed here.

There is no doubt you have already been infused with tons of information on the entire book marketing process, but hang tight. Follow the steps I have outlined here and you will be well on your way to having a fantastic launch and great start to your career as an author.

Phase 2

Review Phase

Before you Read this Section...

I have this entire review section uploaded as an online Udemmy Course for those who want to actually see me do the process step by step.

My course shows me doing the exact steps that I do my own books and for my client's books. I will discuss those items in this chapter in depth, but I wanted to share this opportunity with you.

It is a paid course, but as a holder of this book I wanted to offer you the chance to join over 3000 students free of charge as a special bonus.

Thanks again for choosing this book to help with your launch needs.

You can get that course for free by following the [link here](#).

Review Phase Overview

Making sure your book has reviews come launch day is an essential part of your launch strategy. You cannot, I repeat, you CANNOT rely on natural reviews to be posted in time for your book launch.

You need to take matters into your own hands and do the advanced

leg work to ensure that come launch day you are sitting pretty with 10 reviews.

Getting reviews for your book is not an easy process. It takes a lot of time and effort, but it is a very doable process if you are willing to put the work in.

How do we do this? Easy, we find people to ask, ask them, grind out follow up emails, and stay in touch with those that promise a review. We make it as easy for them as possible to go to Amazon and hit the review now button.

In this section of the book I am going to answer any questions about book reviews you might have, as well as show you **the exact process** I use to guarantee reviews for my clients.

This review gathering process is mostly white hat (meaning that nothing you do is against Google or Amazon terms of service), but it does involve cold email outreach. This means you might need to get a tough skin when people either ignore you (they will), respond harshly (that too) or promise a review and don't leave one (this is the worst, but happens a lot more than you would think).

Are you ready to learn how to get those reviews? Awesome, we will start with some standard review questions and then we will jump into the process.

Why Are Reviews Important?

If you are going to launch a book and have success you are going to need at least a few reviews. Reviews are important for three main reasons:

1. They provide basic social proof for your book. If someone browses Amazon and sees a book from a new author with no reviews they will not purchase it. You could set up some amazing promos, send tons of traffic with ads, buy a giant billboard, etc, but no one will buy a book with zero social proof.
2. Reviews trigger amazon algorithms for your book to be able to rise the ranks within Amazon. A book with little to no reviews will be lower in search rankings, and will not be blasted onto potential reader's screens in any other way.
3. A book with zero reviews will not be accepted by most promotional sites. You will need at least 5 reviews for most sites, and some of them require a minimum of 10 in order for them to consider your book.

The fact of the matter is that you need to focus on reviews and getting the ball rolling. You don't need to manufacture hundreds, but if you don't get people to review your book for you, you will never gain momentum and your book will sink.

Review gathering needs to be a part of your launch strategy plain and simple. You cannot ignore this.

Why You Need to Start This Process Early

“Oh no I didn't get any beta readers, won't everyone who reads my book just give me a review?”

*Facepalm...

Someone asked me that question once. For real.

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Sorry dude, if you don't think about this early on, you make it much harder on yourself. If you launch your book and then try and get reviews, you will most assuredly miss the 30 day Amazon window of book success that I alluded to earlier.

The better way is to plan in advance, which will give people time to read your book and then go on and leave you a review. If you start early you can also follow up with these readers periodically without having to resort to spamming them 3 times on your launch day begging them to "please go leave a review right now I need it!!"

You need to remember that asking people to write a review for your book is not a small thing. You are asking them to take quite a bit of time out of their day to read a book (which isn't an easy thing) and then go out of their way to think about what to say in a review of your book.

People have asked me to do a review for their books, and while I am glad to do it, it does take a significant amount of time to accomplish this task.

We need to remember that when we ask people to give us a review we are asking a lot. Yes we will need to follow up and remind them, but we need to also be courteous and always grateful for their time.

Don't wait until the last minute, follow the process I outline and you will definitely be able to get at least 10 real reviews for your book come launch day.

How Many Reviews do I Need?

The answer to this one is simple. You need to hit 2 main goals, anything more than that is just a bonus.

Your one and only priority: Get the first one! You must put everything you have into getting at least one review. As we discussed earlier reviews are key for social proof.

I can't tell you how many times I have seen posts from other authors on Facebook wondering how to get reviews and their book is out! Their book is sitting on the Kindle store with absolutely zero proof that it's any good.

I don't care if the first review is a close friend or family member (we will talk more about that later) just get someone to leave you the first review for your book when you soft-launch it.

This is important not only for the social proof from the reader's perspective, but also potential reviewers too. It can be very hard to be the first person to review a book, even if they promised to do so.

Focus heavily on getting that first review, and things will start to fall into place for you.

Get 5-10 more: You want to shoot for 10 reviews come launch day (don't worry I'll show you how). If you can get more that's fantastic, but because this is a numbers game, you will need to get a lot of people to commit in order to get those 10 guaranteed.

Bonus goal: Shoot for 25 eventually: It would be fantastic for book sales if you could get up to the 25 review level. This isn't necessary and can be time consuming.

I did this for my first book and it took a LOT of work, and I am not sure 15 reviews over the initial 10 made a whole lot of difference.

I recommend focusing more on other outreach and marketing opportunities once you get to 10 reviews.

*Important to note here that I only got up to 8 reviews for my second book “Now What.” I didn’t follow a lot of my own advice because I was slow playing the launch as a direct contradiction to the crazy amount of time spent on my first launch.

This book in your hands represents what I believe to be a good middle ground.

Again, just remember to focus on getting the first review and you will do well.

Reviews: A Game of Numbers, but Real People

The following numbers represent my guess at conversion rates. You will find them surprisingly accurate. The response rate is high because we will do timed follow ups, which makes all the difference.

If you contact 200 people about 50 people will respond.

Of those 50 people that promise a review, only 15-20 of them will actually leave a review by launch day.

All the rest of the people that leave a review will do it late, even with a hefty dose of follow up emails sent to them.

And of course not all of these 50 people will leave a review at all, to

the frustration of authors around the world. “Don’t promise a review if you can’t deliver man!”

Yah this has happened to me countless times and it is seriously frustrating.

In the end this boils down to about **10% conversion** for every email you find.

You can see how the list dwindles over time, and why we need to contact a ton of people.

In theory, you could get 100 reviews on launch day, but you would need to contact 1000 people. This would take a LONG time as finding all those emails, and following up with that many people would be a nightmare.

Stick with 200 contacts, and this will guarantee you 10 reviews with a little buffer built in.

These conversion rates will vary, but if you write good emails (I will share some email scripts later) 200 contacts should be plenty.

But if you are up to it, go for broke and contact 1000, just be ready for a TON of emails, and a lot of time tracking everything.

A few more important questions to answer and we will get to the process of how to get reviews.

Friend and Family Reviews? Yay or Nay?

Amazon's TOS (terms of service) state that no friends and family can review your book.

I tend to err on the side of following Amazon's rules, but for reviews I don't follow them to the letter. Yes they could remove reviews at their discretion, but I have never had them do this.

Hopefully they don't read this book and catch me! Ha.

My recommendation is to lean heavily on friends and family to get things started. As I talked about earlier, getting that first review isn't easy, and sometimes you will need to send out a personal text and be like "bro I need you on this one" in order to start the review momentum.

Once you get the first couple up, don't shoot for anymore friends and family reviews. If they trickle in naturally there isn't much you can do about it, but don't abuse the process. If all 10 of your initial reviews are people that Amazon can link together you might be at risk of losing them all.

The last thing we want is for your book to launch with 10 reviews and then the next second they disappear.

If you do go for only friends and family reviews and this happens, I warned you.

If you want to stay 100% white hat, avoid friends and family completely. Just be willing to bug a few strangers to get that first review in order to get the ball rolling. Remember it's all about momentum, but ultimately it is always good to play it safe when it comes to Amazon.

Be cautious here, but don't worry too much either.

A good rule of thumb is that if something feels super shady it is, but in this case we do need to get the ball rolling, and as indie author's we cannot rely completely on organic reviews, it's not an option.

Review Swaps?

Many authors ask about doing review swaps with other authors.

"I'll read and review your book if you read and review mine!"

Sounds great right?

In theory yes, but this one is even more dangerous than friends and family. Amazon can easily see that two of their authors have written reviews for each other's books, and big brother doesn't like that.

You are not guaranteed to get caught, because Amazon has better things to do, but it is still a risk.

If you are going to do this only do it sparingly.

I like to naturally find other authors and read their books and write a review. If they ask me what they can do for me I suggest other things like sharing a blog post or something like it.

I'd rather not risk Amazon punishing me or my book for this reason. It can be hard to avoid as we can't control other people of course, but Amazon will still hold you responsible for your book's page even if it doesn't seem fair.

Just try to be natural with this and don't game the system and you should be okay. For the most part, the authors complaining about all

of their reviews disappearing are the ones practicing shady tactics. Not always, but usually.

What is The Process of Getting Reviews?

The basic process isn't necessarily all that complicated. The difficulty comes with the execution and follow through.

The process begins by setting up tracking, finding potential reviewers, and then following up with them over time using automation.

Let's get into that shall we?

Step #1 Review Tracking Setup

[Click here](#) to download the review tracking spreadsheet.

You are more than welcome to make your own, but mine is specifically formatted to work in sync with our follow up program GMass which we will discuss more in the follow up section.

Also, use google sheets to open the file instead of excel. Google sheets is free, and is what makes the magic happen.

Once you have the sheet open, start with the second tab, the "follow-ups" tab. This tab will be our final tracking for all of those that promise a review.

What I want you to do here first is to put the name and contact info of everyone you know that has already promised you a review. We want to organize this all in one place, and having all of the potential reviewers in one place will save you time later on.

Once you get done adding those two things move on over to the “review tracking tab.”

On this page you will see the following:

Name: Put their name

Email: Put their email

Book They reviewed: When we find reviewers we are going to be looking at other books they reviewed on Amazon. Here we will put what book they reviewed so we can add that in the email later on

PS: This PS section is where we will personalize the email based on whoever we are sending the email to.

Profile URL: This is the Amazon reviewer profile URL so we can go back to it later if needed.

Review Promised: Yes or no, and then highlight green or yellow respectively.

Once you have a basic understanding of how this spreadsheet will work, we are all set and ready to go to find potential reviewers.

Step #2 How to Find Potential Reviewers

To find reviewers to add to your spreadsheet we are going to go on Amazon and search for them.

Find other books that are similar to your book and within the same basic genre. When you find books that have a lot of solid reviews this is our gold mine.

You can actually use [KDP rocket](#) to search for books as well, just search

for related keywords to find books in your genre. Not a necessary action, but just another reason to check out that program.

If you want to do this step in one sitting then you don't need to track which books you look through, but if you are going to break it up over time it might be a good idea to track which books you looked through as to not repeat yourself.

Most likely you won't need to track the books you check out so just go ahead and get started.

When you click inside the book and go to the book's page on Amazon click on the link to the right of the book's star rating that says "X customer reviews." (The X is in place of whatever number of reviews the book has).

Make sure that the review page is displaying "all customer reviews."

Now start clicking on the profiles of the people listed. The reviewer name will be listed right below the star rating that they gave the book. Right click and make it into a new tab to keep the process smooth.

Look at that person's profile, do they have an email address listed?

Yes? Cool!

Now pull up the spreadsheet and put that email address, their display name, the book they reviewed, a personalised note into the PS section (if they have any information about themselves in their profile that you can relate to then write something unique for them), and put the URL of their profile page in there as well.

Make sure all of the information is good to go and move on to the next one.

What if they have no email listed? No problem, move onto the next one as quickly as possible.

This process can take hours, which is a bummer, but it's free, so yay!

Keep going until you get 200 email addresses from this process. You will have to look through a ton of different profiles in order to get these, but if you are dedicated you can get there.

If you have a little extra cash to spend, you can save yourself a ton of time and have someone else get these 200 emails for you. And no that's not me, because I hate this part of the process.

[Book Razor](#) is a service that can get you 200 emails for a reasonable price. As far as I can tell, they do the same process I shared above, but have come up with a way to make it profitable. Or the dude running it just really enjoys finding reviewers...

Either way they are an incredible service that I have used several times, and a company I recommend strongly.

The process above works perfectly well, it just depends on how fast you can find those emails and how much you want to work at it.

If you do choose to go it alone more power to you. Keep on finding those emails and building out that spreadsheet.

Once you get to 200, or once you pass out from a combination of exhaustion and boredom (okay not all parts of becoming a Book Launch Gladiator are fun!) let's move on to the next part of this phase.

Step #3 G-mass and Email Follow Ups

Good job getting that spreadsheet full of emails, I know that wasn't easy. Now it's time to start sending some emails.

Before we go any further let me introduce you to [GMass](#). It is an add on for Gmail that you can use to send mass emails to a group of people.

GMass literally was a game changer for me in doing this type of outreach, and I have no idea why it isn't the most popular app on the planet.

GMass is awesome for the following reasons:

- » You can easily send emails to a group of people without having to worry about a bcc or anything like that.
- » It can sync up with a google sheet (like we are going to do with it!). What this means is that it call pull the email addresses and throw them all into one email very quickly.
- » GMass also lets you load specific email content using these fancy parenthesis: { }. This means that when you write in the email {name} it will pull up the name associated with that email address from your spreadsheet. That is a kick ass way to personalize the emails without having to send all 200 emails out individually.

What makes GMass more than awesome, and possibly one of my all time favorite apps is the follow up feature. This feature allows you to set follow ups on your emails that will automatically trigger after a period of days when someone has not yet responded to your email.

What happens in brief with GMass is that you send out an email to all 200 people. For anyone that doesn't respond after a set number of days, the system auto sends them an email script you write like, "hey wanted to follow up real quick did you see this email?" This short email gets sent as a reply to the original email you sent.

If setting this up sounds too technical you can [see this guide](#) that GMass has put out to help get you started.

Once you are ready go ahead and [install GMass](#). It's free up until 50 emails per day (including follow ups) and after that it only costs about 12 bucks a month. Nothing that will break the bank, and if you are going to be sending emails like this with any type of regularity it is beyond worth it.

Sending the First Email

The first outreach email you send to your contacts needs to be intriguing, concise, and informative. You will populate different parts of the email with GMass contents by clicking on the little red icon next to the big blue search icon when looking at Gmail.

Connect it to your spreadsheet and it will load up all of the contacts listed into an email.

*To be safe, you might want to start with a smaller number to send to (maybe like 20 instead of the whole 200) in case you make a big mistake. Might want to ease yourself into it if you are unfamiliar.

To load up specific columns from the spreadsheet go into the GMass settings right from that email. Click the little arrow next to the Gmass

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send button. Then click on personalize and you can load up what you want to put in your email.

Remember that when the word in the email is surrounded by these guys { } it means that it will pull the information from the spreadsheet unique to whoever is reading the email that GMass sends to just them.

Your first email can look something like this:

"Hello {Name}

I am reaching out to you because I noticed you did a review for {book they reviewed}.

My new book is called (your book title) and then (Write a unique introduction to your book, tell them why they might like it compared to the book they reviewed)

All you have to do to get your free copy is reply to this email and agree to leave me an honest review on Amazon. Reviews are of uber importance to authors, and will help the book propel the ranks of Amazon.

(Tell them when the book will be on Amazon)

If interested, hit reply and let me know, and I will send you over a copy in PDF, MOBI or EPUB format so you can read it on any device that you choose.

Have an awesome day,

-(Your Name)

PS: {PS} (This is your personalization from the spreadsheet)"

This is a sample email, and you can change it up however you want. Try and keep it as short as possible, and make your book sound enticing to the contact.

Before you hit send make sure to add 3 autoresponders with GMass so you will be automatically following up with people.

One thing I did for one client that I believe helped with response rates is to link to the book's cover within the email. If you have a great cover, this can be a way to entice interest in reading your book.

Just save the cover to a dropbox or google drive file and share the link within the email.

The Next Step

Once you send this email it's time to wait for responses. As soon as you get a response from an individual add that person to the "follow-up" tab in your spreadsheet.

At this point for that person that responded GMass will no longer be necessary. I prefer to respond to each of these people individually and to work to build that relationship.

This can pay dividends later on when you need someone in a pinch to review your book, but it's also just good in general to form these types of online relationships because we are asking them to do a time consuming task for us.

When people respond you want to send them your book and to add the date that you sent them the ARC.

This will let you know how long they have had it to be able to read

it, and will also help you to follow up with them later and keep them posted with your launch.

Keep on adding new reviewers as they come in, and remember to move them over to your follow ups tab to be able to track everyone that has promised a review in one place.

The Last Step

When it comes time to soft launch your book announce to everyone in the follow-tab that your book is live. Send them a link to your book's page on Amazon, with a brief email reply like this one:

"{Name},

Hope you have had a chance to read the book and enjoyed it.

You can find {The Book Title} live here on Amazon (book's link).

If you could take the time to leave us a quick review and even potentially share the book, we would very much appreciate it.

Have an awesome Friday!

-Jordan"

You could easily set this up with GMass, but at this step I prefer to email everyone individually still, just to keep the personalization at the max level.

Note the date you sent the email and start to follow up with them at 3 days and then 7 days. Don't hesitate to follow up, they did promise

you a review after all! But still, some just won't do it and you can't expect them too.

Keep working at it, send emails like a true marketing gladiator left and right and you will slowly start to see the reviews coming in.

Review Process Wrap Up

You made it! Go you. You went from nobody looking at your book to at least 10 reviews on launch day.

Now you are a review gathering wizard. Congratulations!

But don't stop now, during the launch week the time is ripe to maximize your book's online presence and do everything you can to get spread the word.

Are you ready to launch? Good, I thought so.

Phase 3

Launch Week

Launch Week Overview: Call to Hustle and Bustle

This is main event time. Are you ready Gladiator?

This week is your time to shine. This is the time to get out there and boost your sales as much as possible.

You've already scheduled your promos, your book's page looks solid, and you keep refreshing the KDP sales page literally every 5 seconds.

There is no time to rest!

The time is nigh to hustle and bustle and do what you can to get your book in front of as many people as possible.

I'll show you how. *Some of the following tips are things that could be prepared for during the pre-launch phase, so plan accordingly.

Let's get it Gladiator!

Building Buzz During Launch Week

I've talked about it before in depth, but building buzz and excitement for your book is key. This step not only starts early, it continues on into launch week.

Here are some things you can do that will keep the excitement high for your book. And take note here, no reason to fake enthusiasm, but if you are genuinely excited about your launch people will see that and most will bend over backwards to help you out:

- » Let your fans know the progress of your launch. Let them know when you hit your pre-set goals that we formed early on, and share this with them.
- » Talk about it constantly (but don't be annoying). Share with friends, co-workers, etc.
- » Set up regular and planned post times across all of your social media platforms.
- » Find forums related to your book's content and hang out there by answering questions and being active. (*I dislike this suggestion, but I am putting it here because many authors have success with forums such as [Quora](#). I am sure this could be an effective part of your marketing strategy, but it will take a lot of your time, time better spent elsewhere in my opinion, but you can decide for yourself).
- » Find other ways that work for you and your book, feel free to [be creative](#) in getting your book out there.

Building buzz is a tactic best continued from pre-launch all the way to post-launch as you want to continually get the word out about your book.

Keep up the excitement level and keep on talking about your book.

Be a Social Media Machine

Once you have reached Gladiator status as a book launch pro, it's time to take it a step further and be everywhere.

Here are some ideas on how you can kill it in each social media platform during your launch. Don't feel the need to do all of these things, but you can incorporate some of them in your launch week strategy.

Facebook:

- » Join as many Facebook groups as you can on subjects related to your book. Once you become more of a regular in these corners of the internet you should be able to find natural ways to plug your own book, in the hopes that it will help anyone with questions.
- » Facebook live can be a fantastic tool for getting attention in the crowded place that is Facebook nowadays. If you have a print version you can grab a copy of your book, pop into a facebook live broadcast (just hit the go live button on your homepage) and start talking about your book. You could even offer to send a copy to one of the people that interact on your post.

Youtube:

- » Post a Youtube video trailer of your book. It doesn't have to be movie like quality, but it is just somewhere else to have a presence.
- » Post a how to video related to a topic and link to your book in the video description.

Twitter:

- » Set up a posting schedule using a program like [buffer](#). Get a lot of content out there and engage with potential readers.
- » Find good related hashtags and tweet often.
- » Make sure to share whenever your book is on special and tweet several times per day. Twitter moves so fast that posts can get lost quickly and many people won't see a post unless you share it several times.

Goodreads:

- » Run a paperback giveaway to find new fans and make someone's day.
- » Interact on this platform as both an author and a reader. The people that frequent here are readers and if you can find a few that love your book you could strike a gold mine of natural social shares. Who knows, they may even have a book review blog.

These are just some ideas to get you started. Just know that the more you can do here, the more people will be exposed to your book, and ultimately more sales will result.

Really put the time in. Don't rely fully on promos or anything of that sort. Promos can be a good push when you have no audience, but you need to get out there and do most of the marketing leg work yourself.

It can take a lot of time to feel like you are building any momentum, but remember, every sale is a new reader for you. If you took the time to make great content within your book every sale will be worth even

more to you because you know you are sending them to a quality product.

Don't stop, keep going, and keep being a social media workhorse on whatever platform you like the most.

Continue to Nurture Potential Reviewers

Don't forget about those reviewers, *ESPECIALLY* if you don't have 10 reviews yet for your book! Don't focus too heavily on any other part of this launch phase if you don't first have those reviews.

Continue to follow up with people, beyond the 3 and 7 day mark if you need to. If people respond in any negative type of way, handle that accordingly and delay any follow ups if need be.

Remember, this is a relationship building opportunity because some of these contacts will become reviewers you can go to for later releases, especially if they like your book.

Don't forget this part of things and you should be good to go.

Track Stats, but Don't Become Obsessed

It is good to know how your book is doing. If you are like me though, you will check your stats constantly to see how many sales you have.

If only the KDP dashboard delayed sales reporting by the day, instead of being near live reporting. Oh well, it doesn't work that way, and thus we have to become careful not to become obsessed.

The best way to do this is to try to limit it and not check it every 24 seconds. Limit yourself to 2-3 times per day during launch.

Don't think that low sales numbers necessarily signal a failed launch. Every sale is important as it signifies one more reader, and one more person you have reached.

If you are in this for the long haul every reader matters.

Email Marketing How to and Hacks

We have spoken at length about how to use email marketing to garner reviews for your book. Well, you can practice a similar strategy and reach out to people who might have an interest in your book as a buyer and/or marketing partner.

This can mean using GMass and setting up an autoresponder email series to a series of contacts, manually going through your email contact list, or searching the internet for websites that might have an interest in sharing your book.

It all starts with being able to build a relationship.

If you decide to revive some old contacts in your address book, start by making a connection first. Then, if the moment strikes, feel free to share your book with them and maybe even ask them to share it.

Connecting with people about your book using email can take some time to learn and to feel comfortable with, but it can be an effective way to spend your time during launch week.

Here are a few more email marketing launch week hacks:

- » Add a link to your book on your email signature for both personal and work email (if allowed).
- » Connect with old friends, coworkers, family members, church

groups, etc. Anyone you know that has an email. Craft a masterful email and connect with people individually.

- » Add value to people when sending an email, always be encouraging, and ask what you can do for them before you even mention your book.
- » Whenever someone signs up for your mailing list, send them a welcome email telling them thanks for joining your community, and to feel free to connect with you if they have any more questions.

Email marketing still works, but it can take some time to master. Still, it is one of the only things online that allows us to speak to people one on one without utilizing something like Facebook messaging. Emails are just more personal and people are more ready to help and respond via email.

It is critical to get this piece of marketing right, so definitely put the time in to get good at it. It will be worth every drop of sweat, every deleted paragraph, and every single hesitation to hit the send button.

Podcasts, Book Bloggers, and Blog Tours for Expanded Outreach

As a means of getting your book out there you can go on podcasts, find book bloggers or go on blog tours. What this means is that you find other blogs and podcasts that are related to your book's content, reach out to them, and pitch your book.

If they like what they see and hear from you there is a good chance they will ask you to write a guest post or come on their podcast.

Here is a list of three resources to landing a guest spot on a podcast, finding book bloggers to promote or review your book, and how to get featured on select blogs via guest posts.

- » You can find a complete guide to [landing podcast opportunities here](#).
- » [Here is a guide](#) to getting book bloggers to check out your book.
- » [Go here](#) to find out how to find several blogs to include on your virtual book tour.

Don't be afraid if you have never had these opportunities before, everyone starts somewhere. Just be willing to put yourself out there. You might end up with egg on your face, but would you rather sell no books, or sell 10 books whilst covered in eggy goo?

Yeah me too, I'll take the eggy goo any day.

Stay Encouraged No Matter the Outcome

I added this section here because it is during the launch week that you will feel the most emotional turmoil. Even if your book performs as you would have hoped, there is always a ton of anxiety that goes into launching a book.

Your baby, your project that you grew from nothing, is now being released into the world.

Will anyone like it? Will anyone buy it? Will it get blasted with bad reviews?

These thoughts are bound to run across your mind, but you must not

get discouraged. Also, don't do what other authors do and hold back on releasing their first book, in the fear that it isn't perfect.

Your final book will still have errors, there might be broken link or two, and you might even mess up and schedule a promo day before your book is even live.

You are bound to make mistakes, but that is how we learn right? No reason to fret over spilled milk, just clean it up and learn from the process.

Raise Price to \$2.99

The final thing you need to do for your book at the end of the launch period is to raise the price to \$2.99. This is a good first price for a new author as it will give you the 70% royalty rate, while still giving potential readers a low barrier to entry.

You can even experiment and change the price as you see fit. If your book sells at \$7.99 then go for it!

Keep in mind though, that every time you change the price the 30 day counter for Kindle countdown deals resets. Your price needs to stay the same for 30 days for a countdown deal to take place. Frustrating, but no way around it.

Phase 4

Post Launch Strategies

Intro to Post-Launch Phase and Call to Keep Writing

This post-launch phase is equally important to the first three phases. This is the period of time that can make or break some new authors.

If your book only sold a handful of copies you might feel like you wasted your time. This is never the case. I don't care how bad your book might have done, it's always a good idea to keep on writing.

If your book did well, congratulations! But don't stop now either. Sales will always dwindle over time and either level out or even fade out completely.

The best way to counteract dwindling sales?

Write more books!

I was always given this advice early on and I hoped it wasn't true, but it is. There might come a time when you have enough of a book catalogue as to stop writing for a time and only market, but you will need far more than just one book.

The more books you have the more serious people will take you. Book

sales will also stack, and every new reader you bring into any one of your books has the potential to buy your whole collection.

If your books are top quality, the cream will rise to the top and you will be able to cultivate a swarm of raging fans eager to read anything you put out there.

No matter what happens, keep on writing. You will only become a better writer and marketer with time. Things will eventually click for you, and you will do well.

For now, while your book is still out there and new to the kindle store, keep on getting the word out with these additional post-launch strategies.

Plan a Secondary Launch for Continued Exposure

This is where you utilize the Kindle countdown deals feature and plan a secondary launch for your book. It is good for Amazon to see your book have several big sales days instead of just one on launch day.

This will let your book rise the ranks after the initial push which will be good for continued rankings over time.

You can set your countdown deal days within the KDP dashboard. Plan on several new promotions for these days and do your best to be able to be at your computer all day to push sales through your social media channels and through email.

Make this secondary launch day a great final push for your book. After this secondary launch, plan to start brainstorming for your next book, in order to build that platform.

Evaluate and Learn from Mistakes and Successes

One of the most exciting things about completing a book launch is the fact you now have a book launch under your belt. Celebrate your victories certainly, but also take note of anything you might be able to do better next time.

With each book launch you will become more and more familiar with the process. This will enable you to crush your next launch with less work put in overall.

It can even make for a good blog post topic. Outline the entire process of your launch for others to learn from. This also serves as a way to document how things went for your own purposes so you can look back and see what things worked and what things didn't.

Running this kind of evaluation is valuable in all facets of life, but it can be especially helpful with the intricate process of a book launch. What works for you might not work for other people and vice versa. Ultimately, you need to work to figure out what works for you, your genre, and your readers.

Learn from this launch, regardless of the level of success, and go get the next one. You got this!

Continue to Update Your Blog

Keeping a blog as an author can be an important marketing tool. It isn't easy to continually update a blog, especially when you are trying to write books too! But it is a worthwhile endeavor for multiple reasons:

- » It shows people you are active in the subject matter and want

to continually learn about the topic. For me, I find that if a blog post is even a few days old I don't trust it as much, especially considering how fast things change nowadays. I want the latest and the greatest, and updating a blog will do this for your readers.

- » If you are eventually able to build up traffic for your blog it will be a great source of potential readers for your next book. Your blog will act as the marketing anchor for your books.
- » It is a place to connect with readers. They can comment and ask questions on your blog posts, and it is an easy way for them to find your contact information as well if they have any further questions.

Keeping a blog updated should be a top priority for you as you keep on writing. Posts don't have to be massive and time consuming, but the most valuable articles help people in specific ways.

Do the best you can to meet a need, and an audience will surely follow in time.

Consider Becoming a Writer on Medium

Medium is a really neat platform for authors to share their own thoughts and their own journey through life. It is free to sign up for and write for them. Your posts go live immediately (like a blog post) and anyone on Medium can read them.

I look at it as a place to write content that doesn't necessarily fit my blog, or content that I want more eyes on right away. I write longer form articles on my blog, and write more thought provoking pieces on Medium.

This tactic might not work for everyone, but I like it so far. It is a really neat social media for authors because we can clap for and comment on works written by others.

I like being able to interact in this environment of the written word that isn't filled with pictures of puppies and people complaining about having to go to work on Monday.

I think it is a good place for any author who wants to hone their craft by writing and commenting on a consistent basis. I haven't been on the platform too terribly long, but I have already learned quite a bit.

You can sign up to be a [Medium](#) author right here.

Post Launch Action Plan

What is next for you after your book launch? Are you going to write another book? You should.

I believe that everyone has the potential to become whatever they want, and if you want to be an author then do it. Work at it until it becomes second nature to you, and before long you will realize your dream.

I am still fighting for that, and I implore you to do the same.

The following is a list of action items that I normally personalize for each client that goes through our marketing coaching program at Archangel Ink. In the case of this book, here is a list of general items I recommend doing post-launch. Enjoy.

The following are my recommendations for you as you go forward:

1. Continue to work on your skills as a writer, but also a marketer. Take classes on copy writing, or just put in the work and repeated failures until you get there (“fake it til you make it!”). Build a repertoire for yourself and you might be able to eventually freelance and be able to spend more of your time doing what you love.
2. Take the time to connect with any readers that send emails or contact you in any way. Answer their questions and make them feel valuable. Offer to send a free print copy of your book to them just as an extra. You can cultivate super fans this way.
3. Take this a step further and send an actual thank you card to readers. Now, this can be difficult as you might not have the address, but if you can find their address it can be a fantastic way to build a relationship that virtually no other author is going to take the time to do.
4. Sign up for this website as soon as your list starts to grow- www.tckpublishing.com/author-email-list-swap-application/
5. askdavid.com/book-promotion- Promo is worth considering and that page has more ideas at the bottom for continued marketing.
6. Other promotions on this list to either set up with your free days or your KDP Kindle Countdown Deals: www.paidauthor.com/best-ebook-promotion-sites/. From this list I recommend Robin Reads, Ebook Soda, Books Butterfly, and Book Gorilla. You can use some or all of these for the secondary launch that I proposed in this book.
7. Don't forget to join these two Self Publishing Facebook

Groups: www.facebook.com/groups/821811664605563/ - www.facebook.com/groups/357112331027292/

8. Submit for a deal on Bookbub: www.bookbub.com/home/ their approval rate is extremely low, but it is the #1 book promo service, even though it comes with a hefty price tag.
9. Don't forget to track everything. Keep up with potential reviewers, and wholeheartedly thank those who wrote a review for you. This will come in handy when you decide to write your next book.
10. Ultimately you need to provide value of some sort to whoever your audience is. Keep writing good, quality content and eventually the cream will rise to the top.
11. Feel free to connect with me if you have any questions. If you want and/or need a more hands on approach, [contact Archangel Ink](#) and we will get you hooked up.

Good luck as you continue your author journey! I know you are going to do great.

-Jordan

Further Resources

The links here are added for your benefit. Some, but not all, of these links are affiliate links, so know that at no additional cost to you I will receive a small amount of the purchase price should you consider using the service. This helps me write books like these for you.

Just know that I personally use the products below, and would not recommend them if I did not find them invaluable.

1. [Archangel Ink](#) Publishing Services: These guys are the best. I happen to work for them in marketing, but they do cover design, ghostwriting, editing, formatting, and more.
2. [KDP Rocket](#): This is the keyword idea generating program by Dave Chesson. It is also a fantastic way to find similar books in your genre and see how they are performing in the Kindle Store. It is a way to determine categories as well. Worth every penny.
3. [Gmass](#): For email follow ups.
4. [ConvertKit](#): For use as a means of collecting an email list, and sending emails to that list. Love this service.
5. [Book Launch Gladiator Online Course](#): I created this course specifically for newbie authors to give them a leg up in the fierce Kindle marketplace. It is a battleground, and I want people to be equipped to enter the arena.
6. [Book Razor](#) for help in the review gathering process. Love these

guys. Not a necessary part of the process, but will save you a ton of time.

7. Also don't forget to sign up for access to the [free trello board](#) that accompanies this book.

A Quick Favor Please?

Before you go can I ask you for a quick favor?

Would you please leave this book a review on Amazon?

Reviews are very important for authors, as they help us sell more books. This will in turn enable me to write more books for you.

So, Please do me a solid and leave a review today using whatever platform you are reading on. It is quick and painless and will only take a second.

Thank you for reading, and thank you so much for being part of this adventure.

-Jordan

About the Author



Jordan Ring blogs on his site dedicated to his writing Jmring.com and works with the folks over at Archangel Ink in their marketing department.

He enjoys making weird faces, doing ridiculous videos, eating apples, and playing ultimate frisbee with his wife. He believes in taking action and taking accountability for his own choices, and has made it a life goal to share his ideas with the world.

You can find him by emailing Jordan@Archangelink.com or by tweeting [@AuthorJMRing](https://twitter.com/AuthorJMRing). He is always available and ready to answer any questions and respond to comments.