

# AMAZON BESTSELLER *Genie*



CONJURE UP  
SOME MAGIC  
AND SKYROCKET  
YOUR BOOK  
SALES!

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## Introduction to Amazon Bestseller Genie

Everyone would like to have a bestselling book, but very few people will ever achieve it. Have you ever wondered why that is? Is it because some people are better writers than others? Possibly. But have you ever wondered why some people who aren't great writers end up on the bestseller lists while fantastic writers often struggle to sell a handful of copies?

The answer, of course, is promotion!

Most writers, especially self-published ones, upload their book and just sit back waiting for the magic to happen. Then they wonder why no one is buying their book.

Would you expect to start a website and get a ton of traffic without any promotion? Would you expect to start a restaurant and get a ton of diners without any promotion? Then why expect to write a book and sell a ton of copies without any promotion?

Promotion is the key to almost every bestseller you can think of. Very few books have taken off without some kind of promotion behind them.

In this guide, you're going to learn about some of the key things you can do to promote your book on Amazon and increase sales. You'll learn about reviews, mailing lists, social marketing and much more.

So let's get started.

## Overall Plan

The overall plan for marketing your book has one main purpose... to make your book shoot up the bestseller lists on Amazon to gain the most visibility possible. Once your book makes it onto the various bestseller lists on the Amazon site, your sales will really take off.

But just like it takes money to make money, it takes sales to make sales. You need enough sales to propel your book up those lists, and then your book will take off on its own.

### ***So how does the Amazon system work, anyway?***

There are two main built-in promotional tools on the Amazon website that can help market your book:

1. **Also Bought** – If you visit a fairly popular product on Amazon, you'll notice a section that says "Customers Who Bought This Item Also Bought". Then you'll see a number of different products listed that people who bought that item also bought. Usually, the items are fairly closely related. For books, it's usually other books in the same genre. Once several people buy your book along with some other book, your book will start appearing in the list of stuff people bought on the page of that other book, thus sending you more potential buyers.
2. **Bestseller Lists** – The bestseller lists are invaluable for book marketing. There is a main bestseller list for all of Amazon, plus individual bestseller lists for different categories. Your book could end up on several bestseller lists if you list it in multiple categories. Additionally, there's a list for new stuff that only features products released recently, so it's important to market your book right from day one!

This plan is meant not only to solicit direct sales, but also to hopefully push you onto various bestseller lists in order to give you the huge boost in sales associated with being on these lists

If you don't make it onto any bestseller lists, don't fret. Not everyone does. Sometimes there's just too much competition in your category, and sometimes your book just isn't quite what buyers are looking for.

Even if you don't make it onto the bestseller lists, you will still be able to take advantage of the "Also Bought" lists. This will happen naturally as people purchase your book along with others.

These two things are the ultimate goal of all other promotion, as they are usually going to be much more powerful than any other single promotion method alone.

## Proper Categorization & Keywords

One thing a lot of people miss when uploading their book is to use proper categorization and keywords. If you miss this critical step, your book is going to be very difficult for readers to locate.

Amazon actually makes it relatively simple for your book to be found. You don't even have that much competition in most niches, because the majority of people don't know how to do this properly.

When you submit your book to KDP, you're allowed to choose two categories for your book. Depending on your keywords, you could also show up in other categories, especially sub-categories of the one you choose.

Be sure to choose your two categories carefully. Find the two that are closest to your book, even if it doesn't fit perfectly into any one category.

You can choose up to seven (7) keywords for your book. This includes keyword phrases. Choose carefully!

If your book is about weight loss with a low calorie diet, you might use:

Weight loss, lose weight, losing weight, low calorie diet, low calorie weight loss, quick weight loss, lose weight fast

Separate the keyword phrases with commas when you add them. The system will tell you when you have 0 keywords left.

## Reviews

Reviews don't bring actual sales to your book, because those reviews are from people who have already read the book. But what reviews do is to encourage those people who come across your book to buy it.

Many people aren't even willing to buy a book from an author they've never heard of unless there are good reviews for the book, so reviews are critical if you're a relatively unknown author.

There are many ways to get reviews for your book, but be sure you do it in an ethical way that won't upset Amazon. First, we'll take a look at a few good ways to get reviews. Then, we'll look at some ways you should never use to get reviews.

### Ways to Get Reviews

There are a few ways you can get reviews without being dishonest or resorting to tactics that could get you banned from KDP forever.

1. **Review Copies** – Giving away free copies of your book in exchange for reviews is a great idea, but make sure you tell people they are not required to leave a review, and that if they do, their review should be completely honest. If you require a review, or if you ask for only 4-star and 5-star reviews, it is considered a paid review. Just state that honest reviews are appreciated. You can find people who want review copies at a variety of different places such as Kboards.com, GoodReads.com and various Facebook pages that relate to your book's genre.
2. **Giveaways** – In addition to giving copies to people specifically for review purposes, you can also hold giveaways in order to get more people to



read and potentially review your book. Some sites (like GoodReads.com) only allow giveaways of printed copies of your book, but others allow eBooks.

3. **Inside the Book** – Don't forget a very simple way to get people to leave reviews of your book. At the end of your book, simply include a note asking people to leave a review if they liked the book. Many people simply don't think about doing this, so a friendly reminder doesn't hurt.
4. **Bloggers** – We'll have an entire section on this later, but for now, just remember that many book bloggers will also leave their review on Amazon and other book selling websites after they post it on their blog.

### Ways NOT to Get Reviews

Don't ever be tempted to do any of these things in an attempt to get reviews. To do so would not only risk getting the reviews deleted, but could even potentially cause you to lose your Amazon account forever!

#### Don't risk it!

1. **Paid Reviews** – Some people sell reviews on sites such as Fiverr or other similar websites. Don't ever do this! If Amazon finds out you've paid someone to review your book, you could definitely lose your entire account! Paid reviews are the biggest no-no as far as reviews are concerned.
2. **Good Reviews in Exchange for a Copy** – It's fine to give away copies of your book and ask people to please give you an honest review on Amazon after they've read it. However, it is **not** okay to ask for or demand positive

reviews. When giving away free copies, **always** state you are looking for honest reviews.

3. **Exchanging Reviews** – One popular method is for authors to give each other's books 5-star reviews in exchange for the other author doing the same for them. This is not a good practice! If Amazon discovers this happening, your reviews are likely to be deleted, and they could even ban your account from KDP!
4. **Friends and Family** – Many new authors ask their friends and family to leave reviews. This could backfire in a big way if Amazon ever finds out. Not only that, but if another author or buyer finds out, they will potentially destroy your name by telling everyone they know. This has happened to many authors. Don't risk it!

## Social Marketing

Social marketing is especially effective for marketing books, because people naturally love to talk about books they enjoy, and there are plenty of different avenues available for promotion.

If you're marketing something else, such as socks or DVDs, there aren't as many avenues open for promotion through social media. There aren't fan pages devoted to them, and if there are, they don't allow blatant promotion.

With books, it's greatly different. There are many different groups and pages on Facebook alone that allow promotion of your books as long as you follow their rules, and not only do they allow promotion, they often encourage it!

Even if you can't find any Facebook fan pages that are devoted to your genre, you can create one! Creating and maintaining a fan page is quick and easy, and it can be used for more than just promoting your book. You can also use it to promote affiliate products and other products you produce, as well.

### Facebook

Facebook is perhaps the single most powerful social website for authors. You should have a fan page specifically for you, as an author. You may also want to have one for your book or book series.

To take advantage of other fan pages, search for groups and fan pages devoted to your niche or genre, especially those that focus specifically on books. Check their rules, and if they allow self-promotion, do so!

If they don't allow self-promotion, contact the page's owner privately and ask if there is a way to promote your book on their page. They may be open to paid

promotion, or they may even offer to promote your book for free, especially if you give them a free copy or allow them to do a giveaway on their page.

Additionally, many official bookseller fan pages allow promotion. Amazon's Kindle page allows authors to self-promote once each week, so take advantage of all those Kindle owners!

## **Twitter**

Twitter is another great tool for authors if you use it properly. You can't just tweet your books over and over and expect people to pay attention. Instead, use it to interact with fans. They can become your "book ambassadors", promoting the books for you!

If you become personal friends with some of your fans, all you'll have to do is post a tweet and ask people to "re-tweet" it for you and you'll potentially reach thousands of people very quickly!

## **Pinterest**

Pinterest is a growing social platform which mostly focuses on sharing images. You create "pin boards" on which you "pin" various images. You can create lists of books in your genre and pin your own book to it. You can also ask other people to "re-pin" your book. If you re-pin some of their things, they'll be more willing to re-pin yours.

In addition to making lists of books, you can also create pin boards that feature things people who might read your book would like. For example, if your book is about weight loss, you could have pin boards such as:

- Cool running shoes
- Best workout wear

- Low calorie dessert recipes
- Low calorie soup recipes
- Best workout DVDs

You could link to your book in the description of every pin board, getting you a lot more exposure than you would otherwise get.

Don't forget to share your pins and pin boards on Facebook, Twitter and elsewhere in order to get as much exposure as possible to all of them.

## **YouTube**

YouTube is a great platform for promotion. You'll need to have a "book trailer" created for your book. This doesn't have to be extremely complex. A simple video with some music, a synopsis of your book, and some images that go along with it will work fine.

Don't forget to share your book trailer video on Facebook, Twitter and other social sites for more exposure!

## **GoodReads & LibraryThing**

GoodReads.com and LibraryThing.com are two social networks that focus specifically on books. These sites are great for promotion. In addition to holding giveaways there, you can visit the various groups and participate. Just be sure to read the rules in each individual group to find out what their rules are regarding author participation. Since groups are individually managed, each one has specific rules.

## Book Blogs

One of the most valuable methods of book promotion is giving free copies to bloggers in exchange for their reviews. Most bloggers will only post the review on their blog, but

Keep in mind that many book bloggers only review fiction, so if you have a non-fiction title you may not be able to find too many people to review it for you. Bloggers typically review the books they are interested in and nothing else.

Another thing to remember is that some book bloggers only review printed books. If your book is only available in eBook format, you may not be able to submit to certain blogs.

Do not send unsolicited eBooks to bloggers! Most of them do not want this, and it will make some of them mad at you. Be sure to read their rules carefully before you submit. Most of them want you to send them a message first, usually with a synopsis of your book, and if they want to read it they will ask for it.

It may take quite a while before a reviewer can get around to reading and reviewing your book. Many of them have long queues of people waiting to have their books reviewed, so be patient.

One last thing to keep in mind about book bloggers is that they are not required to give you a specific review. Their review could be good or bad.

To find book bloggers in your genre, search for things like “book blog +niche” and “book reviews +niche”. There are also lists of book review blogs online.

## Giveaways

Book giveaways were mentioned earlier, but they aren't the only thing you can give away that will get traffic to your books. If you contact various Facebook fan page owners and book bloggers, you can offer them “swag” to give away that features your book. This benefits them, because it gets “shares” of their page, and it benefits you because your book will be brought to the attention of all of their fans.

Typical swag includes:

- Bookmarks
- Posters
- Cloth bags printed with your book's title, logo or cover
- T-shirts
- Printed pencil cases
- Jewelry related to your book's theme
- Other items related to your book's niche or genre
- Autographed copies of your book in print

You may want to create a graphic for the fan page to display that tells people when the giveaway ends, what the prizes are, and to “share” the post to enter the giveaway. Be sure to include a picture of your book in the graphic, and ideally a picture of the prizes, too.

You may want to include items for several winners in order to increase interest so people think they have a better chance of winning.

## Email Marketing

As with any online marketing, you absolutely must build an email list in order to market as effectively as possible. This is especially true if you'll be releasing more books in the same niche or genre. However, even if you have only a single book, email marketing can be beneficial for you.

It takes, on average, three times of seeing an advertisement for something before someone buys. Thus, if you manage to get them on your list, you have more chances to encourage them to buy your book.

You can get people to opt-in to your list by simply including an opt-in box on your blog or website, but if you give something related to your niche or genre away, (such as a book excerpt, a short story or a report) you will get more people to subscribe.

Once people are on your list, you can not only market your own book, but books by other authors in the same genre as well as related products. For example, if your book is about weight loss, you could market affiliate products like diet supplements and exercise equipment.

Here are some services to manage your email list:

- >> <http://www.mailchimp.com>
- >> <http://www.getresponse.com>
- >> <http://www.icontact.com>
- >> <http://www.constantcontact.com>



## Book Cover

They say people shouldn't judge a book by its cover, but the fact is people definitely do. The cover is the very first thing people usually notice, other than perhaps the title.

The right book cover can really make or break sales, so it's important to get the right one. An unprofessional cover will scream "self-published", and like it or not, many readers are still wary of self-published titles.

Don't think it's enough to download a photo and write some text on it with a free photo editor. Unless you can really create a stunning cover yourself, it's best to get a professional to handle it.

Fortunately, book covers are remarkably inexpensive. They can be purchased for as little as \$20 from many different places, and you can even get pre-made covers that will let you start using your cover in a few hours instead of waiting for custom work to be done.

Here are a few places to get a pre-made or custom book cover:

- >> <http://www.getabookcover.com>
- >> <http://www.selfpubbookcovers.com>
- >> <http://www.premadebookcovers.com>
- >> <http://www.dreamscapebookcovers.com/pre-made-covers.html>
- >> <http://www.damonza.com>

## Editing

Most self-published authors seem to think they can handle editing on their own. That may be true in a small percent of cases, however almost everyone needs a little help in this department.

Ideally, you'll want to hire a professional to edit your work. If you don't and you miss major mistakes, people will likely tear you apart in reviews and your sales will suffer badly.

If you truly can't afford professional editing services, you should at least get some beta readers to look over your book in exchange for a free copy. Just tell them to email you a list of any errors they find in facts, spelling, grammar, etc. This will catch a lot of mistakes you miss yourself.

Another tip that will help you when editing your own book is to print the book and use a highlighter to mark mistakes. It's easier to catch mistakes in print than it is on a computer screen.

Also, try editing one sentence at a time and reading each sentence backwards. This way you are more likely to catch mistakes that you might skip over, because when you read a sentence with a mistake, your brain will sometimes automatically correct it.

## Final Thoughts

If you are ready to hit the bestseller lists on Amazon and really see your book sales take off, these tips and tricks will do the trick. Depending on your book's theme, you could even hit the main bestseller list and watch your book take off like a shot!

Even if you don't make the main bestseller list, there are many other lists you have the potential to show up on, which will increase your visibility significantly. You could show up on the bestseller lists for your categories, as well as new releases in your categories.

Additionally, you'll start showing up on the book pages of other books in the genre as people buy your book along with others.

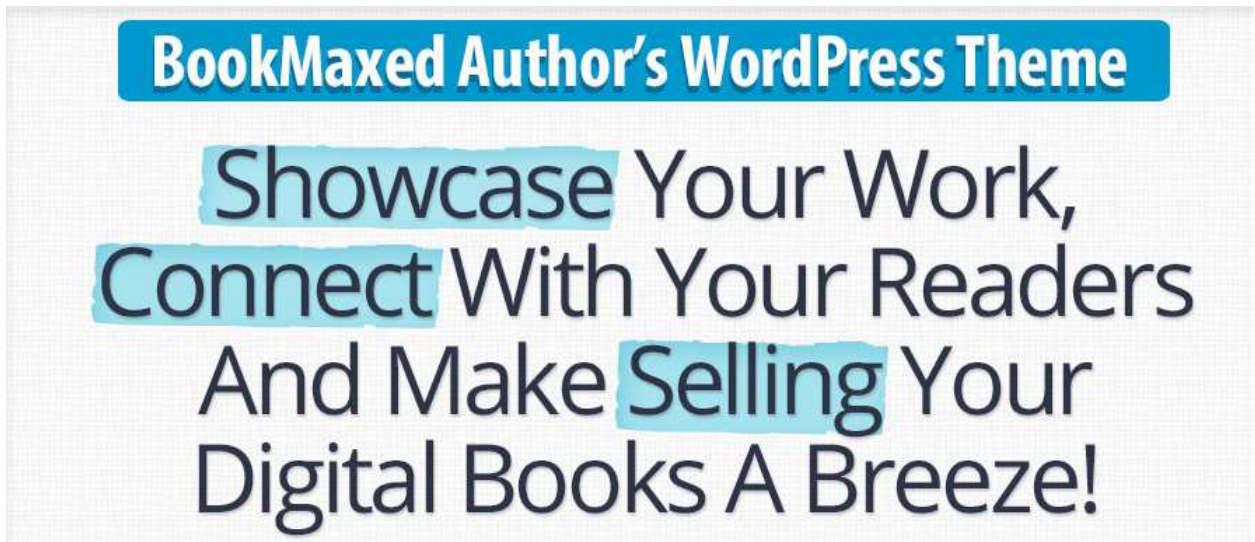
Remember: it takes sales to make sales!

Using this system, you'll be able to pull in enough sales to rocket yourself onto the bestseller lists and get onto the "Also Bought" lists quickly.

Don't delay this plan! The longer you wait, the harder it will be to gain traction, because Amazon greatly favors new books. Get started today!

## Resources

If you're selling a book online, you absolutely MUST have your own website set up to promote it! The BookMaxed theme for WordPress makes it a breeze to sell your books!



>> <http://www.bookmaxed.com>