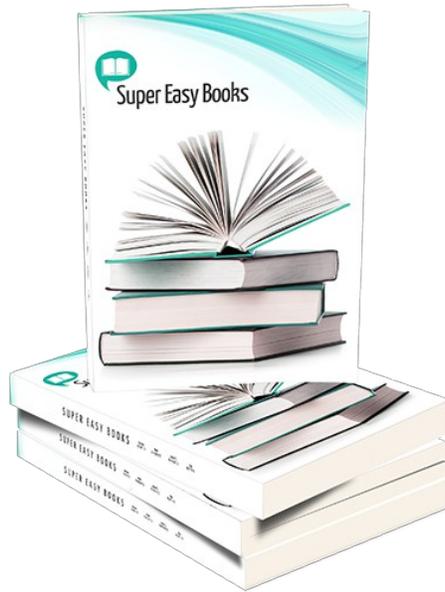


Super Easy Books: Super Easy Book Marketing



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Publishing & Marketing Your Books

This is where it really starts to get fun.

So, you've done the research and took the time to create a killer book. Now it's time to get as much mileage out of that book as possible.

This chapter is not a tutorial about how to upload your books to CreateSpace and Kindle. You've seen training on how to do that before, and if you haven't, you can do a quick Google search to find a bunch of valuable free walkthroughs. Instead, this module is about **making money**.

Let's talk specifically about how Amazon ranks your books...because that is what is going to give you the most **long-term "free sales."**

The most effective way to make sure that your books will produce an income for you is to select the right title and category. **Choosing an optimum title and category for your book is absolutely critical!**

That's because if you don't appear on the first 10-12 search results for your targeted keyword phrase (the first page), the number of long-term passive sales that you get for your book will drop sharply.

By doing some reverse-engineering, we've calculated the approximate criteria that Amazon is using to rank books. Like Google, Amazon doesn't want this secret ranking criteria to become public, so please keep this to yourself...

In rank of approximate importance:

Title
Category
Search Keywords
Author
Description

By far, the most important aspect is the **Title**. The title of your book has a VERY direct, noticeable influence on where you rank in the search results, so think very, very carefully about the title you choose.

Here are two important factors I've discovered:

1) The closer your title matches the keyword phrase or category you are targeting **the higher the relevance**, and the higher you'll appear in the search results for the targeted keyword term.

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For example, if your target keyword or category is “Weight Loss” and your book title is “Weight Loss” your title is 100% relevant to the keyword or category.

2) The closer your keyword phrase is to the **beginning of your title**, the higher the relevance. (This seems to work with both Google and Amazon!)

Now, as with everything else we've presented to you in Super Easy Books, **you have to use this information with a little common sense.**

For example, your title **still needs to be enticing to the reader.** It's a delicate balance between making it relevant and catching the potential buyers attention. If you add too many words to a title, it “dilutes” the effect of the keyword in the title. Too few words, and it doesn't matter how high it appears in the search count, you won't make any sales.

I try to put my main keyword phrase at the beginning of the title and keep the rest of it as short as possible. I also make creative use of punctuation (particularly the (:) colon) such as in the following...

“Weight Loss: Advanced Tips”

That would be much more relevant than: Advanced Weight Loss Tips

“Weight Loss: Weight Loss” won't work either - it's keyword spamming and does NOT have an effect on the rankings. However, a title with synonyms can be effective, such as...

“Weight Loss Secrets: Lose Weight Fast”

Next in importance is the **Category**.

You're allowed two categories. **Use them both.** Treat Category just like the title and search keywords that you choose. Try to find an exact match category for your book keyword phrase.

Often, you'll find multiple categories that might “fit,” but spend time picking out the most relevant ones for your type of book, it makes a very big difference. If you can't find a category that's exact, use the closest one.

Next in importance is the **Search Keywords** field. For the most amount of effect, enter your two categories into two of the Search Keywords fields.

You have 7 keywords to choose from.

1-2 keywords should be the EXACT keywords that are included in your title, and the 2 categories you choose should also be EXACT keyword phrases. That leaves

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you with 3-4 keywords that should likely be synonyms of existing keyword phrases.

Be sure to reference the research you did before to determine how much money you can

Keywords can be as long or as short as you choose, but you only get 7, so pick the most relevant keywords only.

Next in importance is the **Author**.

Authors are an extremely important component of the overall book, so it makes sense why Amazon has placed such a high relevance on the “Author” field. Amazon also allows customers to search by author.

This has created what is likely an unintended effect. The “Author” field can also include your primary keywords, IF you cleverly work them in.

(Note: As with everything, this tidbit of information can be abused...please do not abuse it or you risk losing your Amazon/Kindle account.)

One way is to give yourself a title as an author.

Example: “Weight Loss Queen”

You do not want to do this with each and every book, and there are ways to “validate” your author title as well (which is important if you're using it to help get rankings on Amazon.)

For example, if you owned the domain WeightLossQueen.com and referenced it in your description or About the Author, then it's unlikely it would be a problem for you to use “Weight Loss Queen” in your author field. Again, the lesson here is to be creative.

This same technique works with the Editor, Publisher, etc. fields as well. Just do not abuse it!

One of the least important fields in ranking is the **book description**.

While it's not important for ranking, the book description is the most important part (next to the title) for actually **SELLING** your book. So, you need to spend some time to make this good, but you actually don't need to worry about stuffing keywords or related keywords into your description.

For safe measure, use your primary keyword throughout your description (as you probably would be anyway), but focus on the description of the book as a

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SALES page, not a ranking or SEO-style page.

To get an idea of what people want most from your niche, simply look at the book and author descriptions for the best selling books. I find that a simple 2-3 sentence introduction, with 6 - 9 bullet points about the book, with a 2-3 sentence closing and call-to-action works really well.

Don't overthink this! Just look at what is already selling, and try to incorporate the same proven language into your own book description.

Now, here's a question we've been getting more as of late...

Should you use KDP Select?

This is a tough call. If you don't already know what KDP (Kindle Direct Publishing) Select is, it's fairly simple...

By agreeing to the KDP Select terms and conditions, you can **ONLY** sell your book through the Amazon Kindle program for a 90 day period. However, they grant you the ability to offer up to 5 free promotional days for your book during that 90 day period.

You don't make any money at all on the promotional free days...but, the ranking and popularity of your books can shoot up on Amazon, which can be extremely valuable.

Monitor the movements of your book in the search results of Amazon when you do a promotion to see if it's worth it. When using KDP Select, a clever way to test your book and to try to get it move up in rankings is to price it low, then gradually increase your price over time.

If you're looking to test and feel out a market, **start at 99 cents for your book pricing**. As you move towards the top of the search results, increase the price. If you move down in the rankings, decrease your price. You'll be able to find a "sweet spot" for a lot of your books.

Each book is different, and you can always enroll the book in KDP Select at a later date. Also keep in mind that the KDP Select option "auto-renews" after 90 days if you don't uncheck it, which means you won't be able to publish your book elsewhere.

Distributing Books with Smashwords

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This is a service that is gaining some serious traction. It costs absolutely nothing upfront, and includes distribution to some VERY big marketplaces.

For example, when you use www.Smashwords.com, it also distributes your book to a bunch of other significant marketplaces...

- Apple iBookstore
- Barnes & Noble
- Sony Reader Store
- Kobo
- Many more...

It's an extremely obvious benefit to have your book selling more places - you'll make more money, plain and simple. Let Smashwords do all of the work for you to distribute. It doesn't cost anything upfront, and they only take a small cut when you actually sell a copy of your book.

Of course, you should also distribute to marketplaces that might not be included in the Smashwords list, such as the Nook Marketplace.

Many people have said they won't publish a book unless it's through Smashwords anymore - it's been that effective for them.

However, please keep in mind that you will be unable to participate in the KDP Select program if you choose to sell your books with Smashword's service.

Unconventional Promotional Methods

Although I list these methods as “unconventional,” they're only unconventional in so far that independent publishers like you and I don't usually go the extra mile to promote the books in these ways.

Luckily, you're a smart cookie and you have a marketing brain (otherwise you would not have purchased Super Easy Books!), so you'll “get” a lot of these methods, and you'll be able to expand on them.

Should you advertise?

“I'm here to make money, not spend it!” you might say. The fact is, smart advertising will not only attract new customers to your business that you can sell to over and over again, it can sometimes even pay for itself and then some.

There are a virtually limitless number of websites you can use to advertise your book. Almost every website sells advertising in some form, so the best way to

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find places to advertise for your niche is a simple Google search for primary keyword phrases, then looking to see if they sell advertising.

If a website features Google Adwords advertising, then you can actually place site-specific ads for that website within your Adwords account.

You should also take a close look at Facebook for advertising. Social media users are typically not in the mood to purchase products when they are using Facebook, so you will need to test this traffic. However, I should note that we've had some successful campaigns, so do not write it off.

www.buysellads.com is another good resource if you want to directly place ads on another website. Typically these are banner ads (which have become effective again!) that you are able to adjust and test.

Something to note with advertising is that you can send the traffic to your own website or opt-in page first, before they proceed to Amazon (or whatever resource) to purchase your book.

This can turn a campaign that loses you money into a campaign that earns you money, simply by enabling you to collect the e-mail addresses and build a relationship with users before they see your product.

A free report or a free sample of your book can be extremely effective. Simplicity works wonders for book promotion websites.

Create Media Exposure

The goal of many publishing firms is to generate media buzz around a particular book release. There's absolutely no reason you can't generate a lot of exposure yourself, but you need to make sure that the book you're promoting is in tip-top shape and something you're proud of.

Press releases are an extremely important part of this technique. Keyword-optimized promotions work well for this technique because Google likes press releases and typically ranks them well.

www.webwire.com is a good service for press release distribution. For \$25, you can get on the first page of almost any keyword (unless it's hypercompetitive) for a short period of time, 2-3 days.

If you target the right keyword and it produces a lot of sales, you can rinse and repeat this method, simply using different information in your press releases.

You can spend more to distribute with larger services, like PRWeb, but for the substantially higher price (\$200) I have not personally noticed significant

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results, both in terms of search engine ranking and in terms of additional book sales.

Of course, you should also be sending out free copies of your book like crazy. Physical copies are best for that “thud factor,” particularly if you have a well-designed cover for your book.

Simply look up the names and addresses for top editors, and include a short note about your book. Be genuine and be clear, and be sure you put your best work forward. Editors will not hold any punches.

However, the exposure they can generate can be HUGE.

A single positive (or even somewhat positive!) review from a top newspaper or book review blog can have absolutely huge long-term results for you, not to mention the search engine rank boost your book will get.

Of course, it's not all about submitting to editors either.

Once you publish a book on a subject, you effectively become an “expert” at that subject. Whether you consider yourself to be an expert is actually irrelevant, because you can simply point out that other people are the experts, and you're simply the researcher, adding context to that information.

That opens a lot of doors for you, especially if you're open and honest about it.

Use the fact that you've published your own book as a way to get your foot in the door of large magazines or websites. Virtually all of them will accept well-written, unique content - but do NOT mail them a full article at first.

There's an “official procedure,” otherwise you'll look like you don't know what you're doing.

First, you open with an e-mail telling them that you read and value their publication or website. In that e-mail, you explain your credentials, that you've published a book (or two, or...) with a link to that book. After the link, tell them that you have a proposal for an article. Give them the summary of the article in 1-2 sentences and explain why their readers would benefit from it.

Keep your first e-mail contact short, simple and easy to read. If it's a huge block of text, editors will skip over your e-mail in a heartbeat. Try to be as interesting and personable as possible. Thinking outside the box here will get you places, but don't annoy the editors.

Next, once you hear back from them, THEN you can send them the article you had in mind (or had already written). Be very careful about submitting your

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idea to multiple places, as no one will be happy if you publish the same (or even a similar, re-written article!) in another place.

Unique articles, targeted directly towards that readership. It has to be well-written, but there's no reason you can't outsource this article writing, as well. (Just be sure it has some of your own personal flair.)

Also, be sure that your grammar and spelling is accurate in your proposal and article, otherwise you'll be laughed off.

There's no limit to the types of promotions you can do for your books. Think outside of the box.

Of course, it only makes sense to promote the books that are “proven sellers” for you. If your book hasn't even sold a few copies, it's likely a waste of your time to promote the book - focus on improving the ranking or change your book first. **It MUST be a winner** before you invest the time and money in promotion.

On top of the outsourcing you can do for the book writing, you can also outsource much of the promotion as well. You can have a good virtual assistant send e-mails out or build keyword-targeted websites out on your behalf, for example.

There's no limit to the number of books and promotions you can do. Focus on building your publishing business, and you'll never stop growing. Also remember the golden rule of leverage - figure out ways that you can use the content you produce to make more money.

Just because you're selling your books on Amazon, Barnes&Noble, Nook, etc. doesn't mean that you can't sell it directly from your own website and keep all of the profit.

Think, produce and sell creatively!