

**HOW TO  
SELL BOOKS  
BY THE TRUCKLOAD**

**BOOK 1 & 2**



**PENNY C. SANSEVIERI**

**GET MORE SALES ON AMAZON.COM**

**BOOK  
1**

**GET MORE REVIEWS ON AMAZON.COM**

**BOOK  
2**

HOW TO  
SELL YOUR  
BOOKS BY THE  
TRUCKLOAD  
ON AMAZON.COM



PENNY C. SANSEVIERI

HOW TO SELL

BOOKS BY  
THE  
TRUCKLOAD  
ON  
AMAZON.COM

BY PENNY C.  
SANSEVIERI

**MORE BOOKS  
BY  
PENNY C.**

# **SANSEVIERI**

## **NON-FICTION**

How to Sell Books by the  
Truckload on  
Amazon.com (Amazon  
Digital 2013)

How to Get a Truckload  
of Reviews on

Amazon.com (Amazon  
Digital 2013)

Red Hot Internet Publicity  
(Createspace 2013)

Powerful Pinterest  
(Amazon Digital 2012)

Get Published Today  
(Wheatmark, 2012)

52 Ways to Sell More  
Books (Wheatmark, 2012)

Red Hot Internet Publicity  
(Cosimo 2010)

Red Hot Internet Publicity  
  
(Morgan James  
Publishing 2007)

From Book to Bestseller

(Morgan James  
Publishing, 2007)

Get Published Today

(Morgan James  
Publishing, 2007)

From Book to Bestseller

(PublishingGold.com,  
Inc., 2005)

No More Rejections: Get  
Published Today! (Infinity  
Publishing, 2002, 2003)

Get Published! An  
Author's Guide to the  
Online Publishing  
Revolution (1st Books,  
2001)

# FICTION

Candlewood Lake  
(iUniverse, 2005)

The Cliffhanger  
(iUniverse, 2000)

To subscribe to our free  
newsletter, send an email  
to  
subscribe@amarketingexp

**We'd love your  
feedback.**

**Here's how to  
contact us:**



**Author Marketing**

Experts, Inc.

P.O. Box 421156

San Diego, CA 92142

[www.amarketingexpert.com](http://www.amarketingexpert.com)

# **UNDERSTANDIT AMAZON**

Most authors I know list their books on Amazon and don't give it a second thought. They just assume that Amazon will do the selling for them. This couldn't be further from the truth.

Aside from being a great place to sell your book,

Amazon can also be an author's best friend. Amazon, really, is no different than any brick and mortar store when it comes to how and which product they push. Let's say you're a manager at a clothing store, and one day you start to see the cashmere sweaters (last

season's style) start selling. Normally you would never put these in the front of your store; you leave that area for the "known hits," meaning the products you know will sell well, right? But when something you hadn't expected to sell at all starts gaining interest,

you figure that it might be a good idea to give it even more exposure, so you put it closer to the front. Now the sweaters are selling even better. So you move them to one of the front tables. Bingo, they sell even more. Then one day when you're redoing your storefront window, you

think: *Let's display them there.* Suddenly your stock is sold out. This is, essentially, what happens with Amazon, except replace the sweater with your book. When your book starts selling on Amazon, this superstore takes notice and then you'll find your book

popping up in all sorts of places that relate to book recommendations.

If you own a Kindle, you know that when you are looking to buy a book, or have just finished reading, the system shows you “other books” on the same or similar topics. Have

you ever wished to see your book there? This is one of the many ways that Amazon pushes a book that's selling or showing great promise in their system.

So, back to the algorithm and this book. What I am going to show you will

relate to algorithm triggers  
within Amazon.

Everything I will  
recommend to you in this  
book is free and will cost  
you only in research and  
tracking time. Some  
things I show you in this  
book will have immediate  
results; others will take a  
bit of time. Once you do

these strategies however, it's a bit of "set it and forget it," meaning that once the algorithm kicks in, Amazon does the rest.

In almost 100% of the cases, when I look at Amazon author profiles, I find that authors are not doing anything to

significantly help their titles. So many of your book promotion tasks require your own “marketing muscle.” Much of that marketing muscle is really marketing know-how, and this isn’t a skill most of us are born with.

Over the years I have spoken to a lot of authors who hate Amazon. Their complaints range from “They get too high of a percentage” to “I can never reach anyone there.” With this book, I plan to solve both of these issues for you. By the end of it, if you’re one of

those authors who isn't on Amazon, I can guarantee you that you'll want to be. Let's begin.

# **HOW TO RESEARCH KEYWORDS**

Just about everything we'll talk about on Amazon is related to or ties back to your keywords, which is why I wanted to start this book off with a chapter that digs into this often mysterious process. You'll likely refer to this chapter often, as various

places in the book will tie back to this.

## **BUILDING IDEAS:**

The first step to building ideas is to dig through searches online. Though a lot of folks default to Google's Adword tool, you do need to have a

Google Adwords or Gmail account to use it. If the Adwords tool will work for you, you can reach it here:

<https://adwords.google.com>

If you haven't used this tool in a while, be warned that some of the functionality has been stripped away. Candidly, I

typically don't just stick with one tool; I'll use several and just compare results.

If using Google is not your preference, consider these alternative keyword solutions:

**Free keyword tools**

Wordtracker —  
<https://freekeywords.word>

Ubersuggest —  
<http://ubersuggest.org/>

SEO Book —  
<http://tools.seobook.com/k>  
[tools/seobook/](http://tools/seobook/)

WordPot —

<http://www.wordpot.com>

## **Cast the Net Wide**

The idea with this keyword exercise is to let it guide you to help you focus in on specific keywords and trends. We'll talk about the latter

in a minute. For now, let's say you searched on Adwords for the term "book sales." This is what you'd see:

Your product or service		Your landing page		Your product category		NEW
book sales		www.amarketingexpert.com		Publishing		
Ad group ideas		Keyword ideas		Download	Add all (100)	
1 - 1 of 1 keywords						
Keyword (by relevance)	Avg. monthly searches	Competition	Suggested bid	Ad impr. share	Add to plan	
book sales statistics	390	Low	\$4.99	0%	»	
large print books for sale	90	High	\$0.40	0%	»	
print on demand	9,900	High	\$3.02	0%	»	
print on demand books	1,000	High	\$4.45	0%	»	
how to market a book	720	High	\$4.17	0%	»	
book promotion	880	High	\$6.06	0%	»	
book publishers	9,900	High	\$5.24	0%	»	

Plugging in that keyword will show you suggestions as well as the keyword's average monthly searches. The "Competition" column is related to the Adwords rate, as you'll see off to the right. The suggested bids will often reflect this. Typically I'll look for keywords that are

getting 500 monthly searches or above. Unless your topic is super niche, anything less than that may not get you the kind of results you want.

As you review the wide range of related phrases, you're looking for two things: *phrases that more*

*specifically relate to your topic and completely new phrases that have a similar meaning, especially those with high search volume. Add these to your list.*

## **OTHER WAYS TO FIND KEYWORDS**

If you're reading through this chapter thinking "Well, this is fine, but I'm not even sure what my keywords are to begin with," then let's look at some ways to help define these for you.

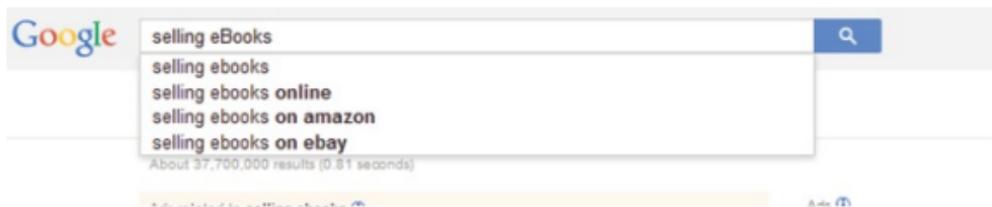
- **Google Analytics:**  
This is a great tool to

help you find phrases and topics that are already driving traffic. Here's how to find the keywords in Google Analytics: Under Standard Reports, click Acquisition, then click Keywords and Organic. This will show you how folks

are finding your site.

- **Google Suggest:** Just begin entering relevant keywords into Google and see what phrases Google suggests. You may also want to use a question, so, “how to” or “what” and add in your topic. The top

searches that come up typically have high volume and this should give you a good sense of what consumers are looking for.



Another site I love is Ubersuggest, which does the same thing as the Google search bar but on a larger scale. Ubersuggest scrapes Google for every possible suggestion that starts with the word or phrase you provided. See this screen grab of a search done on

the word “book  
marketing” and you’ll see  
what I mean:

## i book marketing +

- + book marketing services
- + book marketing plan
- + book marketing ideas
  - + book marketing ideas
  - + free book marketing ideas
  - + creative book marketing ideas
  - + unique book marketing ideas
  - + children's book marketing ideas
  - + best book marketing ideas
  - + book marketing campaign ideas
  - + online book marketing ideas
  - + cheap book marketing ideas
  - + clever book marketing ideas
- + book marketing companies
- + book marketing plan template
- + book marketing international
- + book marketing plus
- + book marketing network
- + book marketing strategies
- + book marketing plan example

## i book marketing + a

- + book marketing agencies
- + book marketing and promotion plan
- + book marketing and promotion
- + book marketing and distribution
- + book marketing adelaide
- + book marketing australia
- + book marketing awards
- + book marketing association
- + book marketing amazon
- + book marketing alliance

## i book marketing + b

- + book marketing buzz blog
- + book marketing blog
- + book marketing budget
- + book marketing best practices
- + book marketing buzz
- + book marketing books
- + book marketing basics
- + book marketing business
- + marketing book by philip kotler
- + marketing book by philip kotler pdf

## **NOW WHAT?**

So now that you've done this work and become a keyword pro, build a list of ten to fifteen keyword strings, ideally not just a single keyword because most people don't search that way. You want whole

strings of words, like what Ubersuggest offered when I plugged in the term “book marketing.” Keep this list; you’ll use it over and over again during this process.

**CREATING  
BESTSELLING  
BOOK IDEAS**

It's one thing to write a book, it's quite another to write a book that will sell. We all want to follow our passion, write our dream and dance creatively with our muse, but wouldn't it be fantastic if, amidst all of this creation, we also managed to produce a bestselling book? That is,

after all, the dream.

## **FINDING BESTSELLING BOOK IDEAS**

I know this gal who is keyed in to a bunch of SEO people, for those of you not familiar with the term, SEO stands for

Search Engine Optimization. These are the folks who spend their life trying to get on the first page of Google. One day several years back, she and I were talking about the topic of how to create ideas that sell. She told me that many of her SEO buddies would write

books literally just based on keywords. It had nothing to do with their passion or often what they really even wanted to write about, they focused on saleable terms, meaning phrases that were getting a huge bounce in Google. Now this may not be how you would ever

consider writing a book, but there are merits to this methodology:

**Book focus:** Where will you focus your book? Don't get too caught up in a set plan. Leave some room for flexibility and consider what's "hot" to write about right now.

What is an immediate need? You may still stick with your original plan, but slant it a bit more towards seeing what's hot in search.

- **Book title:** This can be a great place to use keywords.

- **Book subtitle:** If you already have your title, consider using keywords in your subtitle to help boost your exposure in search.
- **Book topic:** Let's say you know your market, but you aren't sure

what to write about. Sure, you could align this with “book focus,” but consider that you’re an expert in consumer finance and want to write a book on this topic. Knowing what consumers are searching on (as it relates to finance)

could be a great way to  
key in to the  
immediate needs of  
your reader.

The other element here  
is to create a topic  
that's narrower.  
Instead of focusing on  
one broad area, focus  
in more granularly.

This will net you better sales. Consumers like specialized topics that help solve a specific problem. And the books don't have to be long, but we'll cover that in more depth later. Once you find this market or niche, you'll want to publish

regularly to it.

So, let's assume that you've done the keyword research suggested in this book. Let's see how these searches relate to popular topics on Amazon.

- Step-by-step, here is what you'll need to do:

- On the Amazon page, search in the Kindle store tab. I want you to isolate your searches there for now.
- Plug in your search term and see what comes up. You'll generally get 5-10 suggestions. Click on

one of them.

- Look at the books that come up in search and click on the “customers also bought” section.
- Your focus should be on books that have a low sales rank.

Depending on the category, it could be as low as 20,000 or as high as 50,000.

- You want to make sure there's a variety of books in this segment, preferably more than five and they should all have

this range of sales volume. If it's lower than 20,000 that's great, but when you get into the super saturated or unpopular categories, neither of those will help you.

Some Amazon experts say that a 20,000 rank

indicates that the book is selling five copies a day, but I find this hard to prove either way. Just know that given Amazon's volume, it's definitely not languishing.

**STAYING ON THE  
SHORT AND  
NARROW**

While full-length books will never go away, there's a surge towards shorter, niche books—books that “own” a narrow market segment. When I first published *How to Sell Books by the Truckload on Amazon*, I was surprised at how the sales outpaced my other

books. While I know the title had a lot to do with this, it was also the fact that the book was shorter and very focused on one particular area.

If you decide to do this (write shorter books), I wouldn't suggest just focusing on keeping the

book short. While short is the new long, there's still plenty of room for full-length books, too. So, in other words, if you can mix it up, that's the best track for success. So, how short can short be? Ten thousand to seventeen thousand words is generally acceptable.

Keep in mind that if you do short, you don't have room for fluff. You'll want to be as crystal clear as you can be on specific instructions, maybe even include step-by-step instructions or checklists, which readers love.

**OTHER WAYS TO**

# DEVELOP BOOK IDEAS

There's an element of research that goes into every book you create, and I'm not just talking about the topic research, but content, too. When you're developing your book idea and trying to

decide what to include and exclude from the book, consider spending a bit of time doing a comparison with other, similar books in your market. Take a look at their book pages on Amazon, read through their reviews. In particular, the negative

reviews that give constructive feedback about what the reader thought was missing, or things they wished had been expanded upon, will be particularly helpful. Readers will tell you what they want, and they'll often do it in a review.

# **ONE FINAL NOTE ON SHORTER BOOKS**

On Amazon there is the “look inside the book” feature. This covers just a short section of your book, so be cautious when you’re preparing your final content. If your book is too short, the “look

inside” feature will reveal most of the book, or enough of it that readers may glean what they want and not buy it, so you do want to fill the book with sufficient content that you don’t end up with this problem. If you’ve finished the book and it seems a bit too short,

consider adding things like checklists, free resources or bonus chapters from other books you've written that relate to this topic. Keep in mind that this isn't meant to pump up your book page count just for the sake of doing that, but if the book looks too much like a

white paper or report instead of a book, you may end up with a lot of window-shoppers who don't end up buying. So how short is too short? Anything under 50 pages is too short. Generally I'd recommend that you sit somewhere over 55 pages, ideally 65 pages to be

safe. And again, don't stuff your book with useless content. Make sure that if you need to add pages, you are adding helpful, useful information.

# **AMAZON'S ALGORITHMS**

The term “Amazon’s algorithms” is how Amazon ranks titles. It’s different from Google’s algorithm or any other algorithm in that it shows you only the book searches that are ranking well on Amazon. As I showed you in the previous chapter, online

search can determine whether a title would be in demand, but searching on Amazon itself will show you the demands within their system. If you haven't done the exercises in the keyword chapter, I recommend that you return to it now and do that work so you can

follow along with this.

First, let's take a look at the three keys of Amazon ranking:

- **Popularity of your title**
- **Matching search term**

- **Social proof/Reviews**

I'll show you how to hit each of these algorithm triggers in a minute.

There are approximately one billion eBook titles and three million print books on Amazon, and yes, you can still get to

Number 1. Why? Because Amazon is its own search engine. Most people aren't aware of that, but once you are, you can use that information to your advantage. Keep in mind that the tools shared in this book won't guarantee that you spike your book to the #1 spot on Amazon,

but it will get your book a significant amount of attention and in the end, isn't that what we all want?

## **UNDERSTANDING METADATA**

At one time, no one talked about metadata, now it's

become the hot new buzzword. Essentially, metadata refers to the keywords, categories and (in some cases) tags, but Amazon got rid of book tagging a while ago. Zeroing in on Amazon's metadata is a fantastic way to gain more attention for your book,

and the great thing is that everything counts. Your book title, subtitle, keywords—all of it matters. Let's dig into metadata a bit more so you can see what I mean.

## **MAKING YOUR BOOK MORE SEARCHABLE**

The more searchable your book is, the more often it is going to come up in searches, and consequently, you will get more buys for your book. Part of this is Amazon's metadata, which is accessible to any authors who have their book on Amazon (if you have

access to your account), but most authors and publishers don't use it or understand it.

KDP, which is Amazon's Kindle Direct Publishing program (and their eBook partner), is a popular way to get your book onto the Amazon platform. If you

publish on Amazon or you publish on KDP, there is a place on there to type in keywords. Take a look at this screenshot, which is the back end of the KDP site, the place where you access all of your book's features.

### 3. Target Your Book to Customers

Categories [\(What's this?\)](#)

BUSINESS & ECONOMICS > Marketing > Direct

LANGUAGE ARTS & DISCIPLINES > Authorship

Add Categories

Search keywords (up to 7, optional) [\(What's this?\)](#)

selling books on amazon, how to sell on amazon, make money on amazon, sell books on amazon, sell books online, sell books to amazon, sell books amaz

0 keywords left

You can see in this screenshot that you're allowed up to seven, and though Amazon says it's optional, it really

shouldn't be. As I was doing research for this book, I asked ten authors to let me take a look at the back end of their book details with the caveat that I would not add terms that they did not need. None of them had search words listed. Categories are always a given—all my

authors had picked their categories, but under search keywords, nobody had listed their keywords. And we'll look at categories in a minute, but for now start thinking about your keywords because they do matter—more than you know.

To return to our keyword discussion, be sure that you're not focused on single words. You can have entire keyword strings as you see from the screenshot above, and yes, you should use all seven strings.

## Monitoring Keywords

You may not want to stick with the same keywords for the duration of your book's life on Amazon. Why? Because search habits change, some searches are more popular than others, and you won't know which will get you the most bounce until you start playing with these

keyword terms. I recommend that you start a spreadsheet with the various keywords you've selected for your book and keep track of where your book is ranking whenever you search these terms.

Do not, under any circ

anything other than star  
phrases for your keyw  
mean you can use  
romance, contemporary  
even something like kir  
\$3.99 (as long as you  
pricing), but you can no l  
names and/or book tit  
important change becaus  
and publishers were  
marketing this is not new

you liked that you'll love  
Aligning your book to a  
what you want to do but  
prevents it. I wrote a long  
situation we had with  
pulled from Amazon (yes  
don't want to mess with t

Here's a link to that post:  
<http://www.amarketingexpert.com/alert-resolving-amazon-ke>



# **USING YOUR KEYWORDS**

Now that you understand where your keywords come into play with regards to your Amazon back end, let's take a look at the other ways you can use your keywords.

## **TITLES AND SUBTITLES**

We all know that that the title of your book can often make or break the success of it, but most authors may not have considered adding keywords to their title and subtitle. Many times, particularly in non-fiction, I see authors giving their books nebulous book

titles. This is really a mistake, especially with all of the titles on Amazon and all of the books your reader has to choose from. For those of you that have not yet titled your book or are coming out with a second or third book, think about using keywords for your title. If

you say “Well, my keywords are not going to work with my title,” then, will they work for your subtitle? Subtitle

keywords also matter and here’s the thing: the subtitle doesn’t have to appear on your book, but it can appear on the Amazon page, and that’s

totally fine.

## **BOOK DESCRIPTION**

Your book description, which is often overlooked as a means to drive traffic to your page, is also a great place to use keywords. We all know that a book description

should draw the reader in, but I often find that authors tend to get really flowery with these. Flowery is fine if you're writing a fiction book and even then, you can still use keywords in effective ways. Here's a screenshot of my Amazon book *How to Sell a Truckload of*

*Books on Amazon.* You'll see that I've used the keywords throughout this. In the header, description and in the bullets:

#### Book Description

Publication Date: April 24, 2013

**If you're ready to sell more books on Amazon, you must read this one now.**

**Do you know that Amazon has a secret algorithm, and if you trigger it, they will actually help you sell books?**

This easy-to-use guide will walk you through step-by-step what you need to do to kick Amazon's algorithm into high gear.

This book is a **MUST** for any author looking to get more sales and more exposure on Amazon!

Here's what you'll learn:

- How to get top visibility for your book on Amazon
- How to snag top Amazon reviewers (and how to find their email addresses)
- How a giveaway through Amazon KDP can actually help you boost sales
- How to launch an eBook campaign, step-by-step
- The crucial secret to pricing your book after a giveaway
- The optimal number of reviews you should have before offering a giveaway
- How to use keywords and book descriptions to maximize exposure
- The categories on Amazon that will get you bigger sales, and how to find them
- How to get your book ranked #1 in your category

You'll learn all these tricks and more!

[Show less](#)

When it comes to fiction, the rules still apply, but you may have to get creative in using your keywords. Let's say that you found a series of keywords like this:

- New romance eBooks
- Romance and sex

- Romance ebooks
- Romance and mystery

It's pretty tough to fit these into a general description if you're sharing character details, etc. but you could consider using them as descriptors for your

reviews. Certainly if your book description is long enough, you could definitely include some of these, but using the term “best new romance ebooks” will look awkward. Instead, consider adding it as an additional descriptor to review blurbs. For

example you could do:

“Loved this book, packed with **romance and sex!**”

“Fantastic buy and among one of the best **new romance ebooks!**”

If you do this, you'll want to go back to your

endorser and ask if it's ok that the review is reworded slightly. Don't redo the entire review; ideally you should only have to add a word or two to weave the keywords in there. Something I've also done is added it after the review. So, let's say someone wrote: "*This is a*

*thrill-a-minute ride, I couldn't put it down!"*

*Sally Reviewer*

*commenting on this*

*romance and mystery*

*book.* Yes, I agree, it can

look slightly awkward, so

you'll want to play around

with it till it feels and

reads right, but the point

is that weaving in as many

keywords as possible can substantially help your search rank.

Some SEO people will tell you should you just use one string, while others say you should cram all of them into your description. Again for non-fiction this is pretty

simple but fiction is trickier. Use what feels and reads right; don't overstuff your description just for the sake of inserting keywords.

I read one book about Amazon promotion that said you should use the keywords you find seven

times. Candidly I don't think the number of times will matter. The nature of the keywords, however, will, so spend your time there and create a description that utilizes these terms and presents your book in the best possible light. My sense is that, much like the use of

author names in  
keywords, Amazon may  
start cracking down on  
keyword stuffing in the  
book description too, so  
be careful!

**AMAZON  
AUTHOR  
CENTRAL**



Every author, regardless of when or what they published, has an Author Central Page. Many authors may not have claimed theirs yet. If you

aren't sure if you've claimed yours yet, head on over to:

<https://authorcentral.amazon.com>

You can access it using your Amazon sign-in.

Essentially you have to claim the page, basically what that means is going to that link above, signing

in and adding content to the page. Once you're in, you should first make sure that all of your books are claimed under your author page. It's easy enough to grab them; you just list them in Author Central to claim them. Grab their ISBN and post it to your page. Amazon will double

check this for accuracy and once they do, you'll find a library of your books on your Author Central page.

In addition to your Amazon US page, you should also look at your Amazon UK page. I don't know why Amazon keeps

these separate, but if you grab this page as well, it'll help drive attention from their UK site. You can find it here:

<https://authorcentral.amazc>

Amazon is rolling out Author Central pages for other countries, and I suspect when they do,

you'll need to grab those pages as well.

Keep in mind that even if you are traditionally published, you still have your Author Central Page. I'm pretty certain all functionality remains the same, i.e. adding reviews, checking sales data, etc.

# So to start, let's first look at a standard Author Central Page:

The screenshot shows the Amazon Author Central page for Annie Fox. At the top, there's the Amazon logo and navigation links like 'Today's Deals' and 'Gift Cards'. Below that is a search bar and a 'Sign In' button. The author's name 'Annie Fox' is prominently displayed. A bio section follows, mentioning her book 'Tuggie Are Like Lollipop' and her background in education and technology. Below the bio, there are two book listings with their respective covers and pricing information.

**amazon** [www.amazon.com](#) Today's Deals Gift Cards [Web](#)

Shop by Department  Search   [Hello, Annie](#)

**Annie Fox**

**From the Author** | [EISBN: 9781455501010](#)

When Annie Fox's first book "Tuggie Are Like Lollipop" (Holiday House) was published, she wasn't old enough to legally sign the contract! By the time she turned 21, though, she decided that helping kids would be her life's work. After graduating from Cornell University with a degree in Human Development and Family Studies then completing her Master's in Education, she began exploring ways to use technology to entertain kids while building their emotional intelligence skills.

In 1977, Annie and her husband David opened Mann Computer Center, the world's first public access microcomputer facility, her work there led her to write her best selling book, "Amochar BASIC: An Absolute Beginner's Guide to Microcomputers and Programming in BASIC" (Osborne/McGraw-Hill). After a detour into the world of screen writing, Annie returned to computers as an award-winning writer/designer of children's... [Read more](#)

**Books by Annie Fox**

Showing 11 Results [Sort by: New and Popular](#)

**All Formats** Kindle Edition Paperback

**LOOK INSIDE**

**Be Confident in Who You Are (Middle School Confidential Series) (Bk. 1) by Annie Fox (Aug 15, 2006)**

**ISBN-10:** [1430301060](#)

Format	Price	New	Used	Collectible
<b>Paperback</b> More in the last 90 days in get it in Wednesday, Dec 6. Eligible for FREE Super Saver Shipping	<b>\$9.99</b>	\$1.41	\$4.25	\$4.50
<b>Kindle Edition</b> Amazon.com ranked #1 Other Formats: <a href="#">Library Binding</a>	<b>\$6.24</b>			

[Get this book for an Amazon.com Gift Card](#)

**LOOK INSIDE**

**Real Friends vs. the Other Kind (Middle School Confidential) by Annie Fox (Jun 5, 2006)**

**ISBN-10:** [1430301052](#)

Format	Price	New	Used
<b>Paperback</b> More in the last 90 days in get it in Thursday, Dec 4. Eligible for FREE Super Saver Shipping	<b>\$9.99</b>	\$1.45	\$4.03
<b>Kindle Edition</b>	<b>\$4.72</b>		

As you see, this author has added her bio, listed her books and has book detail pages, which we'll go over in just a minute. For books, keep in mind that this works for print and eBooks— basically anything you have on Amazon can be added to this Author Central page.

# **FARMING DATA FROM AMAZON AUTHOR CENTRAL**

One of the other bigger benefits of accessing your Author Central page is the data. An author can now get a lot of data from their pages, like sales numbers

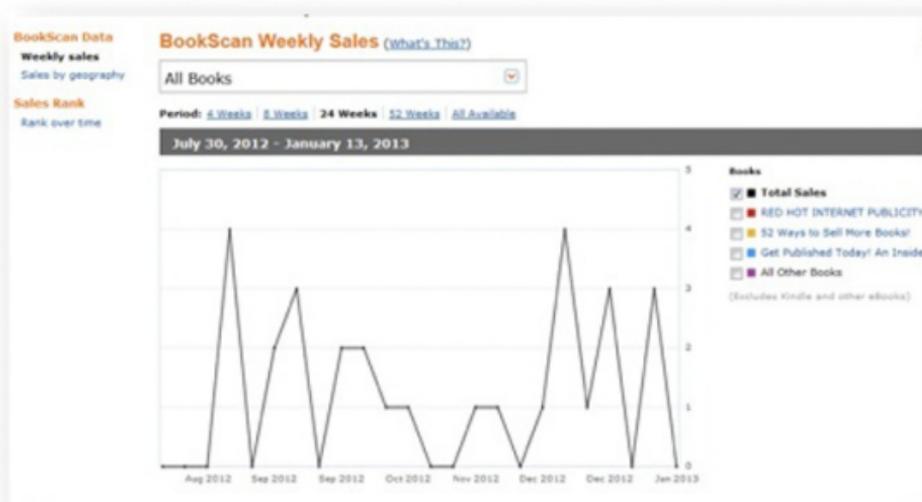
and reviews, plus Amazon keeps adding to this all the time. So first, let's look at navigating this page. Below is the top bar you'll see once you log in. From here you can get sales data, ranking of all of your titles and customer reviews:

First up is the sales data. Bookscan is a reporting agency that previously was only accessible to publishers or agents. Subscriptions to this service cost a fortune.

Amazon now includes BookScan data in your Author Central Page, but it's only data for Amazon. Still, it's incredible to have access to this. Here's a snapshot of what this data looks like. You can view it by all books or just one at a time. You can view this by month and

year, which is also helpful. As you do promotions, you may want to watch this carefully. The sales data on here is tracked for print editions, so if you're published through KDP (Kindle Direct Publishing), you'll have to check that back end to see

what your sales are there.



The other piece you can check is your Author

Rank, which does encompass eBooks and print. The rankings can be viewed by month, week or year, which is also helpful to see how it aligns with copies sold. The mystery remains as to how many copies sell per sales rank bump, but the sales rank information is still helpful

to have.

## **ADDING REVIEWS TO YOUR PAGE**

Dressing up your Amazon book page has always been a high priority for authors. Previously we were at the mercy of whoever reviewed the

book on Amazon and whatever detail the publisher decided to add. Not anymore. Now you can go in and add your own reviews to the page to help dress it up. Here's how to you do it: Once you have your books listed on your page, meaning you've

connected them to your account, you'll just click on the book title and it will open up a page that lets you fill in all of the back-end detail. It's just that easy. You can do the same with endorsements, too. It's really fantastic to be able to do this because it will help you dress up

that page.

Also, the editing in Amazon is pretty sophisticated, so be sure to bold and underline portions of your reviews whenever possible (You should bold headlines, names, etc.) This is the same type of system Word

uses, so it's easy to draw the eye to a particular sentence or section of the review.

**Important:** Once you make a change to a section here, your publisher will not be able to make any further changes to the same section. If you are a Kindle Direct Publishing author, and you make changes to your Product Description here, you will no longer be able to make edits via KDP.

You'll notice that you can also add a book description to this page and, again, I don't know if this is something that

traditional authors have access to, but I will caution you that this part of Author Central is a bit glitchy. It does not allow you to use more than 480 words or characters. Once you update it on Author Central, you can never go back and change it anywhere else. Again, I

don't know why this is, but if you want to have a description that's longer than 480 characters, you should consider updating your book description elsewhere or you'll be locked into this word count. This notice is posted in the book description section:

# **MONITORING REVIEWS ON AMAZON**

You can also monitor your reviews on Amazon from your Author Central page. Here's a tip: go in and

thank people for their reviews. It's just a great way to spread the love and network with readers and reviewers. We'll cover more on this in the Reviews section of this book!

**THE  
IMPORTANCE  
OF AMAZON**

# CATEGORIES

Next up: categories. The category that your book is in is extremely important to the sale of the book itself and it's more than just where your audience will find the book. Let me explain.

When looking at categories, the more niched you can get, the better. Some authors look at bigger categories, like romance or contemporary romance, and think “I want to dominate that category!” That’s a great goal, but it’s often not realistic. The key to

remember is this: if you can dominate a smaller niche category, it will trigger the Amazon algorithm as well as their internal promotion system. On Amazon, sales breed sales, so the more sales you get, the more sales Amazon wants you to get. Digging into niche

categories can be another way to trigger this system. Still not convinced? Let's have a look at one of the biggest book markets on Amazon and you'll see what I mean. Contemporary romance is an extremely competitive market anywhere, but especially on Amazon,

and the category segment of Contemporary Romance is one that a lot of romance authors want to “own.” Take a look at these screenshots. This is a snapshot of the Contemporary Romance category, which has been dominated by the *50 Shades of Grey* series:



**Fifty Shades Freed: Book Three of the Fifty Shades Trilogy** by E L James (Kindle Edition -Jan 17, 2012) - Kindle eBook  
**\$9.99** Kindle Edition ★★★★☆ (3,896)



**Reflected in You: A Crossfire Novel** by Sylvia Day (Kindle Edition -Oct 2, 2012) - Kindle eBook  
**\$9.99** Kindle Edition ★★★★☆ (2,291)



**Fifty Shades of Grey: Book One of the Fifty Shades Trilogy** by E L James (Kindle Edition -May 25, 2011) - Kindle eBook  
**\$9.99** Kindle Edition ★★★★☆ (14,481)



**The Edge of Never** by J.A. Redmerski (Kindle Edition -Nov 13, 2012) - Kindle eBook  
**\$2.99** Kindle Edition ★★★★★ (448)

This list is about twenty pages deep, meaning that

the list is filled with endless titles you will need to compete with. Now, let's look at an oddball category I found on Amazon: Romance Dramas.

## Best Sellers in Dramas

LOOK INSIDE!



1.

### Accidentally on Purpose

L.D. Davis

★★★★☆ (127)

Kindle Edition

Auto-delivered wirelessly

Kindle Price: **\$0.99**

LOOK INSIDE!



2.

### The Forgotten Child (The Friessen Legacy Series)

Lorhainne Eckhart

★★★★☆ (65)

Kindle Edition

Auto-delivered wirelessly

Kindle Price: **\$0.99**

LOOK INSIDE!



3.

### A Second Chance (NEW!!!!)

Bryan Mooney, Eliza Knight, Nicholas Patterson, James Sparks

★★★★☆ (12)

Kindle Edition

Auto-delivered wirelessly

Kindle Price: **\$0.99**

LOOK INSIDE!



4.

### Salty: A Ghetto Soap Opera (Drama In The Hood)

Aleta Williams

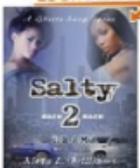
★★★★☆ (83)

Kindle Edition

Auto-delivered wirelessly

Kindle Price: **\$0.99**

LOOK INSIDE!



5.

### Salty 2: Back 2 Back Drama ( A Ghetto Soap Opera Series)

Aleta Williams

★★★★☆ (55)

Kindle Edition

Auto-delivered wirelessly

Kindle Price: **\$1.99**

LOOK INSIDE!

6.

This category is only about twenty books long, and clearly it's fairly easy to own this category. Getting to the number one spot in a category will start to gain you the kind of attention you could not have gotten otherwise.

And there are hundreds of these types of obscure categories, by the way. This example is just for romance but there are lots and lots of them. You just need to dig.

Next up, let's look at Romantic Series, which is even shorter, with only

fourteen books in total.

## Best Sellers in Romance Series

### Top 100 Paid

LOOK INSIDE!



1.  
**That Boy**  
Jillian Dodd  
★★★★☆ (163)  
Auto-delivered wirelessly  
\$0.99

LOOK INSIDE!



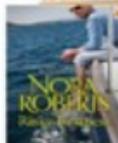
2.  
**She Can Tell**  
Melinda Leigh  
★★★★☆ (226)  
Auto-delivered wirelessly  
\$3.99

LOOK INSIDE!



3.  
**Texas Wild (The Westmorelands)**  
Brenda Jackson  
★★★★☆ (79)  
Auto-delivered wirelessly  
\$3.82

LOOK INSIDE!



4.  
**Risky Business**  
Nora Roberts  
★★★★☆ (141)  
Auto-delivered wirelessly  
\$5.38

LOOK INSIDE!



5.  
**Not Quite Dating (Not Quite series)**  
Catherine Bybee  
★★★★☆ (294)  
Auto-delivered wirelessly  
\$3.99

LOOK INSIDE!



6.

### Top 100 Free

LOOK INSIDE!



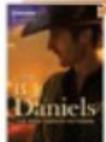
1.  
**Hired by the Cowboy**  
Donna Alward  
★★★★☆ (419)  
Auto-delivered wirelessly  
Free

LOOK INSIDE!



2.  
**The Inconvenient Duchess**  
Christine Merrill  
★★★★☆ (315)  
Auto-delivered wirelessly  
Free

LOOK INSIDE!



3.  
**The New Deputy in Town (Whitehorse, Montana)**  
B.J. Daniels  
★★★★☆ (132)  
Auto-delivered wirelessly  
Free

LOOK INSIDE!



4.  
**Cowboy Dad**  
Cathy McDavid  
★★★★☆ (149)  
Auto-delivered wirelessly  
Free

LOOK INSIDE!



5.  
**The Italian's Inexperienced Mistress**  
Lynne Graham  
★★★★☆ (117)  
Auto-delivered wirelessly  
Free

LOOK INSIDE!



6.

So, the moral of the story here is that if you can find a category within your market that does not have a huge amount of competition, you can get to Number 1.

How do you find

categories that you want to put your book in?

Here is a full category listing of all Amazon categories and their various sub-categories:

<http://www.amazon.com/-/b/?node=1000>

## Browse Subjects

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#### Biosographies & Memoirs

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#### Children's Books

- Board books, Picture Books, Fiction...

#### Comics & Graphic Novels

- Comic Art, Cartooning, Comic Strips, Manga...

#### Crafts, Hobbies & Home

- Knitting, Papercrafts, Needlepoint...

#### Education & Reference

- History, Languages, Careers...

#### Health, Fitness & Dieting

- Diet, Fitness, Relationships, Self-help...

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- Music, Television, Movies, Games...

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#### Business & Investing

- Tax Planning, Management, Personal Investing...

#### Christian Books & Bibles

- Bibles, Catholicism, Protestantism, Fiction...

#### Cookbooks, Food & Wine

- International, Regional, Food Lit...

#### Computers & Technology

- Web Development, Programming, Certification...

#### Gay & Lesbian

- Coming Out, Fiction, Relationships...

#### History

- Ancient, Military, United States, World...

#### LAW

- Administrative, Constitutional, International, Criminal...

#### Literature & Fiction

- Novels, Poetry, Essays, Classics...

#### Medicine

- Internal, Reference, Surgery...

#### Parenting & Relationships

You'll want to spend a bit of time digging deep in

this list because the more obscure the category, the better. Just make sure that it's related to your book; don't put your business book in Dramas because the segment is narrow. Make sure it's in the right market. Dominating the wrong category will not help you.

Ideally you want to find a narrow niche within two broad categories. So let's go back to our Contemporary Romance example. You'll want to find a narrow niche within this broad market as well as another. Perhaps you select Women's Fiction,

another super saturated market. Finding a narrow, niche category within these two broader segments will really help your visibility on the site. So why pick two separate segments instead of pushing the book in one major category? Because not everyone will search

the same way. You may find some readers searching Women's Fiction, while others go straight to Contemporary Romance. I have found this is true almost regardless of the market you are in. For example I also have a book called *Red Hot Internet*

*Publicity*, which I put in the business market as well as in the Internet marketing section. See what I mean? Readers might search both areas so at least this way, I'm covered.

Another note on categories: they can

change and often do, without notice. So I have found that sometimes Amazon deletes categories. I don't know why they do this but you just have to watch this. It won't delete your book from the system, but it will delete it from that category and put it

somewhere else.

## **CHANGING YOUR CATEGORIES ON AMAZON**

When you first (self) publish on Amazon or just add your book to their system, they will ask you for the categories you

want your book listed in. This might seem easy and while it is, there's a small catch. Often authors will add their book to Amazon (or their publisher will do this for them) and then it's up to the author to add the eBook version through KDP. This process is also easy; however the

categories are not the same. In fact, they're very, very different. In the past, authors just assumed that the eBook is listed, but it's not. There's a simple way to change your book category through Amazon Author Central. Let me show you how.

When you've found the right category for your book, and you want to make sure that both your print and eBook are in matching categories, you'll need to email the help desk through Author Central. They are super responsive. Here's how to

# do it:

## Contact Us

Do you have feedback about Author Central or a question answered by documentation?

[Contact us](#)

## Help Center

### Book Actions

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[All About Author Central](#)  
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## All About Author Central

### What you can do on Author Central

The Author Page on Amazon.com provides a handy place for customers to learn about you. Helping customers get to know you is an effective way to introduce them to—or better educate them about—your books. On the Author Page, we display essential information about authors—including bibliographies, biographies, author photos, and even feeds to blog posts. (Check these examples: [William Shakespeare](#), [Dale Smith](#), and [Stephanie Meyer](#).)

You use Author Central to personalize the contents of the Author Page dedicated to your books.

#### Here's how to start:

1. [Set up](#) your Author Central account if you haven't already done so.
2. In Author Central, click the Profile tab. You'll see sections for adding or changing your biography, photos, videos, speaking or other events, and blog feeds.
3. Click the **add** or **edit** link next to a section. Instructions appear, along with space to add information.

If you don't add information to a section, that section does not appear on the Author Page. Sections are always available in Author Central so you can add or change the information later.

#### Getting an Author Page for your books

We start the creation process for an Author Page as soon as you sign up for Author Central. It can take 3 to 5 days for the Author Page to appear on the Amazon.com site. You can begin adding content to an Author Page as soon as you sign up. Once your Author Central account is [set up](#) and approved by a publisher, changes appear on the Author Page within 24 hours of the time you add them in Author Central.

#### Adding or changing content

- [Managing Your Profile](#)
  - [Managing your Biography](#)
  - [Uploading Photos](#)
  - [Managing Your Blog Feeds](#)
  - [Uploading Videos](#)
  - [Managing Your Events](#)
  - [Creating Your Author Page URL](#)
- [Managing Your Bibliography](#)
  - [Uploading Book Images](#)
  - [Managing Author Reviews](#)
  - [Working With Customer Reviews](#)
  - [Reporting Copyright Infringement](#)

Back to top

# Once you click on **Help**, then you'll want to click

on **Contact Us** (also circled in red). Once you get there, you'll click the following in order:

**My Books**

**Update information about a book**

**Browse categories**

**I want to update my  
book's browse  
categories.**

The page will look like  
this. Also, be sure that you  
note that you want email  
contact:

## Contact Us

### 1 What can we help you with?

Select an issue

My Books

Select details

Update information about a book

Browse Categories

I want to update my book's browse categories

#### Did You Know?

[Click here](#) to learn more about browse categories. If you'd like to make a change to these categories, please give us a call.

### 2 How would you like to contact us?

E-mail

Usually answered within 24 hours

Phone (preferred method of contact)

Estimated wait: less than 1 minute

### 3 E-mail Author Central Customer Service

Name (First and Last)

Penny C. Sansiveri

E-mail Address

penny@amarketingexpert.com

▶ Question/Feedback

Once you have this page up, it's easy to email them. I learned this tip from an Amazon person. The folks who monitor the Amazon Author Central pages are super helpful, so even if you get the topics wrong that you want to contact them about, your email will probably still

eventually land in the right place. Once you get this screen, you'll want to ask them to move your eBook to the category you specify. Sometimes your publisher can do this for you, but if not, this is how you can do it yourself.

# **AMAZON BOOK PRICING**

Book pricing is another place that you can trigger the Amazon system to help gain more ranking. First, however, I want to make sure that you understand the Amazon royalty system. When you publish through KDP, you have the option of doing a 35% or 70% royalty. Most

authors would say: “Wow, 70%, that’s a no-brainer.” But there’s more to it than that. First off, you want to be aware of Amazon’s “sweet spot” when it comes to pricing. The highest rated eBooks on their site are generally priced between \$.99 and \$2.99. This doesn’t mean

that you won't see other, higher-priced books in top categories, but they typically will bounce there for a short period of time and then vanish. Consistent sales require better, smarter pricing, especially if you're a first-time author.

A lot of folks will price books based on word count, and while there's some merit to that, keep in mind that if you price your book over \$5.00, you could be pricing yourself out of the market.

Don't forget that when y

your eBook, it's always  
people that they don't n  
eBook reader to access  
apps for just about anythi  
of them you might wan  
your

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FUN AMAZON

# HACKS

**ADDING  
PICTURES TO  
YOUR**

# AMAZON PAGE

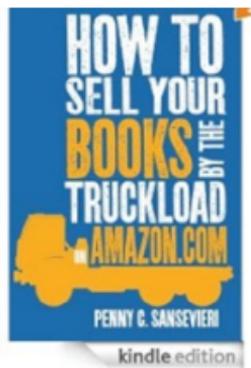
You've probably seen those pictures on an Amazon book page, right? More often than not they are images of the book itself, front or back cover. In my view that's a total waste of this space. If

you've spent all this time getting readers to your book, you want to not just populate it with reviews and keywords but also visuals. Consumers love visuals, so give them something to sink their teeth into. Does it help your algorithm? Likely not. But it's a great way to

enhance your book page.

If you have a non-fiction book, this is pretty easy. I recommend that you post picture tips from your book. So, take a look at the first edition of *How to Sell Books by the Truckload on Amazon*. You'll see the picture

snippets under the cover.  
When you click on one of  
those, they are enlarged.



Click to open expanded view



★★★★☆ (27 customer reviews)

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• Length: 26 pages (estimated)



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an  
image  
here

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Author Marketing Experts Inc [www.amarketingexpert.com](http://www.amarketingexpert.com)

See what I mean? It leads them right back to the book content. Make sure though that this image is helpful. Don't use it just to push your book. The content will do that if it's helpful and useful to your audience.

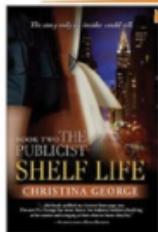
Now if you've written

fiction, this may seem a bit tougher, but consider including images of your cast of characters or images from the location. Just be sure to buy images and not just grab them from Google Images. If you aren't sure where to buy images, try places like Shutterstock.com or

Google “royalty free images” and a ton of sites will pop up.

For this book, since it was set in New York, we encouraged the author to use New York images like the one below:

Click to **LOOK INSIDE!**



Kindle edition

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See all 2 customer images

Share your own customer images

## Shelf Life: The Publicist - Book Two [Kindle Edition]

Christina George (Author)

★★★★☆ (2 customer reviews)

Digital List Price: **\$5.99** [what's this?](#)

Print List Price: **\$8.99**

Kindle Price: **\$5.99**

You Save: **\$3.00 (33%)**

**Prime** With your Prime membership, you can borrow this book for free on your Kindle device.

[Learn more about Kindle Owners' Lending Library.](#)

• Length: 275 pages (Contains Real Page Numbers)

Formats	Amazon Price	New from	Used from
Kindle Edition	\$5.99	--	--
Paperback	\$8.09 <b>Prime</b>	\$8.09	--

Best of the Month

### Best Books of the Month

Looking for something good to read? Browse our editors' picks for the [Best Books of the Month](#) in fiction, nonfiction, mysteries, romance, and much more.



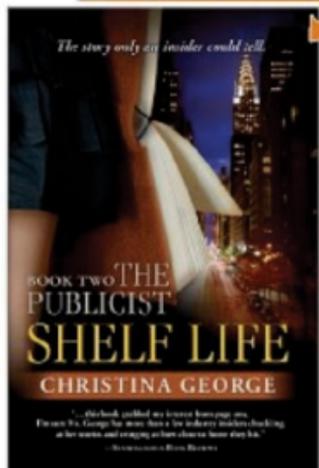
You see that there is a quote from the back cover

of the book and the author's URL at the bottom. You can vary this; perhaps use a line from the book, or a provocative question. What you use depends on the content of the book of course, but you want to pique your potential reader's curiosity enough to get

them to buy.

So, how do you do this? Just below the book image on the Amazon page, you'll see "Share your own customer images." See the screen grab below:

Click to **LOOK INSIDE!**



kindle edition

Click to open expanded view



[See all 2 customer images](#)

[Share your own customer images](#)



When you click on that, it

will take you to where you can upload your images. Then hit save and after Amazon approves it, you'll see the images on your book page.

**ENHANCING  
YOUR  
AMAZON**

# HEADLINE

There's a fun thing you can do on Amazon when you upload your book—you can add some style enhancers to your headline. Though this won't affect your algorithm, per se, it will

# help to drive more eyes to your book description.

## It's the difference between this:

### Book Description

Publication Date: **May 18, 2011**

Can low profile, not-yet-famous authors get published and sell significant numbers of books? These authors say "Yes!" and tell how.

"...a comprehensive guide to marketing a book...[a] well-written, engaging resource that's loaded with specific tips.... Brimming with creative ideas, *Sell More Books!* :

- ForeWord Reviews

Writers and publishers will find the latest insider tips on writing and publishing more marketable books. Learn up-to-date information on publishing options, social net

Includes hundreds (300+ pages in print) of practical book-selling strategies for both traditionally and self-published authors. Learn which methods may work best for waste of time.

## And this:

## Book Description

Publication Date: December 3, 2013

**If you're ready to sell more books on Amazon, you must read this one now.**

UPDATED as of December 3, 2013 with new information!

**Do you know that Amazon has a secret algorithm, and if you trigger it, they will actually help you sell books?**

This easy-to-use guide will walk you through step-by-step what you need to do to kick Amazon's algorithm into high gear.

This book is a **MUST** for any author looking to get more sales and more exposure on Amazon!

© 2013 by [Author Name]

# HEADLINE ENHANCERS

- Bolding: **<b>The text you want bolded</b>**
- Italics: *<i>The text you want italicized</i>*

- **Headline: <h1>The text you want for a headline</h1>**
- **Amazon Orange  
Headline: <h2>The text you want bolded</h2>**

**HOW TO SEND  
EVEN MORE  
TRAFFIC TO**

# **YOUR AMAZON PAGE!**

If you're looking for more fun ways to drive more traffic to your Amazon page, consider using a URL (web address) to

gain more attention. You can buy a URL and point it anywhere, so why not to Amazon? Let's say that you have a series of mysteries, you may want to buy a URL that reads: `MysteryBooksonAmazon.com`. I have a URL for all of my Amazon books that is: `SellMoreBooksonAmazon`

It's a fun way to drive traffic to your page. I include the URL in all of my books so readers can get other titles, should they desire to go deeper into their Amazon learning. But there's another reason to do this, too: keywords can help push more eyes to your

books.

We all know that when you're trying to rank on Google, having the right keywords is key. Often we end up just using these keywords on our webpage, and while this is great, there's another little-known SEO secret

I'm about to share with you. If you want to rank for keywords, you should (among other things) have the keywords in your URL. This will help you gain ranking on Google and show up more frequently in search.

Years ago when I was

trying to get more ranking to our main website: AMarketingExpert.com, I bought the URL: BookmarketingAME.com. Now clearly since we do book marketing for a living, those are the words we want to rank for. You'll note the AME at the end, which was really

more of a placeholder since

[www.bookmarketing.com](http://www.bookmarketing.com)

was already taken. So, the idea here is to find your keywords, ideally two of them “mystery books,” “romance books,” “love and sex,” or whatever it is and create a URL out of them. In almost all cases,

the primary keywords as a pure URL (so, “romancebooks.com”) will be taken. But you can add onto the end of the keywords. For example you could do RomanceBooksAuthor.com or RomanceBooksonAmazon

Once you have the URL you want, you just need to go into whatever domain service you're using and point it to your book page on Amazon.com. Keep in mind that you can also point it to your Author Central page, too.

**DOING FREE  
EBOOK  
PROMOTIONS**

Promoting your book for free could be a great way to boost your exposure on Amazon and help spark the algorithm. It's important to know, however, that not all freebies are equal. By this I mean that it's more important to be strategic than to be fast.

# **UNDERSTANDING HOW FREEBIES WORK**

One of the reasons that I love using the KDP Select system is because you can do a freebie right there on Amazon and the system takes care of all of that for

you. All you have to do is set the dates and hit schedule. If you're not interested in doing the Select program within KDP, I'll show you in a minute how to do a freebie outside of Amazon. The Select system within Kindle Direct Publishing requires

that you are on the Amazon site for 90 days, exclusively. I never had a problem with that but some authors do. The numbers really show that Amazon does the lion's share of book and eBook sales but again, if you don't want to be exclusive, then KDP

Select may not be for you. For now, let's assume that you're in the Select system. When your book is using its free days, you'll start to see it rise within the category. The one catch is that it's the free category, not the regular (paid) one. This is still a great help, because

you're creating traction on Amazon, but when your book goes back to the paid status, the book will flip to its original category again.

## **PLANNING YOUR FREEBIE**

First and foremost, I

would not suggest that you do a freebie on Amazon too early in the life of the book. Ideally you want to wait till the book has been up on the site for a while. I definitely wouldn't do it in the first thirty days; candidly I'd wait till the book has been up for

ninety days. Why? Because you want to give it a chance to grow on its own first. The reason? Because as I explained above, the book will flip from the paid category to the free one and then back to paid once the giveaway is over. When it's back in the paid category, it ends

up back where it started. It will, however, grow from there because of the residual momentum you get from the giveaway. So in theory, the longer the book has been on Amazon, the stronger of a hold it has within the paid category, so the quicker you'll feel the boost when

you do this promo.

## **PRICING AND REVIEW STRATEGIES**

The idea behind doing an eBook promo is to help you get the kind of exposure you couldn't get otherwise. We'll talk

about the promotion side of this in a minute, but suffice it to say that you really want to be cautious of things like timing (as we discussed previously), pricing and reviews.

Generally I don't recommend starting any type of campaign like this

without having at least eight to ten reviews (or more) on your page. Why? Because a lot of folks do freebie promos and you'll do far better with this if you aren't sending them to a "naked" page.

Next up is pricing. And I

don't mean pricing of the book in general; I mean your post-freebie campaign pricing. There's a certain amount of momentum you create with this and, as I mentioned before, you'll get residual momentum from the promotion. What this means is that you'll

continue to see a lot of traffic coming to your page right after the campaign. Maybe for a day or so. I've sometimes seen this last up to three days; it really depends on how well your book did during the freebie period. This is a great time to keep pushing the book,

which will help it rise higher in the paid category. This is what you want because this helps to trigger the internal Amazon algorithm. A good tool to help facilitate this is pricing. I recommend that you keep your pricing low during the immediate days that

your book comes off of free. How low? Well it depends on how your book is priced in the first place, but generally I suggest you discount it by half and, again, just for three days. This may seem counterintuitive, I mean you want sales, right? What better way to sell

tons of books at full price by capturing the tsunami of traffic that may find its way to your page because of this freebie? But that's incorrect thinking. You do want to make sales, but don't think short term. Think long term. If you can boost your book within a category, it will

help to trigger a sales momentum that you would never get otherwise, and by keeping your book high on your reader's radar screen (by having it show up higher in the category), you'll gain more sales long term.

## **EBOOK PROMOTION**

So, despite that fact that everyone loves free, you still can't just put the book up on Amazon, mark it free and call it a day. You have to promote it.

There are a lot of sites that let you list your book for free and I'll list several of them below. But during

your promotion you should also be on Twitter sending messages out using hashtags and pinging other accounts. I'm listing both the hashtag suggestions as well as some other Twitter accounts who would love to hear about your freebie. Make sure that you plan

your freebie two weeks or so in advance because sometimes listings on sites will require that much notice. There are some paid listings, too. I've had good success with [BookBub.com](http://BookBub.com) as well as [Freebooksy.com](http://Freebooksy.com).

**Here's a list of free sites that you can list your book on:**

[www.ereadernewstoday.com](http://www.ereadernewstoday.com)

[www.pixelofink.com](http://www.pixelofink.com)

[www.peoplereads.com](http://www.peoplereads.com)

[www.fkbooksandtips.com/  
authors/free-kindle-book-  
submission-form](http://www.fkbooksandtips.com/authors/free-kindle-book-submission-form)

[www.indiesunlimited.com/  
friday](http://www.indiesunlimited.com/friday)

[www.freedigitalreads.com](http://www.freedigitalreads.com)

[www.kindlenationdaily.com](http://www.kindlenationdaily.com)

[www.worldliterarycafe.com](http://www.worldliterarycafe.com)

[your-books-wings](#)

[www.kindlemojo.com](#)

[www.totallyfreestuff.com](#)

[www.icravefreebies.com/c](#)

[www.fireapps.blogspot.ca/  
developers-authors.html](#)

[www.freebookdude.com/p](#)

[your-free-book.html](#)

[www.addictedtoebooks.com](#)

[www.bookgorilla.com](#)

[www.kindleboards.com/free-book-promo/](#)

[www.indiebookoftheday.com/on-kindle-listing/](#)

<http://www.ebooklister.net>

[www.kindlebookpromos.lu](http://www.kindlebookpromos.lu)  
[page\\_id=283](#)

[www.thedigitalinkspot.blog.us.html](http://www.thedigitalinkspot.blog.us.html)

[www.freekindlefiction.blog.us-about-free-books.html](http://www.freekindlefiction.blog.us-about-free-books.html)

[www.freeebooksdaily.com](http://www.freeebooksdaily.com)

[www.freebookshub.com/about](http://www.freebookshub.com/about)

[www.frugal-freebies.com](http://www.frugal-freebies.com)

[www.ereaderiq.com/about](http://www.ereaderiq.com/about)

[www.askdavid.com/free-book-promotion](http://www.askdavid.com/free-book-promotion)

[www.ebookshabit.com/about-us/](http://www.ebookshabit.com/about-us)

[www.ereaderperks.com/ab](http://www.ereaderperks.com/ab)

[www.snickslist.com/booksad/](http://www.snickslist.com/booksad/)

[www.freekindlefiction.blogspot.html](http://www.freekindlefiction.blogspot.html)

[www.awesomegang.com/syour-book](http://www.awesomegang.com/syour-book)

[www.goodkindles.net/p/wl](http://www.goodkindles.net/p/wl)

[should-i-submit-my-book-here.html](#)

[www.blackcaviar-bookclub.com/free-book-promotion.html#.UXFB27](#)

[www.kornerkonnektion.co](#)  
[fb=ebookkornerkafe](#)

[www.dailycheapreads.com](#)

[www.bookgoodies.com/su-your-free-kindle-days/highlight-your-free-kindle-days/](http://www.bookgoodies.com/su-your-free-kindle-days/highlight-your-free-kindle-days/)

[www.indiebookoftheday.com](http://www.indiebookoftheday.com)

**TWITTER ACCOUNTS  
TO NOTIFY**

@kindlenews

@DigitalBkToday

@kindleebooks

@Kindlestuff

@KindleEbooksUK

@KindlebookKing

@KindleFreeBook

@Freebookdude

@Kindlefinds

@Kindlebookreview

@free

@free\_kindle

@FreeReadFeed

@4FreeKindleBook

@FreeKindleStuff

@KindleUpdates

@Kindleebooks

@Kindlestuff

@Kindlesfnovel

@Kindlemysbook

@Kindle\_Freebies

@hashltd

@100freebooks

@kindletop100

@kindleowners

@IndAuthorSucess

@FreeEbooksDaily

@AwesometasticBk

@Bookyrnextread

@Kindle\_promo

@CheapKindleDly

@KindleDaily

@Bookbub

## **HASHTAGS TO USE**

#free

#freekindle

#freebook

#kindlepromo

#freebook

Freebies, when done correctly, can really help boost your overall exposure on Amazon. It can also garner more reviews for the book to help populate the page. I

love doing freebies—  
we've often seen big sales  
bursts after the campaign  
has ended.

One final note on Amazon  
promotions. We've  
recently been working  
with the Kindle  
Countdown Deals. This is  
an opportunity to promote

special pricing across a few days. You pick the pricing and you pick the days. Many of the freebie sites mentioned above will also let you promote your book if it's .99 cents, which is another great way to get your book out there. I would caution you, however, that the

idea behind the Kindle Countdown is to literally count down via your pricing. So, let's say you start the deal at .99 cents and then in a day it goes up to \$1.99 and so on until it's back at its regular pricing. When we've done this, we find that too many different price

points confuse the  
consumer. Pick one  
pricing, do the Kindle  
Countdown and just let it  
run for three to five days.

# **CLOSING THOUGHTS**

I love discovering new opportunities for promotion on Amazon and I am always exploring new ways to get noticed. I hope you enjoyed this book and that the content will benefit you and your book. The next section will look exclusively at book reviews and how to

get more of them on Amazon—this is so important to your book. I hope you'll take the time to follow the steps in part two to add more reviews and boost your Amazon page even further!

**Happy Selling!**

INCLUDES  
FREE BONUS  
RESOURCES &  
BLOGGER  
CONTACT LISTS!

# HOW TO GET A TRUCKLOAD REVIEWS ON AMAZON.COM



PENNY C. SANSEVIERI

HOW TO GET

REVIEWS BY  
THE  
TRUCKLOAD  
ON AMAZON

BY PENNY C.  
SANSEVIERI

**WHY ARE  
REVIEWS SO  
IMPORTANT?**

These days, we hear a lot about book discovery. As more and more books hit the market, readers are deluged with choices and authors are struggling to get in front of new readers and even existing fans. The eBook surge alone has really turned everything on its head.

With thousands of books published daily, it's become tougher and tougher for authors and new books to get noticed.

What's an aspiring publisher or author to do? Well it's time to get serious about being seen in places where your

reader will find you. It's time realize the things that are important to your reader: reviews and engagement. Authors who focus on those two things alone are head and shoulders above the rest.

Why do reviews matter? Well, the first element is

that people like what other people like. Second, is that reader engagement (i.e. reviews) can drive book exposure and sales. And one of the key factors with regards to Amazon reviews is that they do help to strengthen your page algorithm (I discussed this in my first

Amazon book: How to  
Sell Books by the  
Truckload on  
Amazon.com:

<http://amzn.to/1hxaGPx>).

Reviews are one of the  
key ways that Amazon  
will boost your book/page  
visibility.

In this book, we're going

to focus on getting more reviews and getting more readers as a way to lead you to more book sales. How easy is it? Candidly, it's a lot easier than most people think. Marketing people love to complicate the heck out of everything. Well, not all marketing people, but

many. And let's face it, there's just a lot of confusing and conflicting information out there, too. Should you get on Facebook? Does it even sell books? But wait, I'm not on Twitter, will that hurt me? The list is endless and, quite frankly, it'll make your head spin.

So, before we dig into this booklet, let me make you a promise as a person who's been marketing for many, many years. This book works; I guarantee it. If the methods in this book don't get you more reviews, more exposure and more sales, you can

return it to me, personally,  
for a full refund.

Good luck!

**GETTING  
REVIEWED**

It's getting tougher than ever to get reviews for your book. Everywhere you turn, you can find stories on "the shrinking review window." It's enough to scare off even the bravest book marketers. At my company, we go after book reviews for our

clients every day and yes, we too have felt that shrinking window. That's why we've become extremely creative, and you can, too.

One of the first things to remember about a book review is that it's not about the publication; it's

about the audience that reads the publication. What I mean is this: don't go after the wrong target. Too often authors are blinded by names like *The New York Times* and *The Wall Street Journal* and overlook publications that might be more suited to their book. Certainly it

would be great to get a review in one of the majors, and if your book meets their guidelines, why not take the chance and submit it? Just know that these national newspapers get thousands of books sent to them in a month, so your competition is fierce.

Instead, try targeting publications that are specific to your market, and you'll increase the likelihood of seeing a review. As you're pulling together your review list, start digging below the surface. Media is divided up into three segments: first tier is national media,

second tier is regional media and third tier is trade media. Trade media is often the most overlooked segment of a campaign but the truth is that you can find gold in the trades. The further you go down on the media food chain, the hungrier the media. This means a

greater chance of getting reviewed.

The review packet is next. What are you putting in your packet? Are you stuffing it like a Thanksgiving turkey? If you are, stop and reconsider. Most reviewers don't even like

to get those fancy folders, let alone a million pieces of paper. Your review packet should consist of a press release, bio, fact sheet about the book and a mock review\* if you have decided to create one. Don't include food, gifts or any other forms of bribery, no matter how

desperate you are for a review. This will just turn the reviewer off. The next item we've started adding to our packets is a book marketing outline. This doesn't have to be complicated; it can just be a single page with bullet point items outlining your plans for marketing.

Including this information shows the reviewer you're serious about the book's future. If a reviewer gets ten books in a day and can't decide which one to read first, he or she might pick the one with the marketing plan. Why? Because the reviewer knows you're serious and

his or her review (as well as valuable time) won't be wasted.

Part of the review packet is, of course, your book. Now the chances are pretty good that your book will get separated from your packet (i.e. your contact information). So, I

recommend that you add all your contact points to a label, including the vitals on the book (pub date, publisher, etc.) and adhere it to the inside cover. That way, if your information gets lost, the reviewer can still return the review to you. Many reviewers will only review galley copies

(advanced copies) of a book. For you print-on-demand authors out there, you know this isn't realistic unless you get galleys printed several months out. If you are working from a finished book, don't despair! You can still use your finished book for reviews. When

we're working with finished books, we're careful to list the publication date on the inside cover jacket (on the label) and include a "galley copy" label on the front cover. We've never had a problem using this method. Just remember that if you're going after

pre- and post-publication date reviewers, you still have to honor their timing requirements.

Do an online search for websites, blogs or newsletters in your topic and pitch them your book for review. The key is to go after a reviewer and a

target audience that has a vested interest in your topic. Pitching trade media and online media in your market will help you accomplish this and increase your chances for a review. Personally, I'd rather have a review in a publication where 100 percent of the readership

is my audience than a publication that might only be 1-2 percent of my readership.

Getting reviews has certainly gotten more challenging over the last several years, but it's definitely not impossible. By becoming and

remaining creative with your campaign, you can beat the statistics and get your book reviewed. People like what other people like and reviews will help drive interest and, hopefully, sales to your book!

\*mock reviews are reviews written by the author or book marketing specialist and then included in the packet. If the reviewer is pressed for time, they can use the mock review with some possible tweaking and include it in their publication.

**UNDERSTANDING  
THE REVIEW  
PROCESS**

Over the years, the review process has changed considerably. Years ago when I was first in the industry, there were only two types of reviews: pre- and post-publication date reviews. A publication date for a book was essentially your book's "birthday"—the day it

was launched, also called “street date” or “in-store” date if you were lucky enough to get into bookstores.

When a book is published by a traditional publisher, they determine the publication date. That date is often a year out,

because publishers needed to plan far ahead. If you've self-published your book, are going to self-publish, own the publishing company, or whatever, you can control this date and you don't have to pick one a year from now. I would, however, suggest a three-

to four-month window for reviews and blurbs or testimonials. These are called pre-publication reviews, and as you're navigating through various reviewers, you'll see from their submission guidelines how much of a window they want.

# **PRE-PUBLICATION VS. POST- PUBLICATION REVIEWERS**

Reviewers are divided into two categories and though there are still pre-publication reviewers, the segment of reviewers you'll be dealing with

most will be post-publication date reviewers. These reviews can happen anywhere from the day the book is published to weeks or months after your book is “born”; this, to be candid, is where you are golden. While pre-publication date reviewers are great,

it's harder to get to them because the major publishers own a lot of this landscape. With all of the books the big publishers put out there, the field for pre-pub reviewers is pretty crowded. Post-pub, however, is a different story. This doesn't mean

you shouldn't pursue them, it just means that you shouldn't put all your eggs into one review basket.

When it comes to post-publication date reviewers, you can really push this category as long as you find reviewers to

accept your book. For most of my books, I continue to pitch them for months after the publication date. It's worth the effort. Remember, it's about discovery. The more you can get people talking about your book, the more chance you have of

readers finding you.

## **ADVANCED READING COPIES OR GALLEYS**

If you're pitching pre-publication date reviewers, you should know some terminology. Advanced reading copies of a book are called ARCs

or galleys. If you're going to push early reviewers, you'll need to get copies of your book printed for mailing.

Advanced reading copies (ARCs) don't have to be perfect. Most advanced book copies come with a statement on the cover

that says “Advanced Reading Copy, not for resale” and reviewers know that this book may still have typos in it and perhaps not even have a final cover. If your book is 80% ready, meaning that you are done with the major edits but maybe have one final pass for

proofing, you can probably get this draft bound and sent to a reviewer. You can have your local copy shop do a tape binding, which will be easier to ship than a book that's spiral bound. Also, printing off a neatly prepared Word doc is fine; the book doesn't

have to be typeset, though I've done it both ways. Ideally you have the final cover or near final to include with the book. If you don't, at the very least send a mock up.

People often make the process of creating an ARC more complicated

than it needs to be. Remember that while presentation is important, it's also about the book itself. From a reviewer's perspective, that's how you'll be judged.

If you do a galley or an ARC, you should include a sheet similar to the one

on the next page. Just insert it at the front of the book. For non-fiction you'll want to list the "about the book" and benefits. If your book is fiction, just the description is fine. You can include any early endorsements you've gotten for the book, too.

Most bloggers post their blog policies and genre preferences—it's important to read their policies in order to understand how long they may need to review your book. If you're working on a

tight time frame and they indicate it could take 6 months to get to your book, well... you probably won't pitch them. Then again, if your book is in a small niche and this blogger and site seem perfect for you, a longer wait might be worthwhile.



**ADVANCE  
READING  
COPY—NOT**

# FOR RESALE

From Book to  
Bestseller;

*An insider's guide to  
publicizing and  
marketing your book*

**Your Roadmap to  
Becoming a Bestselling  
Author!** Congratulations,  
you're published!  
Whether you're  
promoting your first book  
or your fiftieth, *From  
Book to Bestseller* will  
help transform your  
marketing campaign from  
ordinary to extraordinary.

From Book to Bestseller is your step-by-step guide to success. You'll learn how to plan and launch a super-savvy book marketing program without breaking a sweat.

Here's what's inside:

- A step-by-step guide

to developing the  
perfect publicity plan  
for your book

- How to get on radio  
and TV...today!
- Planning a super-  
successful book  
signing

- The secrets to crafting an exceptional press kit
- How to sell thousands of books through specialty retailers
- How to get your book into book clubs

- How to launch a successful publicity campaign on the Internet

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Marketing

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\$39.95 CD Audio

**Format:** Paperback —  
Hardcover - Audio

**Trim:** 6 x 9

**Page Count: 296**

**Marketing and Publicity**

**Information:** Extensive

Internet promotion

including a Virtual Author

Tour™, Advance launch

planned for Book to

Bestseller with top 50

book reviewers in print

media, Promotional push  
into publishing media  
(print and broadcast),  
Book club submission,  
Book review campaign,  
Freelance article  
submission,  
Announcement to author's  
mailing list of 5,000  
Speaking engagements

already booked for  
2013/2014

## About the Author

Penny is a book marketing and media relations specialist. She coaches authors on projects, manuscripts and marketing plans and

instructs a variety of courses on publishing and promotion. Her company, Author Marketing Experts, Inc., specializes in non-traditional promotion for exceptional results. You can visit her web site at:

[www.amarketingexpert.com](http://www.amarketingexpert.com)

**WHAT YOU  
MUST DO  
BEFORE**

# PITCHING REVIEWERS

No matter how compelling your book and pitch, those can only take you so far if you haven't taken care of the basics. And nothing is more basic

than a website. You have one, right? You should, and your site should be clean, and easy to read and navigate. You don't need fancy graphics or inspiring music: clean, professional design and easy-to-find features are all you need. Your home page should include your

book cover, book synopsis, a buy this book now button and links to interior pages of your site where visitors can learn more.

Those interior pages should include an author's page with a bio—you should include a short

version of about 250 words that can be used with reviews, on press releases and in pitches. If you want to include a longer bio, that's fine, but having the short version ready to use on your site is important. You should have a nice downloadable photo of you that

reviewers or media can use. The shot should be in focus (sure, you say “duh,” but we’ve seen plenty of author websites with that dreaded blurry photo), be professional and not have a lot of clutter in the background. You should also have a high quality,

downloadable book cover photo available.

- You'll want a page for reviewers, blurbs and testimonials and you should update this page as soon as you have new material.
- A book excerpt may

not be required, but it's highly recommended. Given how competitive the review space is, this is something that can make the difference between a review request and a polite "no thank you." Include the link to the

excerpt in your pitch and press release (PR) for the book so it's easily accessible.

- Links to buy your book should be included on another page—list all applicable sites and include a way for

visitors to click through and make a purchase.

- Do not forget to have a page with contact information and include what you think is appropriate. If you are an expert on a timely, in-the-news

topic, or want to make it really easy for the media to find you, include a phone number, as well as your email address.

Finally, if you've written articles or have a blog, make sure those are featured on your website,

too. Make it as easy as possible for prospective interviewers or reviewers to learn all about you and your book.

Bells and whistles won't cover for a weak website—ensuring that the basics are there so visitors can learn all about you and

your book (and buy it) are critical. When visiting websites, visitors only spend seconds; if they don't see what they need or want, they move on. Make your site inviting and informative so they'll stick around.

# **HOW TO FIND REVIEWERS**

There is a difference between pitching for reviews and seeking a blog tour. Requesting reviews could lead to coverage at any time, really, unless you work out a time frame with the reviewer, but each situation is handled separately. A blog tour is

typically coverage of your book by a certain number of bloggers within a given time frame—a week, two weeks, a month. Blog tours can consist of reviews, interviews, guest posts and giveaways—there really aren't any reviews. But before you seek bloggers to fill your

tour date, figure out what you'd like to do, how long you'd like to do the tour (so you know how many bloggers you'll need), and if you can't prepare guest posts in advance, at least have some topics ready to present. Some bloggers love blog tours, others don't want any part of it.

Your research will uncover the best prospects to pitch; just give yourself plenty of advance time to set up your tour—bloggers are busy and you may find a certain number must decline due to other commitments, so you'll need to seek others in their place.

The key is to do your homework—research the blog and the blogger, and learn the things that matter, such as the blogger's name, contact information and preferred genres. If your genre is a natural fit for them, it's a fact you can use in your

pitch. Also become familiar with their style—some bloggers tend to emphasize the positive and if they can't say anything nice, they may decline to review the book. Others prefer to be honest (brutally) if need be. Some bloggers are not afraid to tear a book and

its author apart and are quite merciless in their approach. You need to know this **before** you pitch and be honest with yourself—look at the tone of the blog as ask yourself how you'd feel having your book reviewed the same way. If you can't handle it, don't pitch the

blogger. Hundreds of blogs are out there and you can decide whether or not a certain blog works for you.

One final note regarding paid reviews or tours: There are some review sites that charge for reviews, claiming that

they must compensate their reviewers for their time. There are also sites that will charge you for a blog tour. They do not do anything you can't do yourself—research and identify bloggers, pitch, schedule, send books—so let the buyer beware, as the saying goes. You may

be much better off going the free route in the book blogosphere where hundreds of bloggers connect with each other daily and work hard to provide as much exposure as they can for each book.

Don't be afraid to trust your gut, either. You

might find a gem of a blog that has a low Google Page Rank, but it's a nice-looking site, well-written, has regular commenters and basically demonstrates a commitment to reviewing books—if you like what you see, don't sweat the statistics, make a pitch!

You can do some things to boost your reviews that we'll discuss later (such as social bookmarking), and those techniques will help you gain even wider exposure for that review. Once you find blogs you like, you can also look at their blogrolls for additional blogs to check

out—often bloggers who like similar books list each other on their websites.

**CRAFTING  
THE PERFECT  
BOOK REVIEW**

# PITCH

Once you've built a list of reviewers, it's time to start pitching. While this may not be as difficult as achieving world peace, it's amazing how many authors make some big mistakes at this stage.

Your email subject line should be brief, yet clear. Review request: (Name of Book/genre) is quite effective. You don't have room to write a novel on the subject line, and you want the recipient to be clear what your email is about. Then, move on to the pitch itself.

It's important to remember that thousands of books are published each year, so competition for reviews is fierce. The average new book, if it's not heavily promoted by one of the major New York publishing houses, is not likely to get much in

the way of reviews from newspapers and magazines. That review space has been shrinking for years, anyway. Meanwhile, there has been considerable growth of book blogging and reviewing online; although even with that growth, there are still far

more books being published than bloggers available to review them. Understand that most reviewers do this as a labor of love and make little to no money. Their review blogs are not full-time endeavors, but something they work into their already-busy lives.

Learning how to make the best first impression possible when you send that pitch is vital.

First of all, most bloggers identify themselves somewhere on their blogs —if they don't sign their posts with their name, the “about me” section

typically lists it. Use it! When you use a blogger's name, one thing is instantly clear: you actually took the time to find out who you're pitching. That's a big plus. Introduce yourself (briefly), and then don't just ask them to review your book, give them a

reason—for instance:

*Dear Amy,*

*I'm Joe Smith, author of the historical fiction novel Under the Sun, which was just published by XYZ. I see you loved A New Day by Jane Doe and*

*I think my book fits in well with that and other books you review. I'd love to send you a review copy. You can learn more about my book, and me, by visiting my site at [www.joesmith.com](http://www.joesmith.com).*

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## **BONUS!**

We have more pitch samples at the end of this book!

It's short, sweet and to the point. If you're comfortable having a little

fun with your pitch, by all means do so—I once saw a pitch for a frothy romance that asked potential reviewers if they'd like to sin with a duke. Very catchy and appropriate for the book! But, don't force it. If that's not your personality, then don't

worry about it. It's far more important to explain who you are, what your book is about, WHY this reviewer should be interested in your book, and provide links to your website so they can follow up, learn more about your book and decide whether they'd like to request a

review copy. They will follow up by clicking through on links, so make sure your website has all the necessary information (which we covered in a previous chapter).

If you did your homework during your research phase, you may have

learned some things about this blogger that might help you get a review request. For instance, if they love a particular author and your book is in a similar vein, that's something you can put in your pitch.

Make sure you include all

the basic book  
information in the email:

1. Title
2. Author
3. Genre
4. ISBN (the 13 digit  
ISBN of your  
preferred format,

hardcover or  
paperback)

5. Publication Date  
(month, year)

6. Pages

7. Price

8. Publisher

And your website link.

(This should also be included on your press release, which you will send out with copies of your book.)

You may or may not hear back right away. Each blogger has a different schedule—some people check email daily, others

may only check weekly. Be patient. It's fine to follow up in a couple of weeks if you really felt you matched up with a particular blog and didn't hear back. It's possible your original email ended up in a spam folder or was overlooked (the sheer volume of review requests

that reviewers receive is pretty staggering). After that, if there's still no word, move on. Seek reviews from other bloggers.

Fiction and non-fiction authors may take a different approach when pitching. For fiction, it

may make sense to seek bloggers who review books in your genre; but if your fictional book covers topics that you are an expert in, you may have some other options. For instance, if you heavily researched the history of a city or a historical figure, you may find bloggers

who are history buffs who might be open to reviewing your book. Sometimes it helps to brainstorm a list of topics from your book, fact or fiction, in order to generate ideas of what type of publications or bloggers or reviewers you should target.

With non-fiction, you're an expert on the topic(s) at hand and should look for your peers in those areas to seek reviewers. It's much more competitive in this realm, but instead of deciding not to pitch someone who could be a competitor, see if you can

find ways for you to help each other—and use that as part of your pitch. You never know what kind of partnership you can develop if you don't ask. Darren Rowse at ProBlogger covers this really well on his blog, and his blog is worth following. Two useful

articles include:

- **How to Pitch Bloggers – Make it a Win/Win/Win Situation**

<http://www.probblogger.to-pitch-bloggers-make-it-a-winwinwin-situation/>

- **How to Pitch to Bloggers – 21 Tips**  
<http://www.problogger.to-pitch-to-bloggers-21-tips/>

- **From Journalistics blog – What's the Best Way to Pitch Bloggers?**  
<http://blog.journalistics>



<http://badpitch.blogspot.com/2007/05/10-to-pitch-blog-take-this-quiz.html>



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



<http://www.writing-world.com/promotion/r>

- <http://www.midwestbook.com>

## **ADDITIONAL INFORMATION**

Your PR piece—while this is something you can send out to alert the world to your book and post to various sites online, your

PR is also a vital piece that should be included with every review copy you send out. As a result you'll want to be sure your PR piece, which should be two pages **MAXIMUM**, has your contact information (phone and email), website, book synopsis,

brief author bio and the book information you used for your pitch (the listing that includes genre, ISBN, publication date, etc.). You are dealing with very busy people who are deluged with hundreds of books a year and you want to make it as easy as possible for them to write

about your book—and what's better than having a PR piece handy with everything they could possibly need, from the book description to about the author section, website link, book information and so forth? They'll love you for it!

*Contributed by Paula Krapf, of  
Author Marketing Experts, Inc.  
You can follow her great advice on  
Twitter: @paulatame*

**OTHER WAYS  
TO PITCH  
YOUR BOOK!**

We've already mentioned how the review space is highly competitive, which means depending on reviews is not the best strategy. You can get coverage other ways if you're willing to do the work.

If you haven't heard of

**Help A Reporter Out (HARO)**, you've really missed out. This free service links reporters with sources—queries arrive via email three times a day and if you can provide information (be a source), you simply respond to explain why you're qualified and

provide your contact information. If they want to follow up, you'll be contacted. There are some other free lead services that seek experts, or guest blog posts, interviews, etc., with their own criteria, just be sure to read their rules before signing up:

<http://www.helpareporter.c>

- **Cathy Stucker,**  
**Blogger LinkUp**  
<http://www.bloggerlink>

- **Pitch Rate**  
<http://pitchrate.presskit>

In addition, when you're doing blog research,

you've got a great opportunity to see if the bloggers have other promotional options available. Do the bloggers accept guest posts? What type of posts do they seek? By doing your homework, you may realize that you can offer to write a guest post—

with most bloggers trying to post daily, guest posts are always a welcome respite. That historical fiction blog you are targeting may love a piece on how you conducted your research. Another blog may welcome a post on why you write... and so on. Even if the blog

doesn't appear to run guest posts, if you think you've got a topic they care about, make an offer. You've got nothing to lose!

Many bloggers also love to have contests because this can boost their readership. Sometimes

books alone are not as enticing, so if you have something to go with your book, that may seal the deal. A book on green living tips could include a green cleaning product; a children's book could include a sweet poster of the main character; perhaps your book could

include a nicely made bookmark—something to help it stand out. Just remember that you'll be mailing out copies to winners, so decide upfront how many winners you are willing to send packages to and whether you are willing to mail outside of your own

country. If not, just be upfront and say: one winner from the US only, and your requirement will be honored.

*Contributed by Paula Krapf, of Author Marketing Experts, Inc. you can follow her great advice on Twitter: @paulatame*

**WHAT NOT TO  
SAY (OR PITCH  
OR DO)**

It probably seems unnecessary to state that being professional at all times is important, but there have been so many author-initiated blog brouhahas online that we can't take anything for granted. Ask nicely when requesting a review; be gracious if the answer is

no. It's not personal. If you've done your homework, you may know going in that a particular blogger—who you've identified as a key blogger for your book—is overwhelmed with a review backlog. Perhaps the blogger would welcome a guest post, and

if you see the blog often includes them, be prepared to pitch some ideas. Maybe it's a good site for contests—again, be ready to suggest a contest and its terms. Pay attention to what the blogger does on his or her blog—it's definitely not all reviews, all the time—

and see if there is anything you can contribute to either complement a review or in place of a review.

- **Be appreciative.** I can count on both hands, with fingers left over, the number of authors we've worked with

who have bothered to thank reviewers. Do it. The authors who do take the time to email the blogger to express gratitude are usually rewarded by developing relationships with the bloggers they thank. If that blogger enjoyed

the author's book, they usually ask if they can review the author's next book, and so on. What was originally a one-time situation now becomes an ongoing relationship in which the reviewer follows the author's career and the author has

additional opportunities for book reviews, interviews and more.

- **Never burn bridges.** Even if a review you receive is unfair, or not the quality you expected, you can only do so much. If is the

review contains a factual error, by all means alert the blogger immediately with the correction. Otherwise, if you just don't like the review, let it go. Just remember that whatever the review says, you never know

how readers will react and I've seen many cases in which the lukewarm review caused others to say they wanted to read the book for themselves. You're getting free publicity and realize that everyone may take away a different

perspective from one review.

Also understand that the Internet has brought together hundreds of book lovers (aka book bloggers) as never before, and not only do they share their love of books, they also discuss problems, issues

and more. Angry authors have gotten plenty of bad coverage this way, with the result being that a multitude of reviewers have sworn they will never review any work by that author. Ever. There's an adage about never getting into a fight with someone who buys ink by

the barrel—a reference to newspapers and magazines—but the reality now is you don't want to get into a fight with someone who has a blog with hundreds of followers, Twitter and Facebook accounts, and the ability to broadcast bad news far and wide.

# Don't let that be you!

*Contributed by Paula Krapf, of  
Author Marketing Experts, Inc. you  
can follow her great advice on  
Twitter: @paulatame*

**TURNING  
YOUR BOOK  
INTO A 24/7**

# SALES TOOL

The first element of this is putting your book to work for you. I'm not talking about writing a book, selling and marketing it, I'm talking about the stuff a book can do for you aside from the obvious.

What do I mean? Well how about a book that can encourage reviews? Don't think that's possible? Let me explain.

When we worked on a first book by an unknown author, we knew that given her genre (contemporary romance),

the review potential for this might be tight. So I decided to encourage readers to review the book by adding in a specific request. I'll include it with this chapter and feel free to copy it, rewrite it, whatever you feel works for you—but use it because it does, in fact,

work. She encouraged readers to give her feedback and when they did, she politely asked them for a review. She now has nearly seventy reviews on Amazon and again, remember, she's a first-time author with no history online—oh, and I forgot one more thing:

she's self-published. All of these things worked against her and still she succeeded in getting tons of reviews. Were they all five-star? No, but that's not the point. Let's face it, a book page that's populated with tons of five-star reviews is pretty suspect anyway. All of the

reviews are authentic,  
written by real readers the  
author engaged with.  
Want to know another  
secret? These readers are  
now part of her “tribe”;  
she stays in touch with  
them and lets them know  
when her next book is out.

For her second book, I

encouraged her to actually write a letter explaining how tough it can be to get reviews and encouraging her readers to review her book(s) on Amazon. She also thanked them for buying her book. The result was amazing. Here's the letter if you'd like to try it out for

yourself.

# **Putting Together the Letter to Readers**

Just a few things about this letter. First, you can't ask for a good review, just

a review. Second, remember that you may get a lot of people reading this as an eBook, so be sure to put a live link in there, preferably to your Amazon Author Central Page. Why? Because when you're putting your book together, you won't have the actual link to the

Amazon page it's on, and second, because you want your readers to see all of your books, not just the one they are reading.

Be sure to add this to the last page of your book; don't add it to the front matter. I know a lot of writers like to write letters

to their readers, but that's not the purpose of this. It's to thank them for reading a book they just finished. If you put it in the front, they will forget what you asked them by the time they get to the end.

**THE BENEFITS OF**

# **CROSS-PROMOTION**

Another way to help engage readers is to draw them from one book to the other. Generally, when you are reading a book on Kindle and you get to the end of the book, it will pop you over to the book page and ask you to rate

it. One thing the app or the Kindle device doesn't do (yet) is pop you over to the author's Author Central page. I'm not sure that would ever happen, or that it would make sense for Amazon to do this. They are in the business of selling books, so referring you to the "Also

bought” page makes more sense for them, but not necessarily for you.

**HERE ARE SOME  
WAYS YOU CAN  
CROSS-PROMOTE  
YOUR BOOKS:**

List your other titles in the back of your book. If you

have too many, then pick two or three and vary which ones you mention in each book. Meaning that in book X you'll reference titles A & B, and in book Y you'll mention books C & D.

- Include a book excerpt or excerpts with the

book mentions.

- Create a special offer that links to your website or, ideally, a special page on your site that takes your reader to your special offer. Maybe as a thank you, you give them a free download

of one of your books or special reports. In trade for this freebie you get their email address. This does two things: first, the freebie builds goodwill with your reader and you're collecting their email for future promotions.

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## **BONUS TIP**

Get a URL that best describes your niche. For me it is [www.SellMoreBooksOnAmazon.com](http://www.SellMoreBooksOnAmazon.com)

This URL forwards to my Amazon Author Central page so, if you have any reference to that link, just forward to that page and you'll be able to find my books.



# **HOW TO FIND THE TOP AMAZON**

# REVIEWERS

There's no doubt that finding reviewers who review regularly for Amazon is a great thing. Many of these folks review hundreds of books on Amazon per year, and

with that comes a lot of credibility.

So, how do you get these all-important reviews? You can do this a couple of ways. Some of your reviews you will get from networking and others you'll score from plain old research. First, let's

take a look at the Amazon reviewer page; this is where the top reviewers are listed.

[http://www.amazon.com/reviewers/ref=cm\\_pdp\\_top](http://www.amazon.com/reviewers/ref=cm_pdp_top)

### Amazon's Top Customer Reviewers

Our top reviewers have helped millions of their fellow customers make informed purchase decisions on Amazon.com with their consistently helpful, high-quality reviews. The Top Reviewer Rankings show those who have been highly ranked in previous years. Take a minute to explore the reviews written by these customers. They will inspire you. [Learn more](#)

Top Reviewer Rankings		Hall of Fame Reviewers		
10,000 customer reviewers		< Previous 2 1000 Next >		
Rank	Customer Reviewer	Total Reviews	Helpful Votes	
# 1	 <b>Chandler</b>  <small>See all 588 reviews</small>	788	43,547	
# 2	 <b>AS Julia</b>  <small>See all 1,228 reviews</small>	1,258	7,794	
# 3	 <b>Bob Tobias</b>  <small>See all 726 reviews</small>	756	24,500	
# 4	 <b>Joanna Doman</b>  <small>See all 2,463 reviews</small>	2,465	52,339	
# 5	 <b>A. Dent</b>  <small>See all 1,641 reviews</small>	1,641	48,559	
# 6	 <b>M. Erb</b>  <small>See all 525 reviews</small>	525	14,537	
# 7	 <b>Michael Gallagher</b>  <small>See all 699 reviews</small>	699	22,623	
# 8	 <b>W.Lee the Engineer</b>  <small>See all 424 reviews</small>	454	34,427	

As you can see, the list has two tabs on it, Top Reviewer Rankings and

Hall of Fame Reviewers. The Hall of Fame list is really the top of the top. If you can get picked up by one of those folks, you're golden. It's not easy, but it can be done. Also keep in mind that this list can be confusing because these top reviewers do not always review books (they

may review products instead). You need to check each of them individually to see what they've reviewed.

Some authors I know will just find reviewers based on other, similar titles. You can do this by going to books that cover the

same or a similar topic. Take a look at who has reviewed their book there. Let's say you're looking at Grady Harp, who is a Hall of Fame Reviewer on Amazon, and you see his reviews and think, "Wow, he'd love my book, too." You follow the link to his Amazon profile page, get

his email, send him a pitch and that's that. It's a very time-intensive way to go about getting reviews, though it's 100% worth it. If you start this process early (i.e. before your book is published), you'll be able to target these folks as soon as your book is ready to go.

The other way to do it is use the following search string, which I've seen a few times in various formats. Keep in mind that this search string isn't an exact science, and I've also found that it works better for some genres than for others. First, let's

take a look at the search string structure:

## **SEARCH STRING IN GOOGLE:**

<http://www.amazon.com/reviewers> “Top 500 reviewer” “Romance”

Or you can also use:

<http://www.amazon.com/reviewers> “Top 1000 reviewer” “Romance”

The string is broken down as follows:

1. First is the site you want to search:

<http://www.amazon.com/reviewers> this is the

profile link on the Amazon page—that's the URL you are searching from so you must include this in your search string.

2. Next you want the Top X reviewers, in this case I recommend putting in 500 or 1000.

You won't pull up that many, but it's a nice high number to shoot for. Why the difference in the number? Because I recommend that you search it both ways. Oddly, though you're just changing a number, each of these

searches may bring you up different results.

3. Next up is the genre. I put in romance here but yours might be mystery, sci-fi, etc. Whatever your genre is (fiction or non-fiction), put it there.

When you do this, you still have to sift through the results. Keep in mind that not all Amazon reviewers list their email address on their profile so you may have to hunt for them by searching their name and their blog (most Amazon reviewers have blog sites they repost their

reviews to).

If you're willing to continue your search, you can also try this search string:

<http://www.amazon.com/reviewers> “Top 500 reviewer” “Young Adult Fiction” “E-mail:”

Note the spelling of the term e-mail. For the purposes of finding the right reviewers, we want to mimic how the term e-mail is referenced on the reviewer site.

This process, while time-consuming, can help you start building your top

Amazon review list.

**THE SECRET  
TO DOUBLING  
THE AMOUNT**

# **OF REVIEW REQUESTS YOU RECEIVE**

Last year I conducted an experiment. I wanted to see if there was a way I could double or triple the amount of reviews I could

get if I were an unknown, newly published author. If you've ever attempted to get reviews, you know it's never easy as a first-time author. You're lucky to get one or two at the most. I always tell authors to personalize their pitches whenever they can because it'll net more

review requests. Most of the time authors sort of nod in agreement, but I suspect that very few actually do this. I mean let's face it; it's a big time suck to personalize pitches, right? You have to go to their blog, find their name, look up some of the books they've done

reviews on, see if they're right for your book and then pitch them. Seems like a lot, right? Now I'm going to ask you to take this a step further. I want you to include some personal information on them, too. I did this anytime I could and, as I said, I tripled the amount

of review requests I got for this unknown author. In some cases I quadrupled the amount.

Personalizing each email might seem tedious and super time-consuming, but so is sending out hundreds of emails that receive no response and, even worse,

not getting reviews for a book and selling less. During this experiment I pulled a list together that I folded into an Excel document because I knew the author would be publishing to this market again, so the one-time effort could be maximized over time. The next time

she published a book, she would not have to redo the research; she could pull from the list she already had. Relationships take time, but what I found was that as she built them for the first book, getting reviews for the second took half the time.

**HOW TO  
RESPOND TO A  
REVIEW**

Most of the time when we get reviews, they're good. Sometimes they are even great. Occasionally, though, you may get a review that's not so great. Unfortunately, not everyone will love your book. When that happens, the best course of action is to just let it go. I will say

though that if it's a reviewer and they write and tell you that they didn't like your book, thank them for reading it anyway. Sometimes they may write you to ask you if you still want them to run the review. At that point, of course, the choice is yours. As I said,

not everyone will be a fan of your book, and unless it's a really bad review meant to just be hurtful, every review deserves a response.

## **How to Respond to Reviews on Author**

# Central

When you log onto your Author Central account, look at the top, blue bar. You'll see a button for Customer Reviews.



If you click that button, it'll take you to this page where you'll see a bunch of your reviews. Under each review you'll see “Add a comment”—this is where you want to click. That will let you respond to the reviews. It's a great way to connect with your readers on Amazon!

# Here's a screenshot:



7.  **Richard F. Romfh** reviewed *Red Hot Internet Publicity: An Insider's Guide to Marketing Online (Volume 1)*  
**★★★★★ Using the internet to promote sales.** August 22, 2013  
I wanted to learn how to use the internet as an inexpensive way to promote sales. This well-researched book explains how to use well-known services like Facebook and introduces you to many services you might not be aware of. It explains what to do and how to do it. The text is clearly written and easy to understand. I highly recommend it.  
[Add a comment](#) [View this book's reviews on Amazon.com](#)

8.  **Carolyn Howard-Johnson "Multi award-winning writer of fiction, poetry and how-to books for writers"** reviewed *Red Hot Internet Publicity: An Insider's Guide to Marketing Online (Volume 1)*  
**★★★★★ Perfect Book for Beginning Online Marketers** August 19, 2013  
If you aren't a webby nerd but would like to polish your online publicity efforts, may I recommend Penny Bansever's Red Hot Internet Publicity. She starts basic and stays practical. Because it draws ideas from many industries, it may allow the reader to find something new and fresh for theirs. As an example, in the Web site section she shows how a banner at the top of the page can showcase several different products (in this... [Read More](#))  
[Add a comment](#) [View this book's reviews on Amazon.com](#)

9.  **L. J. Martin** reviewed *How To Sell Your Books By The Truckload* On Amazon.com  
**★★★ Some good stuff, but also has out-of-date techniques that Amazon no longer allows.** August 15, 2013  
This book would have been the bomb in 2009, however now it is out of date. I highly recommend the author revisit the book and bring it up to date. Marketing books on Amazon is getting more competitive and harder every day and any updates to the book would be highly appreciated.  
[Add a comment](#) [View this book's reviews on Amazon.com](#)

**REVIEW  
INCENTIVES**

In desperation to get reviews for your book, it's often tempting to offer a prize or "incentive" to do so. Last year we had an author who spent a lot of money on a review contest. The best review would be entered to win an all-expenses paid cruise. I discouraged him

from doing this because, while it's not illegal to do this, it's certainly unethical. He refused, insisting he'd get a lot of reviews from it. He did get a lot of reviews but he also got several people posting reviews on his Amazon page that called out this scam. Not good.

You can incentivize reviewers other ways, many of which we've talked about, including finding good reviewers, personalizing your pitch to them, etc.

## **WHAT ABOUT GIFTS?**

If you have a gift that ties into your product, swag in other words, it's totally fine to send that to the reviewer. Seriously. Reviewers love swag (as long as it's classy, not cheap junk). So feel free to send it with your book.

**WHAT ABOUT**

# THANK YOU?

Always, always, always send a thank you either with the book or after. Even if you don't like the review, thank them anyway. Seriously, do this. You'll cast your net even wider if you do. Do reviewers talk? You bet

they do. Be grateful no matter what. They'll really appreciate that.

**GIFTING  
EBOOKS**

- Gifting eBook is another fun way to use the Amazon.com system. You can gift eBooks to reviewers who request a MOBI copy of the book, or you can gift them to help spike sales. Here are a couple of things you need to know:

First off, you should drop the price of the book before gifting. Why? Because then the gifting process will cost you less. I generally drop the price of my book to .99 cents before doing this. And while it's tempting to gift your

book during your freebie giveaway time, Amazon won't let you do that. The book has to be at a certain price point; whatever pricing you determine.

- When you gift the book, it will send you to a form you can fill

out with any message you want. Just complete that and hit send.

- Keep in mind that gifting a book does not necessarily mean that everyone will actually download your book. If they want, they can

use the price of the book to download or buy something else. It's a bit tricky to do this but it can be done—that's another reason why I put the pricing low enough so it's too much work to flip it into something else and much more

incentive to download your book.

- Additionally, you will get charged per book you send, but you will NOT get paid royalties until the recipient downloads it, which means that if they don't see the email

notification, if it winds up in spam or whatever, you'll still get charged but you won't get your cut till the person actually hits the download button. However, you can circumvent this problem a couple of different ways. First

off, make sure you're sending the book to people you actually know. That way they'll be more inclined to grab it. Second, send them an email in advance to let them know you're doing this.

Gifting eBooks can be a fun way to help spike sales, especially if everyone is downloading the book on the same day. And as a final tip, if you're doing this to help spike your book in a particular category, then you may want to encourage your friends or

followers to download  
immediately so it'll have a  
greater impact on your  
presence on Amazon!

**HARNESSING  
THE POWER  
OF**

# GOODREADS

During the past year, Goodreads has become a front and center social network for authors. First, with their new Amazon relationship (Amazon bought purchased Goodreads in 2013), and

now it would seem that they've doubled their readership to 20 million. Though many authors and publishers vowed to close their accounts after the Amazon merger, it seems that Goodreads is still going strong and still maintains its independence of Amazon.

If you're not on Goodreads or if you haven't touched your account in a while, you should consider the benefits this site offers.

There have been many success stories from Goodreads of authors who "got noticed" by having

lots of activity there, mingling with other members and getting tons of reviews. While success isn't guaranteed on this site (or anywhere), Goodreads can really help you get a leg up on your promotion. So, how did the massive growth of this site happen? Their CEO

Otis Chandler cited three primary factors behind the acceleration: “a critical mass of book reviews,” “explosive” mobile growth, and international expansion.

As an author, to understand what does and doesn't work on

Goodreads, you have to understand the average demographic of the site: adult females, many with college-age kids, and surprisingly, a whopping 81% of them are Caucasian. They are avid readers; though many are less affluent than the average Internet user, so

low-priced books and free books do very well on this site.

## **ONE MAIN FOCUS ON GOODREADS**

Your number one goal on Goodreads should be to get reviews. The more reviews you have, the

more readers will see your book. Some of the most successful authors and the books that were “dark horses” came up in the ranks using the power of Goodreads both for reader engagement and for reviews. Goodreads reviews also work harder than most reviews.

Goodreads syndicates its reviews to USA Today.com, ecommerce sites and library-related sites. One note on reviews: you could get slammed. It's a known issue that reviewers and readers sometimes go to war on Goodreads. So here's a tip for you. If

someone doesn't like your book, just drop it; let it go. It's a much trickier walk if you start to battle the reviewer, who may have a huge following of people who will battle right along with her. Stay positive. Not everyone will like your book, even on Goodreads. Now, how can

you get more reviews there? Here are a few tips:

- Post excerpts of your book on your Goodreads page.
- Link your blog to your Goodreads page and don't hesitate to create a blog post that says

your book is available  
for review!

- Groups are another great way to get reviewed on Goodreads. We'll look at groups in a minute, too.
- Make sure that your

website has a Goodreads widget. Once you sign up for your account, you'll see where and how to get these widgets. It's a great way to attract an additional following.

- And the #1 way is to

schedule a Goodreads giveaway. We'll talk more about this in a minute.

## **GOODREADS NEWSLETTERS**

Goodreads offers several newsletters that you might find helpful. It's also a

good way to stay in touch with the community, what's trending, etc.

The first is the Goodreads Author-focused ezine.

This is a fantastic newsletter, though not published with any regular frequency (or as often as their main newsletter) it

often has some great marketing tips, ideas for promotion on Goodreads and website shortcuts. It's worth the sign-up:

<http://www.goodreads.com>

Their regular monthly newsletter can be found here:

<http://www.goodreads.com>

A lot of advertising

opportunities can be found within this newsletter and though generally their webpage advertising does fairly well, I have no current data on how well the ads in their newsletters do, so if you decide to advertise in the newsletters, proceed with caution.

# **YOUR GOODREADS PROFILE**

When you first start with Goodreads, you'll start as a "User." Once you have that profile, you can easily upgrade it to an Author Profile. There are a lot of articles out there on

creating a great profile on Goodreads, but if you're on any kind of social media site, you know the value of a complete profile, including a professional headshot. I don't recommend leaving any of the areas blank on your profile. Fill in the About You section, Books

You Like to Read, etc.  
Here's a quick link to the  
Author Profile info on  
Goodreads:

<http://www.goodreads.com>

**Adding Your Blog to  
Your Profile:** I really  
encourage you to do this;  
it's not only a fantastic  
way to promote yourself

on the page by continually posting good and consistent content, but it's a great way for your readers to get to know you. Also, it's a good bit of SEO "juice" with your followers because a blog post on Goodreads generates a link (and hopefully traffic) back to

your website. You can add your blog feed by clicking the dropdown arrow, then “edit profile” next to your picture (at the top right-hand side of the page).

**Adding Video:** If you have a book video or an author video, Goodreads is another great place to

promote it. It's easy to add video once you're in the profile settings. Though if you do this, I recommend that you pull the video directly from YouTube (upload it there if you haven't already) instead of from your website.

# **GOODREADS GROUPS**

Goodreads has thousands and thousands of groups and I recommend that you join at least one or two right off the bat. You can always add more later as you get used to navigating the system. Groups,

generally, are great places to network and some will let you request book reviews too, which is fantastic.

To find and sign up for groups, you'll start pretty simply just by searching for them. When deciding on the right group to join,

consider a few things like genre and activity. Search by genre, and remember that you really want to be part of a group that's robust and active; otherwise it might be a waste of your time and effort. Additionally, you can jump groups. If you find the activity isn't right

for you, you can leave, and join another group or groups and then sign up again later for the original group if you want. As far as I've been able to tell, Goodreads does not have a limit on the amount of groups you can join, but I recommend only joining those you can participate

in, otherwise it's like showing up for a fabulous party but watching from the sidewalk outside. It won't do you much good and it can get pretty cold.

## **AN ACTION LIST FOR GOODREADS GROUPS**

First and foremost, you are a reader, not a promoter. Yes, you are there to promote your book, but launching into self promotion right off the bat is not recommended—it could get you banned from some exceptional groups if you're not careful. Your

goal should be “to be helpful,” so join in on a discussion. Engage first, promote later.

- If the group has freebie days (days when you can announce your Goodreads giveaway), then by all means do

so. If they don't have freebie days, I don't recommend you announce your giveaway. If you aren't sure, then ask the group moderator(s) for their input.

- Most groups have a bookshelf. If you want

your book placed on this shelf, ask the moderator. Though here again, I suggest you become a contributing member of the group before you do this.

- Participate in things like polls, roundtable

discussions, etc.  
Remember the key to  
getting noticed in these  
groups is by  
discussion. Without  
participation, you're  
just sitting on the  
sidelines, or standing  
outside, watching  
everyone else.

Finally, you can also create your own group. It's called The Featured Author Group, open only to Goodreads authors. Readers can discuss your book, its topics, your writing or anything related to your book. It can be a fantastic vehicle to share with your readers, get to

know them and grow your base. If you're ready to be a superstar and start your own group, you can go here:

<http://www.goodreads.com>

A couple fantastic Goodreads groups to join are below. Both of these groups allow you to

highlight your book and  
request reviews!

<http://www.goodreads.com/making-connections>

<http://www.goodreads.com/goodreads-authors-readers>

**A QUICK AND  
SIMPLE ACTION LIST**

# FOR GOODREADS

In order to build your presence on Goodreads, you'll need to be active. But keep in mind that by "active" I don't mean that you need to be on the site daily. If you can, that's great, but if not, that's fine, too.

## **Once a week you should:**

- Add a new book to your shelves, one you are reading, want to read or a book that inspired your writing.
- Write a review for a book. Hint: if you do a lot of Amazon

reviews, feel free to grab the content from there and repost it to Goodreads. And to make yourself the real “darling” of the review world, feel free to grab your Goodreads review and cross post it to Amazon. I mean why not? Wouldn't

you love it if someone did that for you?

- Rate books. This is easy. Give books a starred rating. You don't even have to write a review.
- Blog post. If you update your blog

weekly, that's fantastic, if you don't, then I suggest that you update your Goodreads status once or more a week. You can also just add a favorite book passage or author quote. It doesn't have to be a long post. You're just aiming for

profile activity, that's key.

- Groups. Post to a group, comment or respond to someone's question.
- Add friends. I recommend adding friends weekly, as you

can. You'll find people in the groups that you want to friend or reviews you want to follow. Building a healthy friend list is really key to expanding your network (and getting more reviews) on Goodreads.



**THE POWER  
OF THE  
GOODREADS**

# GIVEAWAYS

Perhaps one of the best ways to kick-start book discovery is with a giveaway. I recommend doing multiple giveaways for a book and, in fact, I have done pre-publication giveaways that have

helped to spike success and reviews on the site.

I recommend that you run your giveaways for thirty days. You can run them for a smaller amount of time, but the longer you have to promote, the better, right? Be sure to post an update about this

on your Goodreads page and you can also post it to your blog (for your blog readers), especially if your blog is connected to your Goodreads page. So how many books should you give away? I've done anywhere from ten to fifty. Keep in mind that while the higher number

is great, at some point you will have to fulfill this order and Goodreads only allows printed books, so you can't give the winners an eBook version or PDF. You will have to mail print books (or you can also ship them from Amazon if you want to).

If you are a member of a few groups, it's likely that there is a thread to promote a giveaway. Find that thread and promote your giveaway. If you're running it for a month, you should feel free to post it once at the beginning and again as you're nearing the end of

the giveaway. I'm not a fan of blasting groups with "all about me" posts, so twice is my limit. You may find groups that encourage more frequent giveaway reminders, but I doubt it. Remember that other authors on the site are trying to get attention, too.

If you're reading this post and thinking, "Well, my book is too old for this," take heart. There aren't any rules on Goodreads preventing older books from getting promoted on the site. If you have a great book and are just discovering this site, by

all means do a giveaway and see what happens—especially if it's not your only book and you continue to write new material. I've known authors who have multiple titles and they start with their oldest and work their way forward. One more point on the giveaways: If

you want to max out your exposure on the site, I recommend letting the contest run worldwide. You'll get much better participation that way, and in the big picture, global shipping isn't really that expensive.

Ready to sign up for your

own giveaway? Then head over here:

[www.goodreads.com/giveaways](http://www.goodreads.com/giveaways)

Once you're there, be ready to list the start and end dates as well as all of the pertinent book information such as ISBN, book description, publisher and number of copies you're willing to

give away. Once you have that information, you're ready to go with your first Goodreads giveaway!

When the campaign is over, you'll get notified and the system will send you a spreadsheet with the winners, their Goodreads IDs and their addresses.

It's a great idea to congratulate them on Goodreads and let them know you're shipping the book out. Why is this good? Because it's another great way to connect with the person on the receiving end of your book. And it helps encourage a review from

the reader. You're no longer an anonymous writer; you are now connected on Goodreads and following each other's reviews, etc.

Whenever I've done a Goodreads giveaway, I've always included a short, hand-written note

thanking them for participating and congratulating the person on winning. I never ask for a review in the note, but that's just me. Instead, I encourage their feedback because I really do want to know what the reader thinks of the book. Then I give them my email

address in case they wish to make direct contact. I think the added step of a personal note is key. Why? Because it's a great opportunity to connect with a reader and encourage them to connect with you. I also sign each of the books I give away. Why? Readers

love signed books!

So how many reviews can you expect, really? Well Goodreads estimates that 60% of the books that are given away get reviewed. I think that's probably a really good average. I've seen numbers higher than 60% and also lower. A lot

of it depends on the book, of course. Good books get reviewed more frequently. Also it would seem that fiction gets a lot more reviews than non-fiction, but I'm not always clear that that's true.

Another way to boost exposure is to run an ad to

help push your giveaway. Ads are really simple on Goodreads. They operate on a pay-per-click system, which means you only pay when someone clicks on your ad. You also buy credit, so I suggest starting with \$10. You can always add more, but you may never use \$100. Get

started by going here:  
<http://www.goodreads.com>

It's important to keep in mind that Goodreads openly admits that new ads that generate a lot of clicks in the first few days will be shown more frequently throughout the day—essentially

Goodreads gives its users what they want. So make your ad content compelling, and don't go the super cheap route when it comes to bidding on your per-click cost. The minimum is \$.10, the max is \$.50. Some people say "go big or go home," I say do what you're

comfortable with, but remember, higher per-click ads are also given priority. Some additional insight into *how* Goodreads ads work can be found here:

<http://www.goodreads.com>

I suggest creating two ads, trying different tactics.

One should say something like “Enter to Win” and the other should say something like “Get your FREE book.” The words “win” and “free” are always hot. In the main content include a short, irresistible description of your book, something that will make it stand out and

close with “giveaway ends [insert date]” to help push people to act. The link you include with your ad should be the link to your giveaway page. Don’t know how to find the link? Go here:

<http://www.goodreads.com>

and on the right-hand side of the page, you’ll see a

section for “Giveaways You’ve Created.” A few more giveaway tips:

- Let readers know if you plan on providing signed copies.
- End your giveaway on a non-popular date, like the middle of the

week—definitely not a holiday.

- Again, more countries = more exposure.
- Mail your copies promptly.
- Reach out to winners with a short, respectful

follow-up. Friend them, let them know you'd love their input when they're ready.

Bonus! When you're done creating your ad, you'll be given the HTML code for a giveaway widget that you can add to your blog or website!

Using the power of free to help boost your book is always a good idea, especially on a site like Goodreads. Just keep in mind that using a giveaway like this can help push other opportunities like connections to new readers and a dialog about

your book in general.

Maximize this

opportunity; you'll be

glad you did!

**HOW TO  
REVIEW  
BOOKS**

You may find this an odd chapter to include in a book about getting reviews, but posting them is very important, too. Also, over the years I've heard from numerous folks who say they have friends who post reviews on Amazon for which they are grateful, but they

wished the reviews were more detailed. Many times the reviews consisted of “Loved this book!” And while it’s great to have fans, it’s sort of a bland review.

If you’ve ever found yourself looking at a book and its reviews, you know

that when a book has lots of great, detailed reviews, you tend to scan them for highlights to find the things that matter to you. That's how we often buy books. Both good and bad reviews can help us decide and, frankly, I've often bought a book after I read a bad review because

what the reviewer didn't like was exactly what I was looking for. That's why detailed reviews are not only helpful; they're a must for your Amazon page.

As you consider adding reviews to your page, it's tempting to ask friends

and family to help out. There's nothing wrong with that and often they do want to help but aren't sure what to do. As well, you may have readers who love your work, but aren't savvy on posting reviews. There's nothing wrong with that. Here are some tips you can share

with your readers and friends who want to post something about your book:

- Whenever possible or appropriate, ask the reviewer to add their expertise on the topic if your book relates to non-fiction.

- If you have identified your keywords, feel free to share them with any friends who are posting and ask them that, if appropriate, they include the keywords in the review.
- Ask readers to post

reviews that are between 100 and 450 words.

- If a reader feels compelled to include a spoiler, ask them to post a warning first so the customer can choose to read on—or not.

- Never, ever, ever offer to edit a review. You want honest appraisals, not watered down reviews that all sound alike.
- It's really important that the reviewer cite how the book mattered to them. This is

important and it also personalizes the review for the reader.

If your reviewer still isn't sure how to craft a review, here are some starter questions to help them along:

1. What did you like

most about the book?

2. What about the book surprised you?

3. Did the book cover the content as described?

4. Do you think you got your money's worth?

5. What could have the author done better?

6. How does it compare to other books in this category? And please cite any books you'd compare this one to.

**BONUS  
RESOURCES!**

**SOME GREAT  
PLACES TO LIST  
YOUR EBOOK  
FREEBIE!**

[http://www.mediabistro.com/places-to-promote-your-book-for-free\\_b76294](http://www.mediabistro.com/places-to-promote-your-book-for-free_b76294)

**BLOGGERS! HERE  
ARE SOME GREAT**

# **BLOGGERS YOU MAY WANT TO PITCH!**

## **MYSTERY BLOGGERS:**

Cozy Mystery List -

[http://www.cozy-  
mystery.com/](http://www.cozy-mystery.com/)

Crime Fiction, Mystery,  
Thrillers, and Suspense  
Blog -

<http://www.mysteryscenen.com>

Detectives Beyond  
Borders -

<http://detectivesbeyondborders.com>

I Love a Good Mystery -

<http://www.iloveagoodmystery.com>

Murder by the Book

Mystery Blog -

<http://mbtb-books.blogspot.com/>

Murderati -

<http://www.murderati.com>

Mysteries in Paradise -

<http://paradise-mysteries.blogspot.com/>

Mystery Fanfair -

<http://mysteryreadersinc.bl>

Shots: The Crime &  
Thriller Ezine -

<http://www.shotsmag.co.uk>

Stop You're Killing Me -

[http://www.stopyourekilling](http://www.stopyourekilling.com)

**Romance Bloggers:**

Reading Romances -

<http://reading-romances.com/>

Romance Reviews Today

-

<http://romrevtoday.blogspot.com/>

Babbling About Books,  
and More -

<http://kbgabbles.com/>

Love Saves the World -

<http://lovesavestheworld.blog>

Nocturne Romance Reads

-

<http://www.nocturnereads.com>

Not Another Romance

Blog -

<http://notanotherromanceblog.com>

Penelope's Romance

Reviews -

<http://www.pennyromance>

**THE ROMANCE**

**REVIEWS -**

[HTTP://THEROMANCEREVIEWS](http://theromancereviews)

**BUSINESS BLOGGERS**

Brazen Life -

[http://blog.brazencareerist.](http://blog.brazencareerist)

B2C - Business 2

Community -

<http://www.business2community.com>

BUSINESS INSIDER -

<http://www.businessinsider.com>

SmartBlog on Leadership

-

<https://smartblogs.com/category/leadership>

Success -

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

Inc. - <http://www.inc.com/>

the Daily Muse -

<http://www.thedailymuse.c>

TLNT -

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

Young Entrepreneur -

<http://www.youngentrepre>

Under 30 CEO -

<http://under30ceo.com/>

**BOOK REVIEWERS  
ON THE WEB** – this list  
includes industry  
standards, literary blogs,  
off the beaten track blogs  
and the more opinion-

driven book bloggers,  
<http://robinmizell.wordpress.com/reviewers/>

- **Book blogger and reviewer listing**



<http://futurebook.net/com/blogger-and-reviewer-listing-0>

- **Midwest Book Review** – a listing of a number of sites to check out,  
<http://www.midwestbook.com>
- **Best of the Web blogs** – blog listing with a description of each blog listed,  
<http://blogs.botw.org/A>

- **YA Book Blog Directory** – bloggers who specialize in Young Adult books, <http://yabookblogdirectbook-blogger-list.html>
- **Kidlitosphere Central** – bloggers in Children's and Young Adult Literature,

<http://www.kidlitosphe1>

- **Book Blog Directory**

– a large list of blogs followed by a brief description,

<http://directory.kaysboc>

- **FSB** – can search by genre(s) for bloggers who review those

kinds of books,

<http://www.fsbmedia.co>

- **Book Blogs Search** –  
a huge listing of blogs,  
<http://fyreflybooks.wordpress.com/blogs-search/>

## **MORE GREAT INFORMATION:**

- **Things to know**

# **about Blog Book**

## **Tours -**

<http://blogbooktours.blogspot.com/tips-to-consider.html>

- **\* Writing an effective cover letter -**  
<http://www.midwestbook.com/coverletter.htm>
- **\* Writing an**

**effective publicity**

**release -**

<http://www.midwestbook.com>

## **GET MORE READERS!**

It's helpful to remind people they don't need a Kindle to access these eBooks — help people

become new readers.  
Whenever you do a book  
promo, mention that you  
can access your book  
through all of these  
resources:

Kindle Cloud Reader:

<https://read.amazon.com/al>

iPhone and iPad APP:

<http://www.amazon.com/gdocId=1000301301>

Android APP:

<http://www.amazon.com/gdocId=165849822>

Blackberry APP:

<http://www.amazon.com/gdocId=1000468551>

# **PITCHING TIPS!**

When pitching media, here are a few things to keep in mind:

- Always include a recipient name. If you can't find the person you're looking for, then send it to the Managing Editor, though usually it's

easy to find their name on the company's website or by doing a simple Internet search.

- Always keep the pitch to one page.
- Always include your website URL.

- Always include a review (or partial review) if you have one from a legit source.
- Always tell them what you want. A review, feature, interview opportunity, etc.

- Always sign your letters.
- Always include a book if you can afford it. And really, you can afford it!

Tips for pitching via email:

- Always attach an image of the front cover.
- When crafting a subject, be straightforward, or you'll risk sounding like spam.
- Always let them know

you're happy to mail them a book or [gift one via Amazon.](#)

## Tips for Fiction:

- Always include an intriguing opening paragraph. Don't just say, "I have a book."

- When describing your story, hit the main points that make your book unique.
- Leave a cliffhanger. Again, you want them to want to find out what happens!
- Print your letter on

letterhead if you have a business or company related to your published work.

Sample Fiction email subject:

For review: New book takes you inside the publishing industry

## Tips for Non-fiction:

- Always include an intriguing opening paragraph. List the name of your book, the market it pertains to and what makes it unique.
- Always include selling

points. Lists, bullets, etc. of features in the book that make it better than anything else on the market are key!

- If you have a tips sheet of your own, a top ten list, a single page how-to, etc.,

include that with your pitch letter. This is another opportunity to show what kind of content you're producing and may convince them to open your book.

- Print your letter on your business or

company letterhead.

Sample Non-Fiction email  
subject:

For review: The insider's  
guide to marketing online

# **SAMPLE LETTERS**

Date

Recipient Name

Outlet or Publication

Address

City, State Zip

Dear Name,

I have recently released  
the one marketing book

every author and business owner must have in their arsenal, Red Hot Internet Publicity: The Insider's Guide to Marketing Online.

Authors, speakers and small business owners have three choices these days, they can:

1. Spend a fortune on advertising and other old-school marketing, and pray that they'll make back their investment, against all odds.

2. Fritter away two or three years blindly stumbling around,

trying to figure out what works on your own, while competing for attention with more than 25 billion web pages.

3. Listen to an expert who can show you how to get your website noticed,

visited and purchased from—who can show you how to be smart and successful online while keeping your dollars in your own wallet, and whose own site is in the top 1 percent for traffic of all the sites in the world.

“Packed with wisdom, insights, advice, and how-tos, this book should be considered your social media bible...no marketing effort is complete without it.”

– **Rick Frishman,**  
**Founder, Planned**

**Television Arts**  
**PR/Publisher, Morgan**  
**James Books**

If you would like to learn  
more please visit  
[www.amarketingexpert.com](http://www.amarketingexpert.com)

I appreciate your time and  
hope you'll consider  
reviewing Red Hot

Internet Publicity. Please don't hesitate to contact me with any questions or additional requests.

Date

Recipient Name

Outlet or Publication

Address

City, State Zip

Dear Name,

Welcome to the world of publishing. The ego has landed. Can one woman change an age-old institution like publishing? Probably not, but in my newly released book, *The Publicist*, Kate Mitchell sure wants to try.

As a publicist with a large, respected New York publishing house, Kate finds herself at the mercy of a broken publishing system, books that don't sell, and author egos that are often, well, as big as the island of Manhattan. Enter the star editor, MacDermott Ellis:

Tall, handsome, charismatic, married, and ready to save the day. Then there's Allan Lavigne, once a revered author—now as forgotten as last year's bestsellers, and his nephew Nick: Tall, gorgeous, sweet, single, and ready to sweep Kate off her feet. Kate

wants to do the right thing but her hormones seem to be driving her decisions.

As Kate tries to navigate the landmine of publicity, over-the-top author expectations, and the careful dance of “I’m sorry, your book isn’t on the bestseller list this

week,” she also finds authors who are painfully overlooked by a publisher wanting more sex, more celebrities and more scandal.

“...I’ve often imagined what it must be like to work in this industry... I’m sure Ms. George has more than a few industry

insiders chuckling at her stories AND cringing at how close to home they hit...I think The Publicist is a nice tease of what I'm hoping will be much more to come from Ms. George.” – Scandalicious Book Reviews

If you would like to learn

more please visit  
[www.thepublicistnovel.com](http://www.thepublicistnovel.com)

I appreciate your time and  
hope you'll consider  
reviewing *The Publicist*.  
Please don't hesitate to  
contact me with any  
questions or additional  
requests.

Sincerely,

Christina George



**GET MENTIONED OR  
REVIEWED IN  
PUBLISHERS**

# WEEKLY!

Ready to get your book into the largest industry magazine in the country? Here's your chance!

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Normally \$149 for placement in the

magazine.

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<https://secure.publisherswe>

and enter the code:

AMEUPU under Promo

Code!

More books by Penny:

[www.SellMoreBooksonAmazon.com](http://www.SellMoreBooksonAmazon.com)

Get How to Sell Your  
Book by the Truckload on  
Amazon today!

<http://amzn.to/1hxaGPx>

Thanks for reading! I'd  
love for you to share your

thoughts about this book:  
[www.SellMoreBooksonAmazon.com](http://www.SellMoreBooksonAmazon.com)

*Thank you for reading!*

**ABOUT PENNY  
C. SANSEVIERI  
& AUTHOR**

# **MARKETING EXPERTS, INC.**

Penny C. Sansevieri,  
Founder and CEO Author  
Marketing Experts, Inc., is  
a best-selling author and  
internationally recognized  
book marketing and media

relations expert. She is an Adjunct Professor teaching Self-Publishing for NYU.

Her company is one of the leaders in the publishing industry and has developed some of the most innovative Social Media/Internet book

marketing campaigns. She is the author of five books, including Red Hot Internet Publicity, which has been called the “leading guide to everything Internet.”

AME is the first book marketing and publicity firm to use Internet

promotion to its full impact through The Virtual Author Tour™, which strategically harnesses social networking sites, Twitter, blogs, book videos and relevant sites in order to push an author's message into the online community at sites related to the

book's topic, and thereby position the author in his or her market. AME has had eleven recent books top bestseller lists, including those of the New York Times, USA Today, and Wall Street Journal.

To learn more about

Penny's books or her promotional services, you can visit her website at [www.amarketingexpert.com](http://www.amarketingexpert.com)

