

Marketing Magic: Selling Your Work

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the author.



Note: This lecture will go really fast! Don't worry about writing down everything. You can get a copy of these slides on my website at www.amydeardon.blog/free-downloads.

www.amydeardon.blog/free-downloads

My email is amydeardon@gmail.com

Marketing Your Book



Writing and publishing your book is only half the battle.

You could have written *Gone with the Wind*, but if no one knows about it then it will die a quiet death.

Today's lecture is about how to bring your book forward to an eager audience so you can get out your message.

Who Are You?



I'm assuming for today's talk that:

- You are writing or have written one or more books.
- You are probably interested in self-publishing.
- If you traditionally publish, you want to augment your publisher's marketing resources.

Marketing Seems Like a Rube Goldberg Machine



Marketing has many moving parts that can seem overwhelming.

We'll try to cut through the clutter and make a workable plan.

Step By Step Marketing



We'll use a step-by-step approach with a checklist that you can use to create a stellar marketing campaign.

Ready? Let's Go!



Marketing Magic Outline

Resources

Amazon Strategy

Website

Social Media

Mailing List

ARC Team

Publishing

Reviews

Book Promos

More Marketing Ideas

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Gather Some Resources



There are people online who can help you and who you can help.
“If you want to go fast, go alone. If you want to go far, go together!”

My Favorite Resource Site



If you are looking for help with your book, I highly recommend checking out Dave Chesson's website Kindlepreneur.

Dave generously offers so much (free!) information on writing, editing, formatting, publishing, cover design, and marketing.

www.kindlepreneur.com

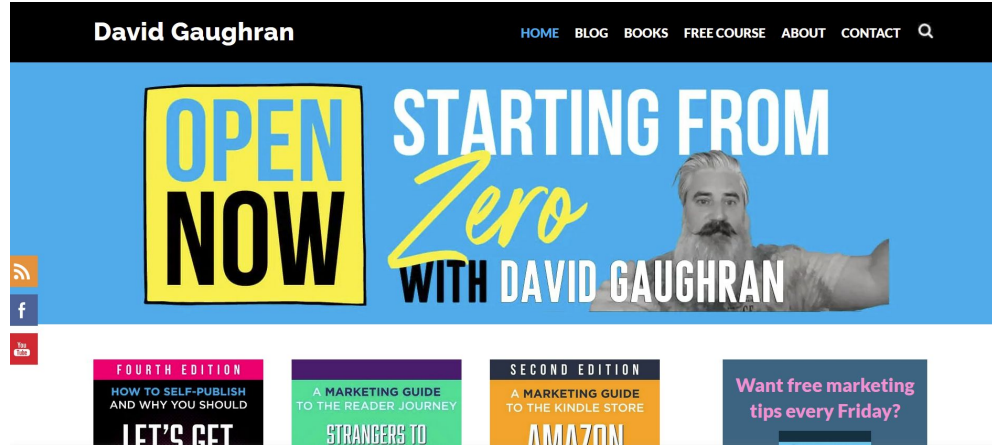


I'm going to repeat this because I really think you will find Kindlepreneur helpful. Dave has tens of articles on all things writing, plus free video courses and links to writer-related resources both free and paid.

If you get one thing from this talk, this website is it!

www.kindlepreneur.com

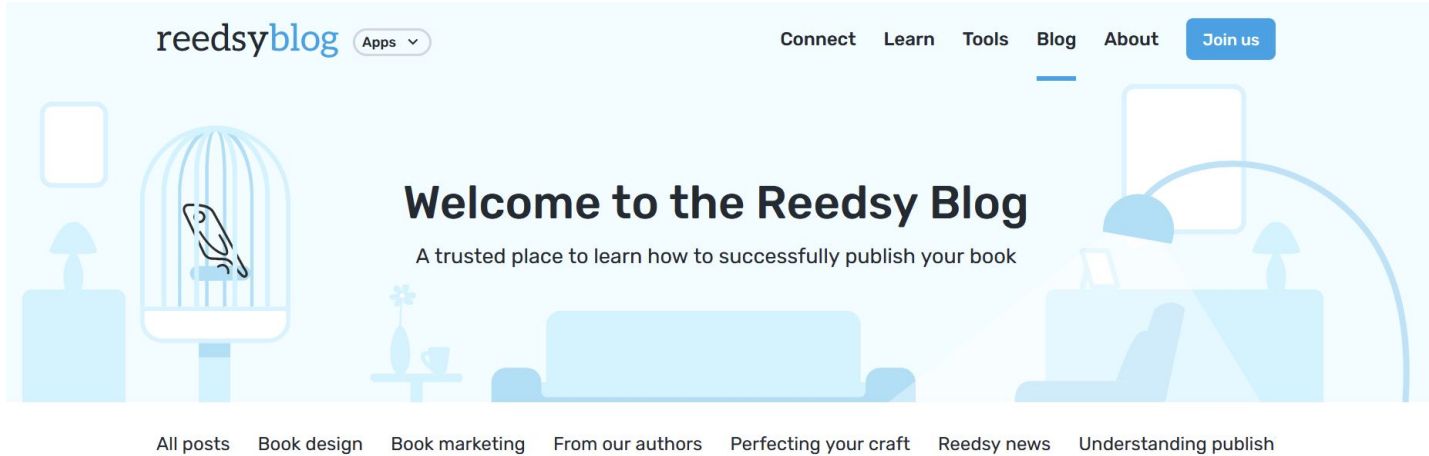
David Gaughran



David Gaughran has some great free resources including a course Starting from Zero.

www.davidgaughran.com

Reedsy Blog



Reedsy Blog has some great insights and puts up new information every day.

www.reedsy.com/blog

BookBub Partners Blog

The BookBub Partners Blog

We love helping authors and publishers sell more books using data-driven best practices and inspiring case studies. [Subscribe](#) to get weekly book marketing ideas, publishing insights, and BookBub tips delivered to your inbox, or get started here:



The Ultimate Guide to Book Marketing

See our top posts in one comprehensive guide.



Book Marketing Tools from BookBub

See the tools available to authors and publishers.



How to Get More BookBub Followers

Read 14 ideas for getting more BookBub followers.

BookBub is serious indeed about making book sales. They have some great information and tips on their site—well worth checking out.

www.insights.bookbub.com

Story Origin



Story Origin has helpful tutorials to get book sales going. Check them out at <https://storyoriginapp.com/tutorials>.

<https://storyoriginapp.com/tutorials>

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~~Resources~~

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KDP Publishing Platform

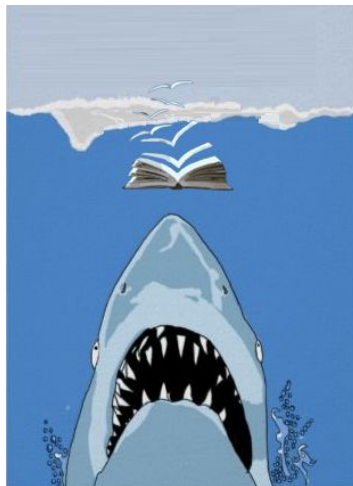


In this talk today, I am going to stick with the 800 pound gorilla in the room, Amazon's KDP Platform. I will NOT be talking about:

- Ingram Spark
- Barnes & Noble
- Kobo
- Draft2Digital
- Etc.

Many of the marketing tactics are transferable. However since Amazon dominates the book field with about two thirds of all books sold, it is the best place to focus your efforts when you start. Make a dent in Amazon first and then you can work on the other outlets.

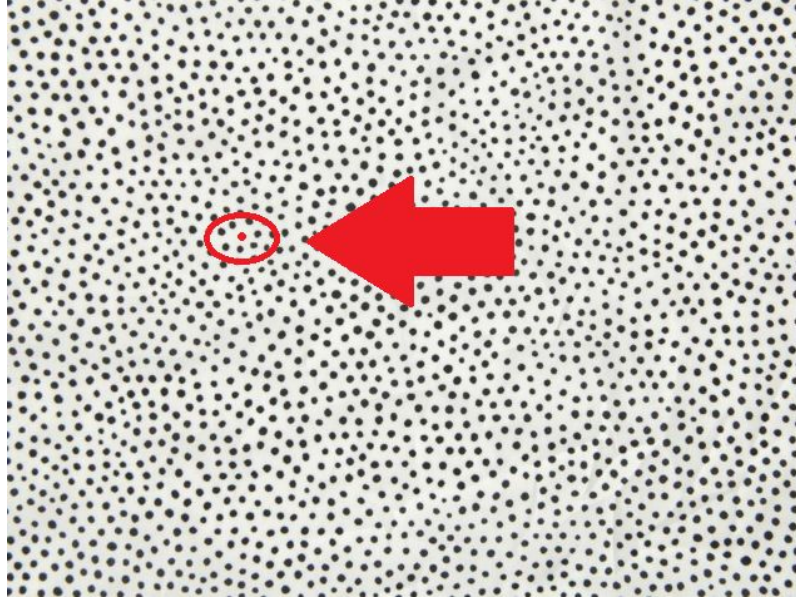
Amazon Lists Millions of Titles



Amazon guards the number of books and ebooks listed on its site. An interesting article says that the last time figures were available on Amazon, in 2018, there were more than 48.5 million books. Who knows how many are there now? My guess is 80-100 milion.

<https://justpublishingadvice.com/how-many-kindle-ebooks-are-there/>

Competition is Fierce



To make book sales, you first have to be able to be found by your readers.

Get Ready for Sales



You need to position your book so that it can be found and sell on Amazon.

Amazon Recommends Books to Readers



Amazon selects titles for the type of person looking for your type of book.

Amazon is a Tough Nut to Crack



It's challenging to get Amazon to notice your book.

For Sales, Platform is Not Enough (although it can help)



No matter how big is your platform, I guarantee it isn't as big as Amazon's.
If you can get Amazon to help you sell your book, your sales will skyrocket.

You Want Amazon to Notice You



Your goal is to be the book that Amazon recommends.

What are Your Tools?



When listing your book, you have at least 2 good tools.

First Tool to List Your Book is CATEGORIES



Categories allow Amazon to place your book correctly.

Since Amazon uses algorithms for each reader, this means that Amazon can easily decide who is looking for your book.

How are Books and EBooks Classified?



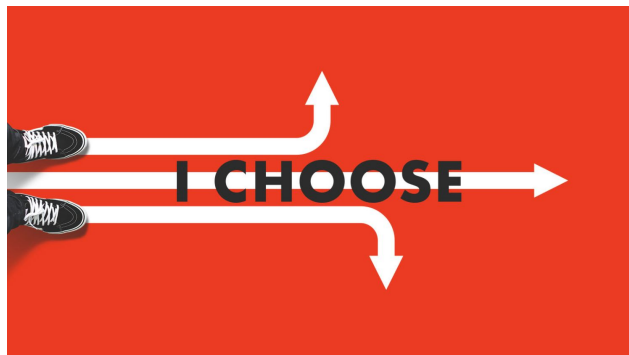
BISAC (Book Industry Standards and Communications)

- standard system for libraries and bookstores.
- about 600 BISAC codes.

Amazon

- individualized system for Amazon.
- over 11,000 categories.

Amazon Gives You Three Categories



When listing your book and ebook on KDP, Amazon gives you three categories.

In general you want to select the easier categories and the most niched-down categories that will allow you to rise to #1 in that group.

Please don't try to game the system by choosing irrelevant small categories. This annoys readers. Amazon may also notice this and strip you of that category.

Method #1 to Find Categories



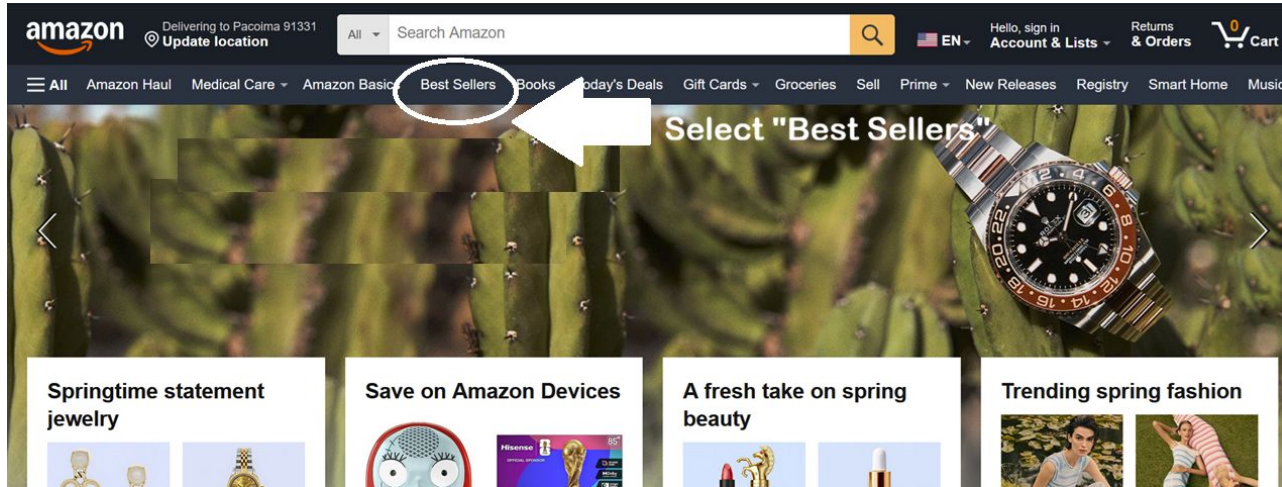
Find the best matches from a list.

Choose Your Categories



Amazon conveniently lists every single category and subcategory
you can choose for your book.

Categories Step One



Go to [amazon.com](https://www.amazon.com).

Select "Bestsellers" from the top ribbon.

Categories Step Two

The screenshot shows the Amazon Best Sellers page. A black arrow points from the text "look under Best Sellers" to the "Amazon Best Sellers" link in the top navigation bar. Another black arrow points from the text "select Kindle Store" to the "Kindle Store" link in the left sidebar. The main content area displays two rows of best-selling products: "Best Sellers in Beauty & Personal Care" and "Best Sellers in Kitchen & Dining".

Amazon Best Sellers ← look under Best Sellers

Best Sellers in Beauty & Personal Care

Rank	Product	Price
#1	medcube Toner Pads Zero Pore Pad 2.0 Dual-Textured Facial Pad for Exfoliation and Pore Care with 4.5% AHA Lactic Acid, 0.45%...	\$18.90
#2	medcube Wrapping Mask Collagen Overnight Peel Off Facial Mask Elasticity & Hydration Care, Reduces Sagging & Dullness ...	\$19.00
#3	BIODANCE Bio-Collagen Real Deep Mask, Hydrating Overnight Hydrogel Face Mask, Pore Minimizing, Elasticity, Plumping...	\$15.20
#4	Neutrogena Makeup Remover Wipes Micellar Alcohol-Free Face Towelettes Remove Waterproof Mascara & Oil, Compostable...	\$9.97
#5	Mighty Patch Original Patch from Hero Cosmetics - #1 Hydrocolloid Acne Pimple Patches for Face, Shrinking Zits & Whiteheads in 1...	\$12.99

Best Sellers in Kitchen & Dining

Rank	Product	Price
#1	Blue water bottle	
#2	Pink water bottle	
#3	Blue water bottle	
#4	Pink water bottle	
#5	COOKING INSTRUCTIONS	

← select Kindle Store

Look under Best Sellers list.

Select "Kindle Store."

Categories Step Three



The screenshot shows the Amazon website interface. At the top, there's a navigation bar with the Amazon logo, delivery location (Hacienda ... 91745), a search bar, and links for account, orders, and cart. Below this is a secondary navigation bar with categories like All, Amazon Haul, Medical Care, Amazon Basics, Best Sellers, Books, Today's Deals, Gift Cards, Groceries, Sell, Prime, New Releases, Registry, Smart Home, and Music. The 'books' category is selected, and a sub-menu is visible with options: Any Department, Kindle Store, Kindle Newsstand, Kindle Nonfiction Singles, Kindle Short Reads, Kindle Singles, Kindle eBooks (circled with a black arrow), Prime Reading, and Whispersync for Voice. The main content area is titled 'Amazon Best Sellers' with the subtitle 'Our most popular products based on sales. Updated frequently.' Below this, the 'Best Sellers in Kindle Store' section is shown, with tabs for 'Top 100 Paid' and 'Top 100 Free'. A large black arrow points from the 'Kindle eBooks' option in the left menu to the 'choose Kindle eBooks' text in the main content area. The main content area also displays three book covers: 'PROJECT' (ranked #1), 'GAME' by NAVESSA ALLEN (ranked #2), and 'Theo of Golden' (ranked #3).

Select Kindle eBooks.

Explore Categories

books Categories ▾ New & Trending ▾ Deals & Rewards ▾ Best Sellers & More ▾ Memberships ▾ More ▾ Your Books ▾ Editors' Picks of the Month

Amazon Best Sellers

Our most popular products based on sales. Updated frequently.

Any Department
Kindle Store
Kindle eBooks
Arts & Photography
Biographies & Memoirs
Business & Money
Children's eBooks
Comics, Manga & Graphic Novels
Computers & Technology
Cookbooks, Food & Wine
Crafts, Hobbies & Home
Education & Teaching
Engineering & Transportation
Foreign Languages
Health, Fitness & Dieting
History
Humor & Entertainment
LGBTQ+ eBooks
Law
Literature & Fiction
Medical eBooks
Mystery, Thriller & Suspense
Nonfiction
Parenting & Relationships
Politics & Social Sciences
Reference
Religion & Spirituality
Romance
Science & Math
Science Fiction & Fantasy
Self-Help
Sports & Outdoors
Teen & Young Adult
Travel

Best Sellers in Kindle eBooks

Top 100 Paid Top 100 Free

click for subcategories

#1  ANDY WEIR THE MARTIAN A Court of Thorns and Roses 6 Sarah J. Maas Kindle Edition \$9.99 3 formats available	#2  GAME ON Rich and Rotten Jahquiel J. Johnson Kindle Edition \$9.99 3 formats available	#3  THE PRICE OF MONEY Liane Moriarty Kindle Edition \$0.99 2 formats available	#4  THE PRICE OF MONEY Liane Moriarty Kindle Edition \$0.99 2 formats available	#5  DEAR DEBBIE Freida McFadden Kindle Edition \$4.99 4 formats available	#6  THERE IS NO ANTI-SEMITIC DIVISION There Is No Antisemitism Division: A Novel Lynne Truss Kindle Edition \$1.99 4 formats available
#7  A COURT OF THORNS AND ROSES 6 Sarah J. Maas Kindle Edition \$9.99 3 formats available	#8  RICH AND ROTTEN Jahquiel J. Johnson Kindle Edition \$9.99 3 formats available	#9  IN HER OWN LEAGUE Liz Tomlinson Kindle Edition \$5.99 3 formats available	#10  THE KEEPER Tara French Kindle Edition \$13.99 3 formats available	#11  THE CORRESPONDENT Virginia Evans Kindle Edition \$13.99 3 formats available	#12  THE VICTIM MAKER'S SECRET Elise Woods Kindle Edition \$0.99 3 formats available

Click list to find categories and subcategories.

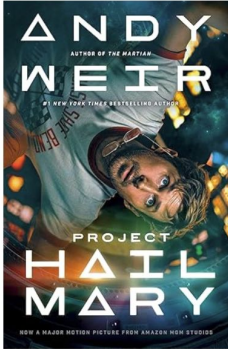
Method #2 to Find Categories



Mirror a similar book to yours.

Find Categories from Similar Books

Kindle Store > Kindle eBooks > Science Fiction & Fantasy > Science Fiction > Adventure



Project Hail Mary: A Novel Kindle Edition
by [Andy Weir](#) (Author) | Format: Kindle Edition
4.7 ★★★★★ (206,616)
[Amazon Charts](#) #1 this week [See all formats and editions](#)

#1 NEW YORK TIMES BESTSELLER • Now a major motion picture starring Ryan Gosling, directed by Phil Lord and Christopher Miller, with a screenplay by Drew Goddard

A lone astronaut must save the earth from disaster in this “propulsive” (*Entertainment Weekly*), cinematic thriller full of suspense, humor, and fascinating science—from the author of *The Martian*.

HUGO AWARD FINALIST • *NEW YORK TIMES* READER PICK: 100 BEST BOOKS OF THE 21ST CENTURY • ONE OF THE YEAR’S BEST BOOKS: *Parade*, *Newsweek*, New York Public Library, *Polygon*, *Shelf Awareness*, *She Reads*, *Kirkus Reviews*, *Library Journal*

Ryland Grace is the sole survivor on a desperate, last-chance mission—and if he fails, humanity and the earth itself will perish.
[Read more](#)

Print length Language Publisher Accessibility

Kindle
\$14.99
Available instantly

Audiobook
\$0.00
with membership trial

Hardcover
\$22.69

Paperback
\$13.98

Other Used, New, Collectible from \$13.28

-32% \$14.99
Print List Price: \$22.00

[Buy now with 1-Click](#)

By placing an order, you’re purchasing a content license & agreeing to [Kindle’s Store Terms of Use](#).
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[Learn more](#)

Click on books that are similar to yours.

For example, this book is #1 of all Kindle books in the Kindle Store.

Check Categories

Product details

ASIN : B08FHBV4ZX
Publisher : Ballantine Books
Accessibility : [Learn more](#)
Publication date : May 4, 2021
Language : English
File size : 11.9 MB
Screen Reader : Supported
Enhanced typesetting : [Enabled](#) ✓
X-Ray : Enabled
Word Wise : [Enabled](#) ✓
Print length : [482 pages](#) ✓
ISBN-13 : 978-0593135211
Page Flip : [Enabled](#) ✓
Best Sellers Rank: #1 in Kindle Store (See Top 100 in Kindle Store)
#1 in Suspense (Kindle Store)
#1 in Science Fiction Adventure
#1 in Hard Science Fiction (Kindle Store)
Customer Reviews: 4.7 ★★★★★ (206,616)

Scroll down to product details.
Check out Categories.

On book page, scroll down to Product Details.

Analyze Categories.

Second Tool to List Your Book is KEY WORDS



Keywords allow Amazon to match your perfect reader with your book.

Keywords Fine-Tune Your Book



Use specific genre categories eg “Clean Small-Town Romance,” “Fitness for Busy Moms.”

Three Secret Weapons to List Your Books



You have three secret weapons for Categories and Keywords.

Your Secret Weapon #1: KDSPY



KDSPY analyzes book categories as well as rankings and keywords.

This little tool helps you to position your book to sell.

KDSPY is Versatile

Works on:

- PC
- Mac
- Chromebook



One-time purchase for \$79 at
www.kdspy.com.

Your Secret Weapon #2: Publisher Rocket



This app also gives you great information about book categories, rankings, and keywords.

Publisher Rocket is Awesome



Works on:

- PC
- Mac
- Chromebook

One-time purchase for \$199 at <https://publisherrocket.com/>.

One or Both?



KDSPY and Publisher Rocket do similar things.

You can get one or both.

For myself, I find it helpful to use both to cover all areas
since they have different strengths.

Your Secret Weapon #3: Chat GPT



Chat GPT isn't perfect, but often does a really good job.

On Chat, describe your book or give back cover copy.

Ask Chat to give you some Amazon Categories and Keywords.

You don't need to sign in to use it.

www.chatgpt.com

Marketing Magic Outline

~~Resources~~

~~Amazon Strategy~~

Website

Social Media

Mailing List

ARC Team

Publishing

Reviews

Book Promos

More Marketing Ideas

Your Website is You-Central



Your website is the point-of-contact that readers need to follow you as an author.

You control and coordinate information here.

Domain and Web Hosting



WEBSITE BUILDING

- Register a domain at www.godaddy.com. If possible use your name as the website (JaneDoe.com)

THEN

- Use Google to find a web hosting company. Put “Web Hosting Companies” in the search bar.
- Use WordPress <https://wordpress.org> or other method to build your own site.

OR

- Find someone to build your website. You can:
 - Ask friends and colleagues for recommendations.
 - WHA conference recommends [Celebration Web Design](#).
 - I like Jason at Website Ministries (www.websiteministries.com)

Website Categories



Some ideas of pages to include on your website:

- Bio — make yourself human by writing one or a few paragraphs about your writing, goals, family, job, hobbies, or whatever you want. Include an AUTHOR PHOTO.
- Blog — a great reason for readers to keep returning. Write about interesting things. Please don't just yammer on about your book or yourself, but write for your reader. Be CONSISTENT with your blogs — Aim for 1-3 posts per week.
- Lead Capture — where people can sign up for your email list. Make it hard to miss by putting a small form at the bottom of each page, and/or do a popup or slide.
- Works and Works in Progress — use a separate page to describe your books and writings. Include covers and links.
- Contact Form — where readers can write you a note.
- Social Media Links.

Eliminate Irrelevant Information



- Focus your website. Remember the purpose is to present yourself as an author. Limit topics.
- Keep writing spare and clear.
- Highlight key points on each page.

Guide Your Readers



Emphasize actions your readers can take on your website:

- Sign up for my newsletter.
- Read my blog.
- Learn about me.
- Buy my books.
- Write to me.

Highlight clearly the purpose of each page.

Add Metrics



Measure the reader experience on your website:

- Number of Visitors
- Pages Visited
- Duration of Visit
- Conversion Rate

And so forth.

Check out Google Analytics at

<https://analytics.google.com>

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Opportunities on Social Media



Social Media such as Facebook and X (Twitter) allow you to reach out to your readers. You can also purchase advertisements on Amazon and Facebook.

Dave Chesson at [Kindlepreneur](https://kindlepreneur.com/?s=social+media) gives you a good start to understanding how to do these at <https://kindlepreneur.com/?s=social+media>.

Form a Facebook Group



You may want to create a Facebook Group to grow your platform.

The Facebook Group should be a fun place for your followers to interact, to learn things, and to have fun.

Private Facebook Group



You will probably want to make your group PRIVATE so:

- you can control what goes on.
- The members will feel it's a bonus to be here.

Facebook Group Rules



Before you start, figure out a set of rules for your group. Things like:

- Range of topics to be discussed.
- Courtesy.
- Privacy of shared material.
- Promotional policies — is advertising and selling by the members (and you) allowed?

Be ready to warn and to kick people off your group if they don't follow the rules.

Qualifying Questions



You should create a short list of qualifying questions to make sure the person will fit with your group.

One of your questions should be for them to agree to abide by your group's rules.

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What is an Email List?



- List of names and email addresses of people interested in what you do.
- Each person on your list decides to sign up to receive emails from you.
- Often they are persuaded to trade their email address for what is called a READER MAGNET.

Why Should I Have an Email List?



- Targetted — People sign up for it are interested in what you have to say.
- Personal — Your email is personally addressed to each reader on your list. Readers can send you responses.
- Independent — You have found readers yourself and own the list.
- Team Building — You can find beta readers and reviewers for your upcoming new book release.

Mailing List

Reader Magnet

Email Service Provider

Welcome Sequence

Newsletters

Coordinate with Story Origin

Mailing List

Reader Magnet

Email Service Provider

Welcome Sequence

Newsletters

Create an Account with Story Origin

Reader Magnet



- The Reader Magnet is an attractive free product that you offer to your visitor in exchange for their email address.
- The Reader Magnet should be related to your business.
- Make this Reader Magnet valuable! You are starting a relationship and want your reader to be happy.

Do I Really Need a Reader Magnet?



- Showcase your writing style and knowledge base to others.
- Convince your visitors to stay in touch with you through your emails and/or newsletter.
- Build a relationship with your followers.

What Should My Reader Magnet Be Like?

- Understand your audience and what they want.
- Tie directly into your book.
- High quality.
 - Editing
 - Formatting
 - Back Cover Copy
 - Cover
- Exclusive.



Ideas if You Write Fiction



Since you're writing a story, it's good for your reader to get acquainted with your style and topics.

Aim for about 10K-20K words with something like:

- A prequel to your novel.
- One or more short stories.

Ideas if You Write Nonfiction



Make sure your magnet is valuable information not just fluff.

Some ideas:

- A short summary of important aspect(s) of your book.
- A fact sheet, check list, or cheat sheet.
- A guide, template, journal, or workbook.

Ideas for Both Fiction and Nonfiction



- A full free book.
- An interview or answering questions (video or written).
- Background info on your writing life or book topics.

NOTE: You don't want to use chapters directly from your book or novel since these are already available. Your reader will feel ripped off since he wants to feel special with new, exclusive material.

Mailing List

~~Reader Magnet~~

Email Service Provider

Welcome Sequence

Newsletters

Create an Account with Story Origin

Can I Just Use my Email for a Mailing List?



When starting out, a few emails isn't a problem for your server.

However you will quickly run out of room.

For example, Gmail only allows you to send 500 emails in a day before marking you a sp@mmer. That means one email to only 500 people. Hopefully your list will grow bigger than that.

Don't Be a Sp@mmer



Just... don't.

The Solution...



The solution to an email list is an Email Service Provider (ESP).

What Does an ESP Do?



- An ESP stores email addresses.
- An ESP allows you to send emails to thousands of people without being marked as sp@m.
- An ESP also helps you to control your list to give a better experience for both you and your recipients.

An ESP Does Lots of Things for You



- Adheres to regulations such as unsubscribe features that avoid legal complications for you.
- Allows you to divide and target your list.
- Has templates that make your emails professional and consistent.
- Has automation features such as scheduling future emails and triggering a welcome series when someone subscribes.
- Tracks and analyzes things such as click-through rates that help you improve your marketing tactics.

Find an ESP

There are many ESPs out there. For myself, I use Mailer Lite.

Some popular ones:

- ActiveCampaign
- Author.Email
- AWeber
- Constant Contact
- ConvertKit
- EmailOctopus
- MailChimp
- MailerLite
- SendFox
- Sendy



Mailing List

~~Reader Magnet~~

~~Email Service Provider~~

Welcome Sequence

Newsletters

Create an Account with Story Origin

What is a Welcome Sequence?



Your welcome sequence is the list of emails you send after someone subscribes to your list.

The first goes out immediately and includes the link to your reader magnet.

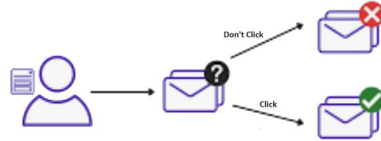
The next 2-4 go out every day or few days, taking about a week total to finish.

Goals of a Welcome Sequence



- Say hello to your new subscriber.
- Provide a link to your reader magnet landing page.
- Give a taste of your style eg anecdotes, tips.
- Give a call to action eg join your Facebook Group.
- You may want to mention that you're looking for reviewers and/or beta readers for your book(s).

Don't Bother with Double Opt-In



In the double opt-in, when someone gives you their email address you send them an email to confirm they want to join your list. If they don't return-click the button then they won't receive further emails.

In your list if they don't return-click then they will be considered "unconfirmed" which means they won't be subscribed AND they won't be able to sign up to your list again.

The purpose of double opt-in is to weed out readers who will never open your emails.

I don't recommend double opt-in because you risk losing interested readers.

Since each newsletter has an "unsubscribe" button, trust that they will unsubscribe if they don't want to receive your emails.

Mailing List

~~Reader Magnet~~

~~Email Service Provider~~

~~Welcome Sequence~~

Newsletters

Create an Account with Story Origin

Email Newsletter



Once your welcome sequence is over, you'll want to send a regular newsletter to your subscribers to stay in touch.

What Should My Emails Look Like?



- Intriguing Subject Line.
- Shorter is better.
- Genuinely interesting or funny things, stories, and/or pictures, that are related in some way to your platform.
- One or Two Asks —
 - join your Facebook Group
 - free stuff giveaways
 - request for reviewers or beta readers
 - something you're selling

How Often Should I Send Emails?



Aim for one every 1-2 weeks.

Too often → annoying

Not often enough → forgotten

Be consistent!

Mailing List

~~Reader Magnet~~

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~~Welcome Sequence~~

~~Newsletters~~

Create an Account with Story Origin

Create an Account with Story Origin



Story Origin is a comprehensive author marketing tool.

I won't be talking about Book Funnel today because I'm not familiar with it. That being said my understanding is that it functions similarly to Story Origin.

You can create a free account on Story Origin but will probably want to eventually go with the Standard account which is \$10/month or \$100/year.

Create a Landing Page on Story Origin



Your Landing Page showcases your reader magnet with a cover and description.

At the bottom is a “request download” link.

When the reader clicks that he can sign up for your newsletter to get the download link.

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What Can an ARC Team Do for You?



Start the buzzzz about your book on Day 1 with their reviews already posted on your book and ebook.

Reviews will reassure buyers that your book is great!

They will also help push up the Amazon algorithm, both directly and through encouraging more sales.

Other Things Your ARC Team Can Do



Your team members can each post on social media and elsewhere about how much he loves your book and news about its release.

Other acts of encouragement and support.

Find Team Members To Review Your Book



- Writing or critique groups to which you belong.
- Email list.
- Social media.
- See if your friends, family members, and other team members will ask on their social media.
- Request reviewers on Story Origin.

Create Your ARC



Best Option is to use Story Origin. This service minimizes chances of your book being leaked or pirated.

Timing



Send out ARCs about 2 weeks before launch.

You don't want to make the wait period much longer or your reviewers will forget.

Keep Track of Your Reviewers

Name	Email Address	Last Communications	Information	ARC Sent	Review?
John Connor	Illbeback@email.com	Nov 6	Last we spoke I told him "I'll be back," and he got skiddish	☒	☐
Ellen Ripley	OneToughMother@email.com	Nov 6	Tough, but once on your team, she's awesome	☒	☒
Hoban Washburne	LeafOnWind@email.com	Nov 12	Likes to juggle geese and play with toy figurines - a bit weird	☐	☐
Salacious Crumb	JabbaJester@email.com	Nov 20	Last seen on a barge - not sure he's stable	☒	☐
Johnny Rico	Diz4ever@email.com	Nov 20	Feels a civic duty to the marketing effort PS: Does not like bugs	☒	☒
Wade Watts	parzival@email.com	Nov12	Plays too many video games - will need more comms for review	☒	☐

Create a spreadsheet with google sheets or excel.

Or use Story Origin's tools to keep track.

Raise Your Review Rate from 25% to 80%



- Write to each reviewer individually. Be warm and personal.
- Don't just send the ARC — keep in touch so each person feels valued and special.
- Seek their input and advice.

NetGalley



This is an effective yet expensive way to find readers for your ARCs.

Read Kindlepreneur's article here for discounts if you want to use this service.

<https://kindlepreneur.com/netgalley-review/>

Special ARC Pre Launch Strategy



Publicly announce your launch date.

However publish your ebook 2-3 days before that date.

Let only your team know about this.

Price your ebook at 99 cents so your reviewers can purchase it and leave their review as a “Verified” purchase.

If you decide to do KDP Select you can remove ARCs from Story Origin or other sites now.

This extra lead time also allows you to check the listing appearance and categories.

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Universal Book Link

To KU or Not to KU

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To KU or Not to KU

Author Central Account



Readers love to know more about authors whose books they've read.

Author Central allows you to list all your books in one place, and to give links to things like your blog and other information.

Author Central is also the place to enter trade reviews from journals, companies, and associations.

Create your account at <http://author.amazon.com>.

Publishing

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Universal Book Link

To KU or Not to KU

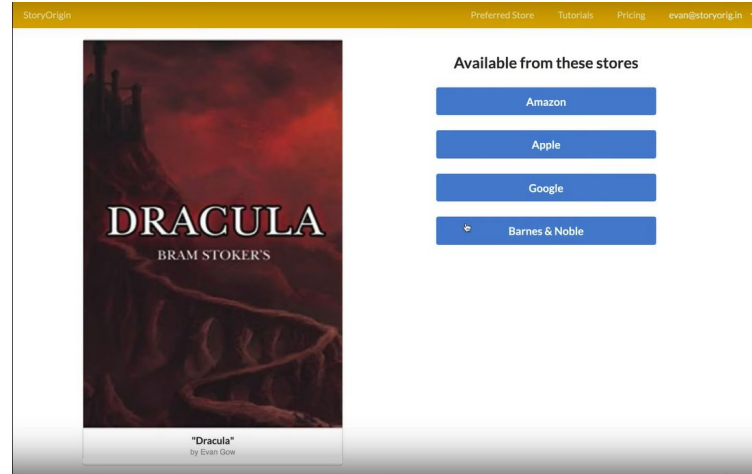
Create a Universal Book Link on Story Origin



The universal book link goes to a page that shows your book cover and description, then shows where your book can be found with links to things like:

- Amazon
- Other online stores
- Freebies like a sample chapter or prequel
- Anything you want

The Universal Book Link is a Great Tool



The universal book link is helpful for your reader to keep all your information in one place.

It's helpful to you because you can always use this link, even if you change information about your book links.

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To KU or Not to KU

What is Kindle Unlimited (KU)?



Kindle Unlimited (KU) is an option Amazon offers to its customers for \$12.99 per month.

KU allows subscribers to access over one million titles in the KU universe. They can borrow as many ebooks, magazines, and audiobooks as they want.

It's easy to subscribe and unsubscribe without penalty.

What is KDP Select?



For authors, KDP Select is the option you choose to enroll your ebook into KU.

You can decide at any time to choose, unchoose, and rechoose this option without penalty:

- KDP Select is for ebooks.
- It is free.
- It automatically renews every 90 days unless you discontinue.

KDP Select Lends Ebooks



Ebooks you list on KU are lent, not bought.

Is KDP Select a Good Idea?



Do you want your ebook to be exclusive to Amazon?
Or do you want wide distribution?

Let's look at the pros and cons to make a decision.

KU Distribution

Pro: Better Amazon Stats



You get more royalties from Amazon because you are paid for:

- Ebook sales from non-KU readers.
- Pages read from KU readers.

Also you will improve your sales since every KU borrow counts as a sale.

Pro: KDP Select Offers Book Promo Opportunities



During the 90 day enrollment period of your book you can either:

- Offer your ebook for free for five days of your choice.

OR

- Set up a countdown deal for up to 7 days.

For the countdown deal you offer a temporarily low price that is incrementally bumped up until it hits full price.

Con: KDP Select is Exclusive to Amazon



When you enroll your ebook in KDP Select, you agree that your ebook is **ONLY** available on Amazon.

Remember KDP Select is Temporary



This is not a permanent decision. Enrollment in KDP Select is for 90 days at a time.

For what it's worth, I usually advise my clients to make a dent first in Amazon sales before going with wider distribution.

Wide Distribution

Wide Ebook Distribution



Ebooks are sold at places other than Amazon, especially:

- Barnes & Noble (Nook)
- Apple Books
- Kobo (Libra)
- Google Play
- Your own website

Locations generally pay you 70% of ebook price as royalties — except of course your own website in which you get 100% of profits.

Pro: Wide Distribution



Your ebook will be available to more readers, and more international readers. For example, Kobo has a very large Canadian audience.

You can sell books directly from your website, price them as you want, and keep all the profits.

Your income is from multiple sources rather than just Amazon.

Another Important Pro: BookBub



BookBub is an amazing book promotion site that is very competitive.

You will increase your chances of being accepted by BookBub if your ebook is available on multiple book sites not just KU.

Con: Amazon is Tougher



Amazon stats are harder to do well in when you can't count borrows as sales.

Facebook and Amazon ads must be directed to a landing page since you only get one site. (You can do your landing page on Story Origin).

How to Do Wide Distribution?



Two methods to list your ebook on multiple sites:

- You can manually upload your ebook to the big sites: Barnes & Noble, Apple Books, Kobo, and Google Play.
- You can use Draft2Digital (www.draft2digital.com) to list your ebook for you. They charge nothing up front then when you make sales they take 10% of your royalties.

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Amazon is Careful About Who Reviews Your Book



Amazon has been stung by fraudulent book reviews in the past, and in response has enacted stringent guidelines for you-the-author to follow while getting reviews:

- You cannot pay the reviewer to review your book. Note that trade reviews are different and not included in this restriction.
- You cannot directly exchange book reviews with another author.
- You cannot be a friend or family member of the reviewer.
- You cannot share social media links with the reviewer.

Amazon Deletes Reviews That Go Against Its Rules



So what can you do?

Don't Get Random Reviews



It is not in your interest to get random people like those at work or at your gym to review your book.

These reviewers all have different interests and profiles on Amazon that will make it harder for the algorithm to categorize your book.

Work to get only those in your target audience to review your book.

At Start, Work to Get 5-10 Reviews



- Many Book Promo Sites require 5-10 reviews.
- Reviews give social proof that people read your book. This will encourage others to buy it.
- Feedback in the reviews will help you to improve your writing.

Excellent Article on Getting Reviews



This article describes how a real indie author was able to get tons of reviews.

It's not a quick process, but it works.

Find it at <https://nicholaserik.com/book-review-mini-guide>

Reviews

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Create a Direct Link to Amazon Book Review



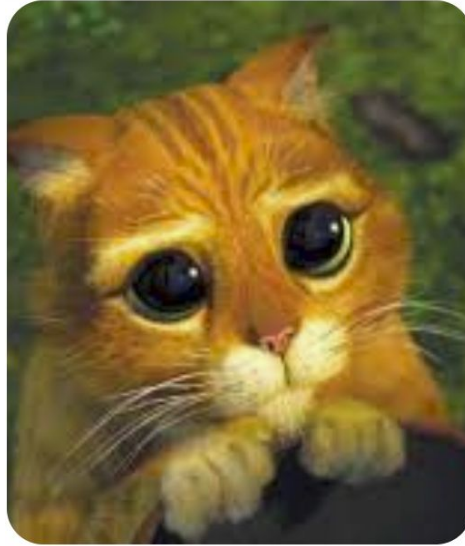
When asking for an Amazon review, create a link that sends the person DIRECTLY to your book's review posting page. To do this:

1. Go to the Amazon listing and find your book's ASIN (ebook) or ISBN-10 (print book) or ASIN (audiobook).
2. Use this formula to create a link:

<http://www.amazon.com/review/create-review?&asin=ASIN or ISBN-10>

Shorten the link with Tinyurl if it's in a print book. <https://tinyurl.com/app>

Ask for a Review in Your Book

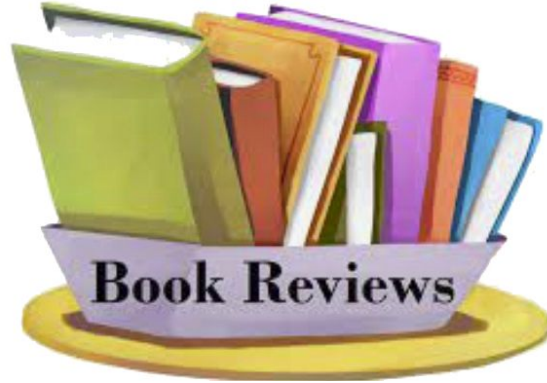


Readers don't always know how important book reviews are.

Winsomely ask them to consider writing a review for you.

Use the direct link to book review section that you just made.

Free Book Review Sites



These sites won't necessarily post on Amazon, but reviews on their websites will still help to get the word out.

You can find a list at

<https://blog.reedsy.com/book-review-blogs/>

Giveaway Contest for Your Email List



Check out Dave Chesson's article **How to Get Book Reviews with No Blog No List and No Begging**: <https://kindlepreneur.com/how-to-get-book-reviews-with-no-blog-no-list-and-no-begging/>

Your readers enter by clicking a link that goes to your Amazon book review page.

You can offer fun prizes like a \$50 Amazon gift card.

CAUTION Amazon has a strict policy for reviews so follow Dave's instructions exactly.

Reviews

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Paid Review Sites



These sites offer your book to readers who request a copy in exchange for leaving a review.

You generally pay a fee plus an amount for each download.

Hidden Gems



hidden *gems* books

<https://www.hiddengemsbooks.com>

- 80% review rate on average.
- \$20 plus \$3/download.
- PDF and epub formats.

Book Sirens



<https://www.booksirens.com>

- 75% review rate on average.
- \$10 plus \$2/download.
- PDF and epub formats.

Booksprout



<https://www.booksprout.co>

- 75% review rate on average.
- \$9-\$29/month.
- PDF and epub formats.

Professional Reviews



You may want to pay for a professional review that you can put above your book listing. There is no guarantee of a positive review—but if you don't like it you don't have to post it. These sites are expensive.

- Indie Reader — <https://indiereader.com/>
- Kirkus Indie Reviews — <https://www.kirkusreviews.com/indie-reviews/>
- Self-Publishing Review — <https://www.selfpublishingreview.com/>
- Blue-Ink Review — <https://www.blueinkreview.com/>

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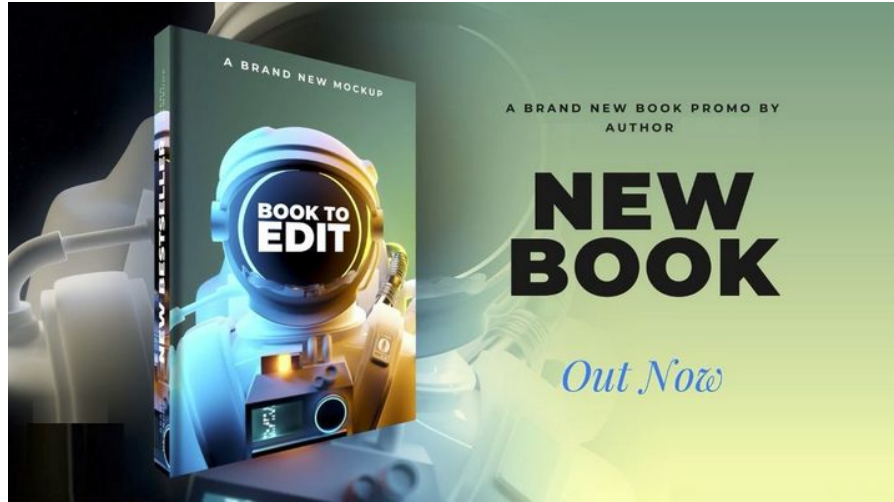
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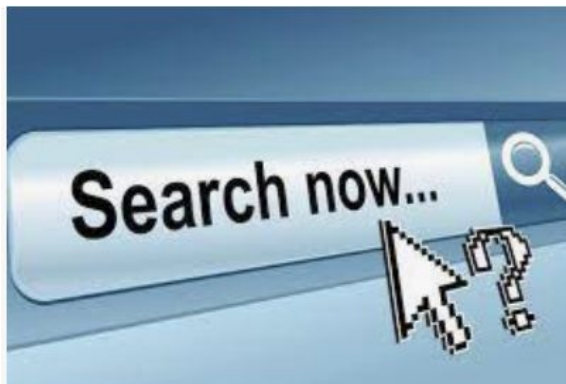
More Marketing Ideas

What is a Book Promo Site?



- A book promotion service is a website.
- Readers sign up looking for FREE or BARGAIN ebooks.
- Then the site promotes your ebook to these readers.

Where Can I Find Ebook Promo Sites?



There are many book promo sites.

Some are free, some paid.

Dave Chesson at Kindlepreneur gives a list at:

<https://kindlepreneur.com/list-sites-promote-free-amazon-books/>

Strategy for Book Promo



Plan your promos to run when you are offering a discounted or free ebook.

Don't use your normal price in these ads.

Stack Your Promos



When you're running a promo, stack your promo sites to stretch over about a week.

This strategy will result in sustained downloads that Amazon will notice.

Secret Weapon



If going through all these book promo sites is too much, remember that www.fiverr.com is your secret weapon! Find a gig that will advertise your ebook for you.

Book Bub



<https://www.bookbub.com/>

- Will do amazing things for your sales and rankings.
- Pricey — sliding scale based on genre and available book price, but in the hundreds or thousands of dollars.
- EBook must be available on Amazon — and the more platforms the better.

The Holy Grail — BookBub



This is the holy grail of ebook promotion sites.

Extremely competitive; extremely effective.

Keep applying for an ad — you can do this once a month.

Read a good article about strategy with getting on BookBub:

<https://thewritelife.com/bookbub/>

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A Campaign Manager Simplifies Things



If you are overwhelmed by marketing your book, you might want to hire a campaign manager to coordinate tasks.

You can find campaign managers in David Wogahn's *The Book Reviewer Yellow Pages: A Directory of Book Bloggers, Blog Tour Organizers & Book Review Businesses*.

<https://bookrevieweryellowpages.com> or on amazon.

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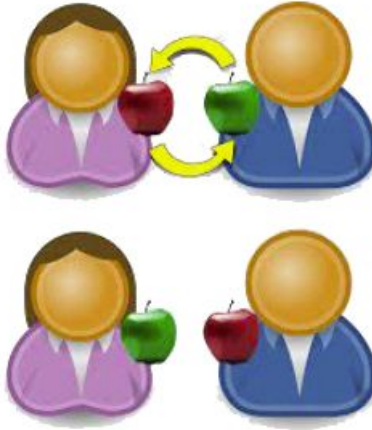
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Story Origin Newsletter Swap



Find another author.

You both talk about the other's book to your newsletter.

Great way to expand your mailing list and find new readers.

Story Origin Group Promo



Find other authors.

Create a single landing page that features all of your books.

Great way for new readers to find you.

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Speaking is a Great Opportunity to Meet Readers



Publishing a book makes you an expert.

Check out libraries, churches, senior centers, schools, and other places where you might teach a seminar on how to write or a topic in your book.

You might even want to speak at a writer's conference!

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Podcasts Offers Exciting Opportunities



If you can speak on your topic and don't mind doing so virtually you might want to be a guest on different podcasts.

Find Podcasts



An easy way to find podcasting shows to apply to is through a subscription. Try:

- www.RadioGuestList.com
- www.PodcastGuests.com
- www.Podmatch.com

You can also find podcasts through internet searches, social media, networking, and recommendations.

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Paid Ads



You may want to consider buying some Amazon or Facebook ads. These can be quite effective.

To start you out, Dave Chesson offers some free courses:

<https://kindlepreneur.com/free-amazon-ads-course>

<https://kindlepreneur.com/facebook-ads-for-books>

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Book Contests are Awesome



Look for contests you can enter.

Pay attention to entry requirements, genre, and so forth.

Winning contests gives your book credibility.

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Look for Related Associations



Specialty groups love book authors!

Are there opportunities to join something, or to offer your book as a prize, or that you can speak for?

Does your book have a special interest such as a historic time period or occupation?

Do you have a college alumni association or a church denomination that might be interested in hearing about your work? Do you volunteer for groups that might like to hear about your success?

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Think Unconventionally



Brainstorm ways you can get your book into more hands.

Kickstarter



Do some pre-published sales and find enthusiastic fans by running a Kickstarter campaign.

Homeschools

Homeschools need books to fill their curriculum.

Your book may be suitable!

Look up different homeschooling options to see how you can submit your book to their review boards.

Two of my favorite companies are Calvert (www.calverteducation.com) and Sonlight (www.sonlight.com).



Libraries, Churches, Schools



Start locally and go from there — check out libraries, churches, and schools (especially private schools) in your area. Go in and TALK to the decision-makers to see if they might be interested in carrying your book.

Related Venues



Check out venues that you mention in your book. For example, if your main character is a hairdresser, maybe the local hair salons will be interesting in selling your book next to the register. If your main character is an ice skater, maybe the local rink will carry it.

The Waiting Room



People wait to see the doctor, the dentist, while their car is being fixed... see if you can put a few copies of your book in the waiting areas. Someone may become intrigued and buy it when they get back home!

Donate Your Book



Military, prisons, hospitals, and other institutional settings may be very grateful to receive your book. These aren't "sales" but they ARE opportunities to reach others with your words.

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If You Would Like a Copy of These Slides...

I have some FREE goodies on my website, including the slide pack for today's talk MARKETING MAGIC and my recipe for Death-By-Chocolate Brownies.

To get them you just need to go to www.amydeardon.blog/free-downloads (no email needed in exchange).

If you want to, you can also subscribe to my newsletter — much appreciated! You can unsubscribe at any time (although I hope you decide to stay with me 😊).

website: www.amydeardon.blog

Email: amydeardon@gmail.com

Do You Know the Difference Between Subsidy Publishing and Self-Publishing?

If you don't know the difference, you are setting yourself up for a world of hurt.

Check out my website at www.amydeardon.blog/free-downloads for a PDF that explains how to recognize the difference between good and predatory ways to publish, and how you can self-publish without giving up control or profits. *Publishing: 3 Types of Publishing*.

One of my missions in life is to help authors happily publish. If you have questions talk to me!

Full disclosure: I have a business that helps authors to self-publish, not subsidy publish. That being said, I am happy to help you find a direction and best options whether or not you want to work with me.

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If You Would Like to Get in Touch...

I'd love to hear from you!

You can email me at amydeardon@gmail.com.

You can check out my website for great freebies at www.amydeardon.blog/free-downloads.

You can see my business website for Self-Publishing at www.amydeardon.blog/publish.

That's All, Folks!



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