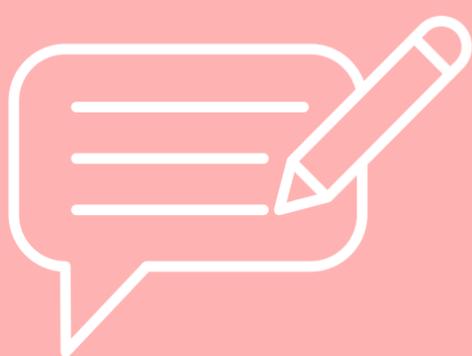


# BOOK MARKETING GUIDE

Explode Your Business With A Book

## LAUNCH TEAM

- Ask 20-50 people to be part of your launch team
- Should be trusted individuals made of colleagues and your target audience
- Ask them for an honest review on Amazon on launch week
- Ask them to post on social media on launch week
- Give them a free PDF/electronic copy of your book for their help



## 1000 REVIEWS

- Ask 1000 people to leave an honest review for your book on Amazon
- Ask 30 people a day for 1 month
- 300 will say yes
- 100 will actually leave a review

## ALERT THE PRESS

- Post a press release on webwire.com for \$37 each
- Press release Monday, Wednesday, and Friday on free launch week
- Press release in local newspaper if growing a local business



## FREE PROMO

- Sign up for KDP Select on Amazon so you can run a weekly free promo
- Price your ebook at \$.99-\$2.99 the first week it is on Amazon
- 2 days before your scheduled free promo raise the price to \$10
- After free promo is over return ebook price to desired/reasonable price

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## WORLD TOUR

- Do as many podcast interviews who speak to your avatar as possible
- Write guest blogs (using your book) for your avatar
- Get on local television and radio



## MEGAPHONE

- Talk about your book EVERYWHERE!
- Post on social media multiple times a day
- Post on personal profile and business page, business group
- Make people sick of seeing it (algorithms)

## FUNNEL

- Online landing page specifically for your book
- Possible free plus shipping and handling offer
- Great landing page copy
- Back-end email marketing



## GUERRILLA MARKETING

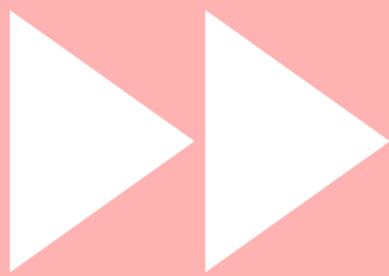
- Give book to past, current, potential clients
- Give book to family and friends
- Pound the pavement

# BOOK MARKETING GUIDE

Explode Your Business With A Book

## NETWORK IS NET WORTH

- Give your book to complementary businesses in your area who may refer to you
- Reach out to potential collaborators and promoters



## MOVE FOREWORD

- Reach out to an influencer in your niche and ask them to write a foreword

## TRAFFIC CONTROL

- Get as many eyes on your book as possible
- Amazon Ads
- Google Ads
- FB Ads
- Etc



## RELENTLESS

- Never stop promoting
- YOU are responsible for the success of your book