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# Introduction

Hi there my name is Jay Boyer! If this is the first time that we’ve connected, please allow me to introduce myself:



I’ve been publishing books to Amazon since 2011 – and I’ve been fortunate to enjoy some success with it: I’m a Top 500 Amazon Author, I’ve charted over a dozen #1 Bestsellers (mostly in the “Reluctant Reader” children’s book niche), and have sold million of dollars’ worth of books via Kindle and KDP Print/Createspace. I’ve even been able to get several of my books into “big box” retailers like Target, Walmart, and Barnes and Noble, where I’ve found them sitting right next to Jeff Kinney’s “Diary of a Wimpy Kid”.

I’m also the founder of the Apex Authors coaching program, where I’ve had the opportunity to have helped thousands of authors from all over the word become published and profitable with their own self-published books.

In this Special Report I’ve compiled some of the most valuable information that I’ve learned in my 8 years as a self-published author. I’m sure that some of these ideas will already be familiar to you, while others will be brand new. However, I promise that if you start implementing *even just a few* of these methods in your own book marketing, you’ll be able to explode your book sales and earnings, score a #1 bestseller of your own, get your message out to a larger readership, and even “quit your day job” and become a full-time author like I have (if that’s what you want to do).

Of course, I can only offer a short introduction to the 27 topics that I cover inside this Special Report, and as such the information that you’ll find in this guide is by no means a comprehensive treatment of any of these subjects. However, if you’re interested in learning more about any and all of the book promotion methods mentioned in this guide, you’ll find links to various tools, training, and resources that I make available to all of my Apex Authors members at the end of each chapter (just click on them and it’ll open up a new page in your browser!). *Enjoy and happy publishing!*

# Method #1 - Publish a Kindle eBook Version to Amazon

One of the best and most effective ways to start selling your book is to publish it to world’s largest book retailer -- of course, I’m talking about Amazon’s Kindle marketplace, where you’ll have the opportunity to get your book in front of millions of daily Amazon visitors (that are actively searching for titles just like yours right now).

There are only 4 steps to publishing an eBook to Kindle:

First, sign up for a KDP account. Kindle Direct Publishing (KDP) is Amazon’s interface for managing your published works on their website. It provides a way for you to upload your books, choose your categories, set your pricing, and look over your sales reports. You will only need to sign up for a KDP account once.

In fact, Amazon only allows you to have one KDP account. However, if you write or publish books under multiple pen names or authors, you can still upload them into the same account. If you create multiple accounts, you risk having them shut down all of your accounts.

Second, you need to create and upload a cover file for your book. KDP has a built-in cover generator, but unless you are a designer and know what sells, your book will probably *look* self-published or unprofessional if you use their built-in templates.

One option to avoid that is to hire a professional cover designer to create your book cover. To do this, I recommend a website like Fiverr.com, where you can hire a talented designer for between $10 to $50.

Another option is to use a pre-made cover template, such as the ones found in the Book Cover Rocket. You have a well laid out cover with an attractive (and customizable) image along with a genre-appropriate font choice. Your book will fit right along the shelf with every other professionally published book.

Third, you need to format your book into an appropriate file that Amazon render into various different ebook reading devices.

We have two tools that we use and recommend. The first is a free tool that Amazon provides called the Kindle Kids Book Creator (KKBC) that is appropriate for all manner of fixed layout books, including fully illustrated children’s books. The other tool that we use is one we developed ourselves, called the Book Format Rocket, which will convert a Word Document into a well-formatted eBook by removing all the hidden code that Microsoft adds behind the scenes and rebuilding it from the ground up. The Format Rocket is appropriate for any chapter book, including ones with illustrations.

The last step is to upload your files into the KDP interface, setting your metadata such as title and author, choosing your categories and pricing, and submitting your book for review. Within 24-72 hours, your book will appear in the Amazon marketplace, and 60 days later you’ll receive your first royalties.

**Resources:**

* Step-by-step directions for signing up for a KDP account can be found in our Apex Authors under the Getting Started->Publish to Kindle menu: https://apexauthors.com/members/quickstart/kindle-aa/
* The Book Cover Rocket includes over 100 professional cover templates you can easily modify to match your book and can be found under the Software menu: https://apexauthors.com/members/software/book-cover-rocket/
* The Apex Authors members area has full training on how to use the Kindle Kids Book Creator, including a secret ninja trick that can allow you to put a clickable link into your book: https://apexauthors.com/members/bonuses-aa/kidsbookcreator/
* The Book Format Rocket requires two files, your cover and your manuscript, and handles the rest for you. Optionally, you can also provide customized layout instructions and separate front and back matter files, making it easier to publish multiple books in a short amount of time. https://apexauthors.com/members/software/formatter-rocket/

# Method #2 - Publish a Print Version to Amazon

One of the easiest ways to double your profits on Amazon is to double the number of products that you are selling. Writing a book and getting a version up on Kindle is great, but adding a print book format can double or even triple your sales in some genres.

Even in genres that typically purchase digitally, having a print edition provides a great price anchor that illustrates what a good deal the Kindle version is. Amazon will not be shy about showing off the discount that the reader can save! There are even options that allow you to make a second sale of the digital version (at a discount to the reader) as long as they’ve purchased the print edition already, which is like adding free money into your royalty check.

And if you publish in a genre where people *prefer* print books, such as children’s books or non-fiction reference books, then you can stand to sell two or even three times as many print books as you do Kindle editions.

The steps for selling a print edition are very similar to selling a Kindle edition. In fact, for the first step of setting up your KDP account, you will already have done so and need not do that again.

For your cover, you will need to create a wrap-around version that includes a back and potentially a spine. The easiest way to do so if you have already created your Kindle cover is to use the built-in tools that KDP provides, and to upload your Kindle edition cover to serve as the front cover and to match the colors for the back and spine and add whatever language you wish into the software.

For your manuscript, you will want to set up your Word document to the appropriate trim size (which is the size of the paper where it gets cut and bound to turn it into the book) or else begin with a template and cut and paste your manuscripts content into it. You can then save the book as a PDF and upload that to KDP.

Creating a new entry in the KDP dashboard for a print edition is the same as for a Kindle edition, and once the books have been setup, you can link them together so they will always appear as one title in your interface.

When choosing how to price your book, you will get a 60% royalty of whatever cover price you set, even if Amazon sells the book at a discount, minus the printing costs for the book. At a minimum, choose a cover price that will afford at least the same royalty as you would get for a Kindle sale, although you may well be able to raise the price even higher without impacting sales. You may even improve sales at a higher price.

**Resources:**

* Step-by-step directions for getting your book ready for print and uploading it into your KDP account can be found in our Apex Authors under the Getting Started->Publish to KDP Print menu: https://apexauthors.com/members/quickstart/kdpprint/
* Not sure what the optimum price to set your book at is? Try going through Apex Authors Training 170 - The Book Pricing Brain Dump, where we discuss all the strategies and considerations for pricing both your digital and print books.

# Method #3 - Publish an Audiobook Version

If having two versions of the same book allows you to double the number of products on Amazon, then it would be even better to have three versions of the same book, right?

Audiobooks are one of the fastest growing segments in publishing, and it’s hard not to see why. According to the Audio Publishers Association, the audiobook marketplace saw a 22.7% growth in 2017, selling an estimated $2.5 billion dollars. In 2018, the marketplace grew a further 36.4%, and there is no end in sight as our phones, tablets, personal assistant devices, and even our cars add new ways for us to purchase and consume audiobooks.

Amazon’s Audible service has held the lion’s share of the marketplace for years, but other established markets and newcomers are growing and I see a lot of potential in the coming years for people who are positioned to make sales in the audiobook format.

Producing audiobooks can be a lot more work than creating a Kindle edition or a print edition as you can not just upload your manuscript into a piece of software and have a finished product ready to sell. (Although, it won’t be too long until that is a possibility, with the improvements to Artificial Intelligence and the popularity of home assistant devices such as the Amazon Echo and Google HomePod.)

Luckily, there are plenty of people who will produce your audiobooks for you.

Amazon owns the Audiobook Creation Exchange (ACX), which simultaneously serves as its own marketplace for producers (the people recording, editing, and producing the audiobook files) to find rights holders (the authors and publishers, like us), and an interface to get your audiobooks uploaded and sold in 3 of the largest audiobook marketplaces in the world: Amazon’s Audible, Amazon itself, and Apple’s iTunes. ACX allows you to sign a 7 year commitment and hire a producer for half of the royalties that the book earns in that 7-year period, or to pay the narrator up front and you can then keep all the royalties yourself.

You could also use a service like Findaway Voices, who will create a short-list of narrators for you to pick from so you don’t have to find somebody yourself and can distribute your audiobooks into dozens of marketplaces for you. Findaway Voices requires you to pay your narrators up front, but you then do not have to split the royalties with them.

Your final option is to hand off control of your audiobook altogether and sell the rights to a production company that will pay to produce your audiobook, although you will then make less money from the ongoing royalties.

**Resources:**

* We have a full training on how to create your own audiobooks as well as how and where to sell them in Apex Authors Training 213 - Audiobooks: Creation and Distribution.

# Method #4 - Enroll Your Book in KDP Select

When you upload your book to your KDP dashboard, you have the option to enroll your book in KDP Select. Enrolling in KDP Select has a few drawbacks but comes with a few perks that you can’t get for your book in any other way.

Each KDP Select enrollment period runs for 90 days, after which it will automatically renew for another 90 period unless you choose to leave the program ahead of its re-enrollment. During those 90 days, you agree not to sell your book digitally as an eBook in any marketplace other than Amazon, and in return your book will appear in the Kindle Unlimited marketplace and you will get a few special promotional opportunities for your book.

Kindle Unlimited (KU) is a service that Amazon offers readers where they can read as many books as they want for just $9.99 per month. Publishers are paid based on how popular their books are in the KU marketplace and are paid from a shared fund that Amazon puts together.

Every person who borrows a book from the KU marketplace is counted as a sale for ranking your book, which can really help to shoot your book to the bestseller lists. You still get paid normally for any sales you make outside of the KU marketplace.

You can promote your book in one of two ways for each 90 day enrollment period when your book is in KDP Select.

The first method is by making your book available to download for free for up to 5 days. Amazon keeps separate bestseller lists for free books, and this can be a great way to get visibility for your book, especially if it is the first in a series that you can then leverage into further sales. You can split those 5 days up throughout the 90-day period, so they don’t have to all be used at the same time.

The second method, and one of our favorites, is the Kindle Countdown Deal. Your countdown deal can last anywhere between 1 and 7 days, and for that period your book will be available at a discount with a clock counting down to when the price will go back up. You can also setup a tier of pricing, so that the book may be available for $0.99, then $1.99, then $2.99, on up until you reach your original price. This promotes scarcity so that readers will be more inclined to buy your book now instead of hoping they’ll remember later, and you also can access the 70% royalty rate that normally requires that your book be priced at $2.99 or higher even when the book is selling for $0.99 or $1.99. Normally, those prices below $2.99 are only eligible for a 35% royalty rate, nearly doubling your income for those sales.

**Resources:**

* Learn all the details about KDP Select in Apex Authors Training 178 - The Ins and Outs of KDP Select.
* More strategies for making money with free books can be found in Apex Authors Training 237 - 12 Ways to Profit from Giving Away Free Books.

# Method #5 - Publish Your Book Outside of Amazon

Amazon is not the only marketplace for selling eBooks. You can diversify your income by publishing your books into other markets outside of Amazon, although it will mean that you have to give up the benefits of being in KDP Select to do so.

Some marketplaces are larger in countries outside of the United States and United Kingdom than Amazon is. Tolino is the most popular store in Germany, Kobo is the most popular store in Canada and has markets in 190 countries (versus Amazon’s 13 countries), and even in the UK, Amazon has solid competition from WHSmith and Waterstone’s. Even Wall-Mart is getting into the eBook action with their partnership with Kobo. That doesn’t even take into account other large American players such as iBooks, Google Play, and Barnes & Noble’s Nook store.

There are other subscription services besides Kindle Unlimited as well. Scribd, Playster, Downpour, Bookmate, and 24Symbols all offer their own subscription services, and OverDrive and Bibliotheca have a much larger penetration into the library market than Amazon does.

You can upload your book to multiple marketplaces, one at a time, but that can be time consuming and effort intensive. It’s also prohibitively difficult if you need to update a large back catalog.

There are services that will distribute your book for you, however, often with no upfront cost and taking a small percentage off of the net royalties. Draft2Digital is one of the best services, though they are far from the only one. One benefit of Draft2Digital is that they offer a lot of author services free of charge that you can take advantage of even if you don’t distribute through them.

My advice would be to pick a few marketplaces to concentrate on and go direct, such as Amazon and Kobo, and to use a distributor for the rest.

**Resources:**

* We have a full training on wide distribution in Apex Authors Training 120 - Selling Books in Other (Non-Amazon) Marketplaces.

# Method #6 - Sell Your Book in Libraries & Bookstores

Amazon isn’t the only marketplace where you can sell your books, it is just the largest and most convenient. But it also is one of the most crowded marketplaces.

Expanding your distribution into libraries and bookstores isn’t very difficult, and can provide a valuable source of income, especially if you plant to visit new locations and plan to promote your events.

There are two basic ways for getting your books ready for the library and bookstore catalogs.

The easiest way is to use KDP Print and to enable “Expanded Distribution.” This is the ideal method when you want your book to be available but aren’t going to put a lot of effort into marketing your books and trying to make direct sales. You’ll have to give up a 60% discount off of the cover price, which means you’ll make less money for each sale, but everything will be recorded in one interface and you won’t have to chase down sales numbers from multiple vendors or keep your books up to date between vendors any time you make a change. Amazon doesn’t charge anything up front anymore to be included in expanded distribution, but you’ll have a limited ability to make changes and won’t be able to specify any of the terms your books are sold through.

The other option is to use a third party such as Ingram Spark to distribute your book. There will be some up-front costs that KDP Print doesn’t charge, though some of them can easily get waived. Updating the contents of your book will cost more as well, and you’ll need to provide your own ISBN number rather than relying upon one provided by Amazon.

The advantage of using a solution such as Ingram Spark is that you’ll be able to control the discount you offer your book at, as well as whether or not you accept returns, and you also can avoid the stigma that some independent bookstores have about selling books provided by Amazon.

**Resources:**

* Watch Apex Authors Training 197 - Supersize Your Profits by Printing & Distributing Your Book Yourself, Apex Authors Training 211 - Marketing Your Book to 1000's of Libraries All Over the Country and Apex Authors Training 225 - Ingram Spark: Non-Amazon Print-on-Demand for step-by-step instructions on selling your books to libraries and bookstores.
* Learn how to make the most out of the most sales-heavy time of the year (as well as how far in advance you need to plan for it!) in Apex Authors Training 227 - Getting Your Books Ready for the Holiday Sales Explosion.
* Ever wonder if you need your own ISBN or not, or even what one actually is? Watch Apex Authors Training 100 - ISBNs: The International Standard Book Number to learn all about them and when you do (or don’t!) need to purchase one of your own.

# Method #7 - Give Your Book Away for Free

It may seem counter-intuitive, but you can actually make more money by giving your book away for free. That may be by getting a physical print book into somebody’s hands, or by getting digital files on reader phones and devices.

The most obvious way of making money by giving your book away we have actually already spoken about, and that’s to include it in a subscription service such as Kindle Unlimited or Scribd. Your readers get to download your book without paying any additional fees, and you are then paid for the download or for the pages read by the subscription service that they use.

When giving away your audiobooks, you may be eligible for affiliate commissions and bounties when you promote your book, allowing new customers to the various audiobook services to download your book for free and with the marketplace paying you for sending a new customer.

You can sell your books to libraries, which is technically a sale, sure. But you can usually sell your books at a higher price, especially digital versions, and then your readers can borrow the book for free from their library.

You can also achieve better best-seller ranks for your books by giving them away or deeply discounting them. Doing so can lead to more visibility for your book, more promotion from the bookstores such as Amazon, closer association with other books in your genre that you want your book associated with, and if you have enough downloads can even result in more carryover sales when you put your book back up to full price. If you make your book permanently free, it can also lead to more sales of your back catalog, especially if your book is the first in a series of books.

Even if your book doesn’t make more sales as a result of being free, getting it into the hands of more people *while* it is free can lead to more people reading your book, which means that more people will review your book. Reviews can lead to better sales conversions for future readers because they provide social proof that your book has been read by others.

Giving your book away for free could also lead to your book getting more attention from people who aren’t strictly speaking your target readers, which might mean that you can make some rights sales for your books. That means that somebody would pay you for the option to translate your book or publish it in a specific territory, or produce it in a different format such as an audiobook or a television show or movie.

There are also a ton of ways that you can make money indirectly from your book, such as by using it for lead generation for a separate business, or to get public speaking engagements, or even to make direct sales for a product or service.

**Resources:**

* Be sure to watch Apex Authors Training 237 - 12 Ways to Profit from Giving Away Free Books for the differences between the types of free books, more details about how to profit from your free books, as well as how to give your free books away.

# Method #8 - Explode Your Sales w/a BookBub Deal

Once you have your conversion tested and optimized, it is time to supercharge your sales by applying for a BookBub Featured Deal. BookBub is a reader-focused newsletter that lets readers know when books in their favorite genres or by their favorite authors are published or have a discount available.

There are a few different ways to advertise with BookBub. Their most popular option are the featured deals, and that is what we’ll talk about today. They also offer pay per click ads and a few other features, but the most return on each dollar spent is going to be with your featured deal.

To get a BookBub featured deal, your book can’t have had any other recent discounts, specifically ones that were larger discounts than the one you’ll be featuring through BookBub or any discounts for more than 14 days in the recent past. Your book must either be available for free or at least a 50% discount off of its normal price.

In order to get a featured deal, you need to apply for one up to 30 days in advance. They will not accept any book that has had a featured deal within the last 6 months, or any pen name that has had one within the last month. If your book isn’t chosen, you can resubmit it 30 days later.

In your application, you can request a specific category that you think your book belongs in, but they will choose the final category it falls in. List the full price that your book is normally listed at, as well as what discounts you will be offering in which territories and whether your book will only be available on Amazon or if you will be discounting it on other marketplaces as well.

You will also have an opportunity to state what limitations your deal will have in terms of when it can be available, and to provide reasons that your book deserves a featured deal. That free form text box is where you can really shine and convince them to choose your book. Talk about any awards that your book has gotten, or any particularly favorable reviews.

The cost of a featured deal will depend upon the genre that your book falls in, how much you are discounting the book, and what territories the deal will be in. For deals that include the United States and Amazon, the prices will cost between $125-$150 at the low end or $700-$800 at the high end for free deals, or $150-$1200 for 99 cent deals. The price goes up even higher (as high as around $4,000) for books whose deals are more than 99 cents, but I would recommend applying for the 99 cent deals since they tend to have the most purchases.

The reason that the price can vary so drastically is all about how many people are on each newsletter that BookBub sends. The smaller categories only have between 200,000 and 500,000 subscribers, while the larger categories have around 4,000,000 active subscribers.

BookBub sends out one email per day to each of their subscribers, with books in the categories that their readers have requested to hear about. You can get a huge sales spike once that email goes out, and it will usually continue for 2 or 3 days after the promotion.

We have always broken even within a few hours of our promotions, though there have been a couple where we might not have had we not done a 99 cent countdown deal in Kindle Unlimited when we’ve promoted the same book that we had promoted before.

**Resources:**

* Check out our bonus training on How to Sell 1000 Books in a Weekend with BookBub for step-by-step instructions on how to sign up and apply for featured deals.
* Watch Apex Authors Training 078 - Book Bub / Solo Ad Basics for a walk through of our entire BookBub strategy and case studies for promoting on their platform.

# Method #9 - Clean Up the Formatting of Your Book

Nothing will kill your reviews faster than a poorly formatted book. The first thing somebody experiences after starting to read your book as how you’ve decided to display it to them, and if you don’t show your reader enough respect to give them a pleasant reading experience then the best that you can hope for is that they’ll just stop reading and move on to the next book.

Much more likely, though, is that if somebody has to stop reading your book because it’s a painful experience for them, then they are going to leave a review that reads something along the lines of, “I don’t know if this book is any good because I had to give up after 5 minutes of trying to get through it. The formatting drove me nuts!” They may even ask Amazon for a refund.

Anybody that sees that review in the future is going to skip hitting that Buy button, and it doesn’t matter if you fix all of the formatting mistakes and upload a new version. That old review is still going to get attention, and anybody that spots it will skip purchasing from you.

The easiest way to have a well formatted book is to keep things simple and not try to dictate how your reader reads your book. Use a simple heading style for your chapter titles, and otherwise don’t explicitly set the font or the font size or the layout style for anything else. The great thing about eBooks is that the reader can adjust those settings to what makes them happy, which means that they’ll have a better experience reading your book.

Vision isn’t so great? They can bump up the font size so it’s easier to read. Prefer to have more words on the screen before having to swipe to change pages? They can reduce the font size and cram more on the page. Have a preferred font? They can choose whichever font they want that’s loaded on your device. (And by not providing a specialized font, your file size is smaller which means that you pay less in delivery charges!)

Leave plenty of white space and paragraph breaks. Nobody wants to try to read a paragraph that extends through 3 or 4 screens of content. Try to avoid putting any fancy formatting or complicated images into your book, because it can make it difficult to read, especially on smaller devices.

If your book is in a fixed-format, such as a fully illustrated children’s book, then you do have a little more leeway to specify exactly how your book is laid out on the screen. Remember that people might be reading your book in different formats, though, and try to find a layout that will work on somebody’s phone as well as on their latest iPad. Make sure that your images look great in color and when rendered in black & white on the latest e-ink devices.

You can also add popup boxes over all of your text, so that if somebody does have trouble reading your book, they can opt to have a text box appear over the page that makes it easier to read.

**Resources:**

* Check out our full training on how to use the Kindle Kids Book Creator, including how to put popup text boxes into your books: <https://apexauthors.com/members/bonuses-aa/kidsbookcreator/>
* One advantage of using the Book Format Rocket is that it can render your book into a well-formatted eBook from a simple Word file, without any of the hidden formatting that Word includes behind the scenes and which can break your book when it gets to a reader’s device: <https://apexauthors.com/members/software/formatter-rocket/>

# Method #10 - Test a Different Book Cover Design

Has anybody ever told you not to judge a book by it’s cover? It’s great advice when considering it as a metaphor for making new friends, but it is *horrible* advice if you are trying to buy or sell books.

The very first thing that somebody sees relating to your book is the cover. There are so many books available for the average consumer to purchase, that they need to have a quick and easy way to determine if a book is worth more attention in order to decide if they want to purchase it or not.

The attention span of average humans has been whittled down by all of the constant distractions in our lives so that we have trouble concentrating on anything for longer than a goldfish. We need to grab the attention of our readers with our covers immediately and get them to take a look at our title or click through to read our description.

Your cover is in charge of doing a lot of things, and being accurate to the contents of the book is surprisingly not one of them.

Your cover needs to be genre appropriate. It needs to make a promise to the reader that your book is going to deliver on a specific reading experience. Readers want to read the exact same book over and over again, just told in different ways.

Your cover needs to entice the reader to click through and read your description, or at least to take a glance at your title so that your title can do the heavy lifting to get them to click. It needs to stop a reader in their tracks so that they aren’t looking down at the next book, but are giving your book a little extra attention.

In order to do that, your book cover needs to look professional, and it needs to fit in with everything else in your genre. There are certainly exceptions where a cover really stands out and grabs attention, or that set a new trend that everybody copies. Those covers are the exception and not the rule, and your attempt to stand out will fail far more often than it succeeds. Most readers will not even notice a book that doesn’t meet their expectations and stands out in a bestseller list or in search results, because they’ll assume that the computer messed up and is showing them a book that doesn’t belong.

Test out different covers and see which ones sell the best. Make them match similar books in your genre that you want to be associated with, and that are already selling. Pay special attention to other small presses or self-publishers on the bestseller list when deciding on cover elements, because traditionally published books may be selling well *despite* the cover and only because they are spending money in other ways to get attention on their book.

Once you find a cover that works, model that for the rest of your series, and duplicate it for each edition of the book that you’ve published.

**Resources:**

* Use the Book Cover Rocket to generate beautiful and professional covers that already have a good balance of color and fonts and that are genre appropriate.
* Watch pretty much any of our numerous hot seat sessions, or submit your book for a hot seat on our next live training session, for advice on how to make your cover work in many different genres.

# Method #11 - Optimize Your Book Title

Once you have a quality product ready to sell, it’s time to make sure you have given it the best name that you can. You want a name that is relevant to your ideal reader, that matches genre expectations, and that along with an eye-catching cover will make the reader stop and click so that they can read your description.

There are a few general rules that you should follow when titling your book.

First, don’t be clever. If you confuse your reader, they aren’t going to buy your book. Worse, if you make your reader think that they are getting one kind of book and then you give them a different kind of book, then they will be angry and will ask for a refund and leave a bad review.

Second, shorter is often better than longer. It takes that much less time for a reader to understand your title when it’s reasonably short, and it will be easier to fit onto the cover of the book. That said, it’s okay to have a longer title if you think of a good one, but if you aren’t sure which is better than you can’t often go wrong by choosing the shorter one.

Third, follow genre conventions for your book. At the highest level, how you title your book will be different depending upon whether you are writing fiction or non-fiction, and some sub-genres will have very specific tropes that readers are looking for when trying to find their next great read.

For example, a non-fiction book will often have a straight-forward statement that tells the reader what benefit they will get by reading that book or what they will learn how to do. For example, “How to Balance a Checkbook” tells the reader exactly why they want that book. You can include a subtitle as well which further defines exactly who that book is for. For example, “How to Balance a Checkbook: An Millenial’s Guide to Personal Finance.”

For fiction, though, your title will not always be so straight-forward, and that’s where your subtitle comes in. It will clue in the type of book that it is, like with “The Hobbit, or There and Back Again: A Hobbit’s Holiday” where you know that this is going to be adventurous quest. Or it may tell you exactly what the book is, as with every other literary fiction that is just “Some Title: A Novel.”

For children’s books, you can explicitly call out the intended audience so that their busy parents don’t have to think very hard about whether that book is appropriate for their child or not. For example, “Bugsy McBee: A Fun Adventure Story for Early Readers Aged 6-8.”

Fourth, use Camel Case for your title. The initial letter of any significant word in both your title and subtitle should be a capital letter. It looks very unprofessional when all of the letters are lowercase or uppercase, or when the title is Camel Case and the subtitle is lowercase, or any combination.

And fifth, not so much a rule about deciding upon a title, but a final action you *must* take, is to get somebody that is not you to proofread your title before you use it. Make sure there are no typos, or that you don’t have some odd phrasing that could mean something you don’t intend.

Once all that is done, you can update the title for your Kindle books right away, and test to see how it performs against sales you’ve made with an old title. If you want to update your print book, you’ll need to release a new edition.

**Resources:**

* Check out Apex Authors Training 248 - Hot Seats and Ask Us Anything, or just about any of our Hot Seat sessions, for advice on choosing titles and subtitles.
* Submit your book for one of our Hot Seats to have us come up with specific suggestions for your book on one of our live training calls.

# Method #12 - Optimize Your Book Description

The cover grabs the eye. The title gets somebody to click onto your book’s sales page. Your book description, however, is what makes the sale. It convinces somebody to press that But Now button.

Your description needs to grab your reader right away, with a short and enticing first line that gets them to keep reading.

You need to follow that up with a short synopsis that establishes an emotional connection with your reader. You don’t need to get into the weeds of plot details, and you don’t need to describe every single character. You just need to cover the main tropes for your genre in fiction or address the major questions you’ll answer for non-fiction.

After that, you need to follow up with a selling paragraph that tells your reader what your book is about and why the reader is going to like it, and to weed out the people who would not like your book.

And finally, you must include a call to action. No matter how much you change in the sections above, whether you add or remove sections, you must always end with a strong call to action. Specifically asking the reader to purchase your book will always work better than hoping the reader thinks of it themselves.

Before you use any book description, you *must* have somebody that is not you read over your description and look for typos. Having grammar or spelling mistakes in your book description will instantly turn off a lot of readers.

Readers can forgive typos or a poorly edited book as long as it’s a strong enough story to keep them engaged. You don’t have that sort of relationship yet when they are just reading your description, though, and they’ll figure that if you aren’t putting the effort into proofreading your description then how badly edited will the book be?

That means they’ll click away and you won’t make the sale.

Once you’ve had your description proofread, then you can update both your Kindle and print editions immediately without making any other changes, if you so desire. There’s no need to create a new edition, and you can test a new description as often you want.

**Resources:**

* Watch Apex Authors Training 112 - Sell More Books through Copywriting for a complete walkthrough from our special guest Bryan Cohen on the formula his business uses for writing book descriptions for hundreds of authors.
* Watch Apex Authors Training 182 - How to “Close the Sale” at Amazon w/a Kick-Butt Book Description and Apex Authors Training 203 - Using the Written Word to Find More Readers for all of the different ways you can write about your book and make sales.
* Check out our Book Descriptions Cheatsheet, which can be found with our Checklists in the Getting Started section, for an easily printed reminder of what you need for your book description along with examples.
* Ask for a Hot Seat session on one of live trainings for personalized advice about how you can optimize your description.

# Method #13 - Generate Dozens of New Reviews for Your Book

Humans are social animals, and we evolved to live in tribes. Social cues are important, because without the approval of the others in our tribe, we would historically risk being ostracized or even exiled from our support networks. Our brains are still wired to try to fit in.

That’s what makes reviews so important in helping a reader decide whether or not to purchase a book. If somebody says that they liked a book, then you are much more likely to consider buying it yourself. If a lot of people have said that they liked a book, then it becomes an extremely easy decision to make.

The quantity of reviews is the most important factor when it comes to social proof. Anybody can fake or buy a good review or two, or even a dozen. But when a book has mid- to high-double digit quantities of reviews, it gets pretty difficult to fake that, and the more people that like a book the more likely somebody is going to believe that that book is worth reading and won’t want to be left behind.

It doesn’t even matter if the reviews are all good. In fact, it is better and can help to have some negative reviews. Obviously, if a book has an average star rating of 1 or 2 stars, then people aren’t likely to purchase, but if the average is above 4 stars despite a good helping of 1 or 2 star reviews, then the results look much more organic and reliable. If every single review were 5 stars, even if there were hundreds of them, then the reader might think that something fishy is going on, even if it’s only subconsciously. No book appeals to everybody in the same way.

Not only can negative reviews make a book’s reviews seem more reliable, but the right negative review can also encourage the right buyer to pick up your book, and the wrong buyer to avoid it. For example, I know somebody who published a series of books with a lot of profanity in them that was set in a post-apocalyptic world. Their best 1-star reviews all spoke about how they couldn’t read the book because of all of the swear words or because of the violence or other content that was depicted in the book. That person was obviously the wrong audience for that book. For somebody that is *looking* for a post-apocalyptic book with violence and swearing, however, that 1-star review will read like a 5-star review.

So it is worth marking 1-star reviews as helpful when they talk about the content of your book and accurately reflect the experience a reader is going to have, as long as that’s an experience that the right kind of reader is going to enjoy. (Obviously, you don’t want reviews that talk about horrible editing or the lack of a plot!)

Most readers will never read the reviews anyway, or if they do will only read the top 2 or 3 reviews (either good or bad.) In general, readers will look at the number of reviews, the number of good reviews versus the number of bad reviews, and make a decision based on that, especially once you get hundreds or even thousands of reviews on a book.

**Resources:**

* Watch Apex Authors Training 085 - 17 Ways to Gather Book Reviews for inspiration on ways to encourage people to leave a review for your book.
* The absolute best way to get unlimited and appropriate 4- and 5-star reviews is to contact people who have previously left 4- or 5-star reviews on books similar to yours. You can manually troll through the reviewer profiles on Amazon to find ones that have left contact information, or you can automate the system by using the Book Review Rocket to troll through relevant books for good reviews and to provide you with a spreadsheet of those that have left their contact information so you can offer them a review copy. You can even generate a text file full of cut-and-paste letters customized to both your book and to the reviewer.
* You can also offer review copies of your book into a relevant group such as our Apex Authors Facebook Group, where anybody interested in your book can take a look and leave a review for you. This can be a great way to get your initial 10 or 12 reviews to entice others to start leaving reviews.

# Method #14 - Test a Different Price for Your Book

There are a few considerations to consider when pricing your book, and how you price it will depend upon your goals.

If you want to add verified reviews with a low barrier to entry, make your book free or set it to 99 cents so that reviewers can easily pick up a copy of your book. You may get a lot more people to download a free book than to purchase a 99 cent book, but you may also find that the book then sits on a lot of people’s Kindle devices without being read since the reader has no skin in the game, you may not make up for the lack of sales momentum from a free offer versus even a 99 cent sale.

You may want to set the first book in a series at free or 99 cents just to entice people to pick it up, and then make your money from the rest of the series that are priced at a higher point.

Amazon offers almost double the royalties if you price your book between $2.99 and $9.99. Above and below that range, you will make 35% of the cover price, whereas if you price it in between that range then you’ll make 70% of the cover price (though you will deduct a small delivery fee based on the file size at that royalty rate.) If you sell your book in other marketplaces other than Amazon, those rates may change. For example, Kobo has a similar minimum price for better royalties, but they don’t penalize you for setting a price above $9.99.

If you are looking to be known as the expert in your field, you may want to set a premium price for your book so that the people who purchase are more likely to read it, and it will seem like more of a value when you hand a copy of your book to a prospect that might be interested in hiring you or your team.

Generally speaking, you want to start around the average price of other (similar) books in your genre, which can range from bargain basement books at 99 cents, or most frequently hovering around that 70% royalty with cover prices at $2.99 or $3.99, or your genre may be more middle-of-the-road with prices in the $4.99-$5.99 on average. Your genre may even command the top-of-the-line prices with $7.99-$9.99 cover prices, or even higher if there are a large number of traditionally published titles dominating your bestseller lists.

If your goal is to make the most money in royalties, then you definitely want to test your price to see what works best. You may make more sales at $2.99, which will likely earn you a little over $2 in royalties per sale, but if you still make more than half of the sales at $5.99 but are earning more than twice as much in royalties, you’ll actually make more money.

It is not uncommon to find that your book sales do *not* drop at higher prices, and sometimes may even find that a higher price encourages *more* people to purchase your book, which means not only more unit sales but also higher royalties. The only way to find out is to test your price at different levels and to drive traffic to your books to make sure that you are making enough sales to see what kind of results you can expect.

**Resources:**

* Interested in all of the different goals and price points that you can test with your books? Have a look at Apex Authors Training 170 - The Book Pricing Brain Dump, where we cover all of this in detail.
* Also watch Apex Authors Training 207 - How to Price Your Books to SELL (On and Off of Amazon) for more ideas on moving your books through different pricing strategies.

# Method #15 - Advertise Your Book on Amazon

What’s the best way to drive consistent and reliable traffic to your books so that they can not only make regular sales, but also to convince Amazon to send some of their own traffic to your book? The best way right now is to advertise your book on the search engine where the most people are not only searching for books, but are searching for books to buy. Amazon itself!

There are other platforms that you can advertise on to get attention for your books, and eventually it will probably be worth it for you to do so. Facebook, Google, BookBub, Goodreads, there are advantages and disadvantages to them all. Amazon is the best to begin with, though, and only once that’s mastered is it worth looking into others.

As already mentioned, Amazon is a search engine full of people ready to purchase. You don’t have to change their mode from searching for information, or from socializing with their friends. They are looking for something specific, and by placing your book in front of them they are more likely to buy.

Amazon also has one of the most beginner friendly advertising platforms around. Compared to some of the more established platforms, Amazon doesn’t offer a lot of bells and whistles, and they also make it difficult to run through your budget too quickly. In fact, we often wish that Amazon would spend *more* of our money so that we can get into that many more people.

There are two basic ways to advertise on Amazon. You can choose general categories or specific products that the customer of your book may be interested in purchasing, and advertise your book near those products or on the Kindle lock screens of people who have purchased those other books and products, or you can find keywords that are relevant to your book and advertise on books and search results related to those keywords.

I know people who have had success with both methods, but we especially love the sponsored keyword ads. We spend a little time searching through similar books looking for relevant keywords and make a list of at least 300 but up to 1000 keywords, which are actually more like keyword phrases. Those keywords may include titles, author names, series names, categories, characters , locations, and even genre-specific tropes.

Collect those keywords into a file, paste them into the ad editor on Amazon, and set your bid price. Once your ad is approved, Amazon will eventually activate it and see how well people respond to the ad. You only pay when somebody clicks on it, and those that click then have an opportunity to purchase your book.

A few things to bear in mind before you begin advertising on Amazon, though. First, your cover, title, and your ad copy will make the biggest difference in getting people to click on your ad, but your description needs to be dialed in so that they’ll make the purchase. Second, Amazon will report the money you are spending fairly quickly, but they don’t always report the purchases that resulted from those ads for at least a few days. They also don’t report *every* purchase that gets made, such as Kindle Unlimited borrows. So take their reporting with a grain of salt, and make sure your campaign has had enough time to start reporting sales before you pause or cancel it.

There’s nothing worse than stopping a campaign you are thinking is losing you a lot of money, only to discover a week later that it was actually very profitable. I never stop an ad until it has been running for at least a week, because once you pause an ad, there’s no guarantee it will ever start displaying again.

**Resources:**

* Check out our Amazon Ads Getting Started page for details on how to setup all of your Ads inside of Amazon.
* We also have full hour-long dedicated trainings on that same page for setting up and optimizing both sponsored keyword ads and product display ads.
* Check out Apex Authors Training 233 - Book Promotion Websites for additional places to promote your book outside of Amazon.

# Method #16 - Build Your Authors’ Platform with a “Free Offer”

Another great way to drive traffic to your books is to build an author platform for your fans. That way, you can find beta readers and advance reviewers to help you launch your new books, you can let them know about promotions where they can access your back catalog, and you can interact and build a relationship with them.

The easiest way to build your platform is to offer them something for free when they purchase your book, or even when they even consider purchasing your book.

The best free offers that you can give people will change depending on the type of book you have and the genre that you are in. A prequel novella can be very enticing, especially if it tells your readers how your hero got to where he was at the beginning of the story or that fleshes out the details of a fan-favorite side character and makes them the hero of their own story. It could also tell a story from the villain’s point of view!

If you don’t want to write a full story, you could create something related to your novels. For example, a friend of mine who writes spy novels and thrillers wrote some “secret dossiers” for each of his characters, and let’s people download those to learn little details about them that may or may not ever show up in the books.

If you write children’s books, you could offer free downloadable coloring pages based on the artwork in your book. Or you could offer a free audiobook, which for a children’s book is generally pretty short and easier to produce than a full-length novel or non-fiction book.

If you write non-fiction, there are a lot of free giveaways you can create. You could create checklists, worksheets, lists of resources, in-depth video training, or reference guides. Basically, it could be anything that provides additional value to whatever they’ll learn from reading your book.

If you have a series with at least 4 or 5 books in it, you could offer the reader the *second* book in your series for free. Sure, you won’t make as many sales that way of that book, but if somebody reads through both of the first two books in a series, they are a lot more likely to want to continue reading through to the end, which can be very lucrative. It may not be worth it for a 3 book series, but once your series is reaching 7 or 10 or even more books, it can earn you a lot of money!

Whatever you create or offer, it needs to be something relevant to the book that the person just read or is about to read, and something that is going to get them excited. Don’t buy something randomly with private label rights that is only tangentially related to your content, if at all. Put a little bit of thought and effort into it, and offer something exclusive that your readers can’t get anywhere else.

**Resources:**

* Watch Apex Authors Training 165 - The Reader Journey for a great mindset to approach writing and marketing your books from, and Apex Authors Training 172 - Niche Research and Unique Value Proposition for help determining exactly what to provide for your ideal readers.
* Watch some of our numerous hot seats, or submit your book for a hot seat on our next live training, in order to get some custom advice on what to offer your readers for a free offer that is specifically tailored to your book.

# Method #17 - Turn Your Readers Into Email Subscribers

Once you have your free offer created that you are going to use to entice people to your author platform, you need to decide what platform that is going to be. If you are already using and understand a specific platform that you want to use to build a following, that can be a good option. Social media sites, such as Facebook (especially Facebook Groups), Instagram, Pinterest, and GoodReads can all be great platforms.

There are a few pitfalls to using them as your *primary* platform, however. First, you don’t maintain control, and the rules can always change. This has happened a few times on Facebook, where it became a “pay-to-play” environment and people lost the ability to reach their audience for free. Your account could get hacked or shut down, or the entire platform could just become unpopular or disappear, as happened with MySpace and Google Plus.

My advice for the best platform to focus on, and to always maintain as your primary platform, is to create an email list. When you are first starting out, you could just ask people to email you and then manually send your free offer to them, but that quickly grows unwieldy and doesn’t give you an easy way to get in touch after that initial point of contact.

A better idea is to sign up for a newsletter service such as MailChimp, Active Campaign, or Aweber (amongst dozens of others), create a landing page for your readers to signup, and then automatically deliver your free offer to them with an automatic email.

Once you have a backlist, it may even be worth creating an introductory sequence of emails, so that every time somebody signs up for your email list they’ll get introduced (over time) to you and your books, and have the opportunity to discover more than just the initial one that they purchased.

**Resources:**

* If you aren’t comfortable setting up your own landing page, use the Book List Rocket to create one for you. We are constantly testing and tweaking, and have a layout for our landing pages that works really well for converting readers into subscribers. If you already have a website, you can download your own customized landing page to upload to your own hosting account. If you don’t, then you can just use a version of your page that we will host for you, and just need to supply a link at the front of your book for where they can signup.
* When you are getting started, MailChimp offers a free service for up to 2,000 subscribers and up to 12,000 emails sent per month. We have training in our members area for how to signup and use MailChimp, or how to choose a different service depending on your needs.

# Method #18 - Get Ranked for the Right Keywords

There is no better feeling than knowing that your book is one of the first 2 or 3 search results for a popular term on Amazon. The vast majority of attention a reader spends on those results are at the very top of the search results, with a smaller amount of attention spent on the rest of the first page. Very few people will click through to a second page of results unless they are looking for a very specific book and aren’t sure how to find it.

The best way to show up at the top of the search results are to let Amazon know that specific search terms are relevant for your book, and to make sales when people search for that term and find your book.

It’s also important to know what search terms people are typing into the Amazon search bar, and how likely they are to purchase a book once they do search for that term based in overall sales volume.

To determine what people are searching for, think of a few keyword phrases and begin typing them into the search bar. The search bar will drop down with a series of suggestions based on what other Amazon customers are most likely to want to search for. Make a note of what these suggestions are, and of some possible keyword phrases that you can further test by typing them in yourself.

You can also go in a little blind, by typing in each letter in succession after your keyword phrase. For example, if your keyword phrase was “how to write a book”, then you can see what Amazon suggests when you type in “how to write a book a” followed by “how to write a book b” and then “how to write a book c” all the way through “how to write a book z”.

Sometimes you’ll get some great suggestions (such as “how to write a children’s book” and “how to write a children’s illustrated book”) and sometimes you won’t get any at all.

Once you have a list of the most relevant keywords, do a search and see what kind of results come up. Check the bestseller rank for the first and 20th books for each keyword. The higher the bestseller rank, the fewer copies of books are sold each month. Ideally, you’ll find a search term that has a lot of sales for the first 2 or 3 books, but which then drops off and doesn’t make as many sales for books lower in the results. That way, there’ll be the ability to actually sell books using those keywords, but also room for you to break into the keyword results by making a few sales of your own book.

Once you know what the most profitable keywords are combined with the easiest keywords to break into the search results, think of ways that you can integrate those keywords in a natural fashion into your title or subtitle, and add a few of them into the keywords metadata when uploading your book into KDP.

You can also find natural ways to integrate those keywords into your book’s description. The description will not help it rank for those keywords, but if they are the sorts of keywords people are searching for then it will help people decide if they want to purchase your book once they do find it.

**Resources:**

* Watch Apex Authors Training 172 - Niche Research and Unique Value Proposition, Apex Authors Training 186 - 3 Easy Steps to Finding Your Ideal Reader + Get Your Book In Front of Them, and Apex Authors Training 190 - How to Turn Simple Market Data Into Dozens of 4 & 5 Star Book Reviews for more ways to research your books viability.
* Automate every bestseller list and search result on Amazon with the Book Research Rocket extension, which will automatically report the bestseller rank and estimated monthly sales volumes for the top 20 to 100 results on any page.
* The Book Research Rocket will also collate all of the keywords used in the titles of books in a bestseller list and can be used to quickly collect search terms from Amazon so you don’t have to record them by hand.

# Method #19 - Get Ranked in the Right Category

Once you are ranking for the best search terms for your book, make sure that you are ranking for the best categories as well. Did you know that your book can appear in the best-seller lists for as many as a dozen categories? Amazon no longer displays more than 3 categories at a time for any given book, but in the past I’ve seen as many as 13 or 14 categories for one book!

You are only allowed to choose 2 categories when you upload your book to Amazon, but with a little careful manipulation you can actually rank for more than that. But which categories should you rank for?

The first thing you need to do is research what categories are available, and which categories the bestselling books that are similar to your book are selling in.

Amazon allows you to browse through the best seller lists right in their navigation, so dig down deep into the different top categories to see what the most specific ones that you can find are. There are different categories available for books in general and for Kindle books specifically as a subcategory, so be sure to check them all out.

Next, see what categories appear for the books that are similar to yours. The ones displayed for those books can provide some great ideas, and remember to check each edition for those books as they may have different categories between print and Kindle.

Make a list of all of the categories you find, including the full path in order to find them. For example, here’s the full path for some categories for a sample kid’s book:

* Kindle Store > Kindle eBooks > Children's eBooks > Humor > Cartoons
* Books > Children's Books > Humor > Cartoons
* Kindle Store > Kindle eBooks > Comics, Manga & Graphic Novels > Comic Strips & Cartoons

Once you have created your list, check the viability for each category in the same way you checked the keywords, by seeing how many copies of the #1 and #20 books sell in each category. Choose the category with the most sales, as well as the category that will be the easiest to rank for.

Try to find each of those categories in the metadata when uploading your book and choosing a category. They won’t exactly line up with what appears on Amazon’s website, and you may not be able to find them all.

Next, consult Amazon’s list of categories that have keyword requirements. There are some categories that you can’t choose when uploading your book, but instead have to use a specific set of keyword phrases in the keyword metadata in order to rank in those categories.

Once you start making sales, you should be able to rank for at least 3 or 4 categories, plus the parent categories that appear up the chain for the category you are actually in. If there are some other categories you couldn’t find and didn’t have keyword requirements, or if you just want to add one or two more, you can open a ticket with KDP Support and specifically ask to be included in a relevant category. Just send them the full path, similar to the examples above, and the ASIN or ISBN number for your book. You won’t always get somebody willing to manually add your book to that category, but it doesn’t hurt to ask and they usually will add it for you.

One thing to bear in mind, however, is to always choose relevant categories for your book. Don’t choose one that is easy to rank in but has nothing to do with your book. You will confuse Amazon about what kind of book you have, readers that find your book won’t buy it, and those that do will get mad and leave a 1-star review for you.

**Resources:**

* The Book Research Rocket will collect all of the categories displayed for any specific search term or best seller list for you without having to manually visit each and every book listing to see what categories that book is in.
* Watch any of our hot seat sessions for inspiration on how to choose categories for your own book, or request a hot seat on our next live training session for us to brainstorm some categories specifically for your book.

# Method #20 - Publish Another of Book

Having a back list makes it easier to make an income as an author and a publisher. The unicorns who get fame and fortune from one book are few and far between, and if you look into their stories there is often a long decades plus journey that get them well positioned to be able to sell so many books. In some cases, their overnight success includes many other books until people find the one that really resonates with the marketplace.

Your catalog is most likely going to follow the 80/20 rule, which states that 80% of your income will come from 20% of your books, and 20% of your efforts will result in 80% of your results. In fact, in publishing, it’s probably closer to a 90/10 or even 95/5 rule.

Not all of your books are going to sell well, but the few that are best sellers probably won’t get there by themselves. Amazon rewards actively publishing new titles for each pen name. The 30, 60, and 90 day cliffs where your sales will drop noticeably every month are very easy to spot. By publishing a new title every 4-6 weeks, you can keep attention on older books by having newer books doing well in the charts.

This comes both from Amazon promoting your books and from readers finding a newer book and looking into who you are and finding your older titles.

Advertising becomes much easier when you have a series and know how many people will read through to the end of your series if you can get them to read the first title. Generally speaking, there is going to be a fairly large drop-off between the first and second book in a series. Whether that’s because some people buy the first book and it doesn’t resonate with the, or they just never get around to actually reading it, you can expect to make a lot fewer sales of book 2 compared to book 1.

However, if somebody does read books 1 and 2, then chances are pretty good that they will want to keep reading later books in the series. You will find that there’s a much smaller drop off between books 2 and 3, and then for every book after that.

By promoting the first book in a series at discount or even free prices, and knowing how many people are going to purchase and read the later books in the series on average, then you can afford to spend more on your promotions and get that first book into more hands.

It also means you have more to promote to members of your author platform.

It means that you can bundle multiple books into a separate product and sell them as a box set at a higher price. Which is also an easier sale to make when purchasing advertising because you can offer a better deal to the reader while also maintaining an easier path towards a positive return on investment.

And most importantly, it means that when somebody finds one of your books and falls in love with it, they can immediately go and buy more of your books to read. Those are the customers that keep us in business, the ones that love what we write and buy our entire back list.

**Resources:**

* Watch Apex Authors Training 246 - Hot Seats and Ask Us Anything for an example of how to sell your book in a series, or submit your book for a hot seat on our next live training session for customized advice for your books.

# Method #21 - Cross-Promote Your Books

Once you have a back catalog, take advantage of it by cross-promoting your books wherever it makes sense and is possible.

At the end of your book, promote the next book in the series, or promote a similar series that the reader may enjoy.

In your autoresponder sequence for your mailing list, use an on-boarding process that introduces the reader to everything that you have to offer.

Keep track of what books people have purchased and then advertise to those audiences or to similar “look-alike” audiences for other books that they may also enjoy.

At the end of every email you send, include a link to a page where people can discover your books.

Increase the lifetime reader value for every one of your books by making it easier for the reader to find their next great read as soon as they’ve finished their current one.

When cross-promoting your books, try to make relevant to your readers. If you write across different genres, only promote the other books if you can tie the elements together that the reader is going to enjoy. If the books are very different, it may make sense to create a separate pen name to keep the audiences from polluting each other.

But when the books do belong in the same genre or have a similar audience that would enjoy both books, your readers will happily purchase a second or third or more books from you. It will also help to train Amazon about what audiences will enjoy what kind of books by comparing the purchasing habits of your readers, which can then result in Amazon promoting your books to new people that you weren’t aware of before.

# Method #22 - Create an Author Page

One of the most effective ways to cross promote your books is to setup an author page at Amazon. Normally, when somebody clicks on your name in your book listing, they’ll be redirected to search results for your name.

That means that somebody was interested in who you are and what else you’ve written, but are being presented with books that may or may not have been written by you.

If you setup an author page, however, you can claim your books on Amazon. This will create a handy and convenient page, linked directly from all of the books you have contributed to, that tells the reader a little about you and displays all of your books in one convenient place.

You create your author page in Author Central, a dedicated site at Amazon.

You can even setup multiple pen names in one Author Central account, allowing you to quickly and easily slip from one group of books to another.

Author Central offers a few perks on top of collecting your books. It will also collate all of your reviews into one place for handy reference, allowing you to see what is and what is not working with your books. It provides a place that you can tie in your social media with your author page, automatically linking out to your blog or twitter feed.

Author Central lets you connect with your readers by displaying your photograph and a short bio, and by allowing you to record and host short videos about you and your books. Readers can also subscribe directly to you, requesting that Amazon email them directly every time you publish a new book. You can also schedule and publicize live events that you will be attending or taking part in.

You also get a few advanced reports in Author Central, such as how well your book sells geographically and across different formats, your overall author rank compared to every other author on Amazon, and your Nielson sales ratings.

Author Central also lets you update your book’s sales page with some specialized sales areas. You can update your book’s description, add in an editorial reviews section, and add an author biography specific to how it pertains to a single book.

One last perk available through Author Central is a dedicated support staff, which means that if you are having trouble with a book listing you can sometimes get a response even faster through Author Central than you could through KDP directly, especially now that CreateSpace has been shut down and Amazon has combined their print and Kindle support into one interface.

**Resources:**

* Check out our Author Central Quickstart Guide in the Getting Started Video Trainings. It offers almost 2 dozen short videos on how to use every feature available in Author Central.
* You can also watch Apex Authors Training 147 - Author Central for a dedicated training walking through the entire site.

# Method #23 - Translate Your Books into Different Languages

Earlier, we recommended that you publish multiple different formats of your book in order to have a larger product catalog to promote and to provide your book in your reader’s preferred medium.

A more advanced strategy for expanding your catalog is to translate your book into foreign languages, both for domestic sales as well as to dominate marketplaces outside of the United States and other English speaking countries.

The best way to translate your book is to sell the foreign rights for a specific territory or language to somebody already familiar with it. You will lose some control of your book, but the advantages far outweigh the drawbacks.

By partnering with somebody else to translate and sell your books, you will receive an up-front licensing fee or advance on sales (or both.) They’ll then be in charge of translating the work and getting it to market, and will promote the book for ongoing royalties down the road.

If you do want to maintain control, you can find a translator of your own to turn your words into those of another language. There are communities where you can find people to translate your book for you, as well as online companies that either work to connect rights holders with translators or who will purchase those rights from you. Some of those companies include BabelCube (who can connect you with translators in pretty much any language for a percentage of future sales), Click for Translation (who charges a flat rate based on the word count), and Translator Base (a jobs board where people can bid for the work.)

Another option for translating your book would be to let artificial intelligence do it for you. We are not too far away from having on-demand translation of any block of text for pennies on the dollar. While a human translater may cost anywhere from $10-$100 per thousand words translated, a computer could translate a million words for around $1-$2.

The technology isn’t quite ready to trust AI to handle all of the translation tasks, but I expect that it won’t be much longer. And in the meantime, you can probably get somebody to edit a machine-translated work for much cheaper than hiring somebody to translate from scratch.

**Resources:**

* Watch Apex Authors Training 132 - Branching Out - Different Ways to Make Money with Your Book for a breakdown of all of the different ways you can earn money from your books and based on the intellectual property of your books.

# Method #24 - Promote Other Products Related to Your Book

Another way to increase your catalog is to promote and sell products related to your books alongside the books themselves.

This could include merchandising your intellectual property and selling products specifically related to your books, such as clothing, mugs, accessories, toys, and posters.

It could include selling branded products such as cosmetics or jewelry, or even household accessories.

It could include creating books related to your books but that are their own entity, such as workbooks and coloring books, or journals, or short stories and novellas set in the world of your books.

It could also include promoting products that are not directly related to your books but that your audience would appreciate being made aware of, and then making an affiliate commission from those that purchase those products.

Once you’ve built an author platform and have raving fans for your work, you’ll find that they want to support you in any way that they can. They also want to show off their love for your work.

By creating products or providing a method for people to indirectly support you by purchasing products that they’d be excited to learn about, you can build up an extra income on top of your direct book sales and diversify your sources of income.

It’s also nice to be able to generate income on demand. It may take too long to write a book from scratch, but if you have a pressing bill come up and don’t have the money in the bank to pay it, you can create a limited-time offer for a mug or a shirt that your biggest fans could purchase and help you raise the money that you need to stay solvent.

And that can help you weather the income bumps in between your new releases.

**Resources:**

* Watch Apex Authors Training 132 - Branching Out - Different Ways to Make Money with Your Book for a breakdown of all of the different ways you can earn money from your books and based on the intellectual property of your books.

# Method #25 – “Spin Off” Your Book Into Information Products

You can also create a brand-new stream of income by building upon your book to sell information products. The delivery costs are much lower than creating physical goods, and you don’t have to worry about storage costs or what to do with unsold inventory.

This is especially pertinent to non-fiction authors. Your books can be the basis for an entire course, delivered by audio or video, and that can be sold a premium value.

Your books could also be a prospecting tool, qualifying leads for your course and having them actually pay you in order to find out if your product is going to be right for them.

Having a premium course or product based on your book is an easy up-sell from your existing customers. You can include a link to purchase right in the back of your book. The higher price point enhances your status as an expert in your field. It’s also easier to build a database of customers outside of Amazon by selling a product like this.

The process is fairly simple. First, start with a “how to” book that you’ve written that is already selling. Identify the hook for your new product by solving the #1 problem related to this niche or topic.

Then, you just need to transform the content of your book into a new format, such as through screen capture recordings. Create a power point presentation or mind map of each of your chapters and of each bite-sized idea that you have already discussed in your book. Record a screen capture video of you walking through the presentation, and save as both audio and video files. You can even add value to your offer with a new “PDF Summary” from each of the bite-sized videos.

Then you can publish this brand new product, in a brand new marketplace, and promote it through whatever channels you can find that are appropriate.

**Resources:**

* Watch the Kindle Recycling training for a complete walkthrough of this process to turn your existing books into an information product and learn how to sell it.

# Method #26 - Offer a High-Ticket Program, Consulting or Coaching Service

Consider the following scenario:

You meet somebody and have a chat about an expensive product or service that your business can offer them. At the end of the conversation, you hand them your business card and part ways. What do you think that they do with that business card?

Maybe the immediately throw it in the trash. Or maybe they put it in a pile on their desk, figuring that some day they’ll eventually get to it. Maybe you were so persuasive, they’ll put it under a magnet on their refrigerator so that they won’t forget to follow up with you. Some day…until they realize they don’t remember where your card came from and they take it down and throw it in the trash.

Now consider this scenario:

You meet somebody and have a chat about an expensive product or service that your business can offer them. At the end of the conversation, you hand them a book with details about how exactly they can get the results that they want, along with how your business can help them and make it so much easier for them. What do you think they are going to do with your book?

Maybe they’ll immediately read it. Maybe they’ll put it on their coffee table or desk, or up on a bookshelf. Or maybe they will pass it along to a friend that they think could benefit from it. Eventually, they’ll find the book again and be interested in reading it to learn whatever the book promises to teach.

Maybe you never even met up with that person in the first place, but they paid you for a copy of your book (or were handed your book by a friend) and realized that they would rather just hire you or buy from you than do all of the work themselves.

If you have a business that sells high-ticket products or services, then your book can serve as the ultimate business card. But instead of getting ignored or thrown away, your book will get passed around from prospect to prospect, gaining value all along the way, and sometimes your business card will even be an initial transaction where somebody is paying in order to become a well qualified lead for you.

Having a book out doing your prospecting for you is not only a great way to find quality leads but also sets you apart from everybody else that offers a similar product or service. After all, you quite literally wrote the book on the subject!

**Resources:**

* Learn more about this and other methods in Apex Authors Training 132 - Branching Out - Different Ways to Make Money with Your Book.
* Be sure to submit your book for a hot seat on our next live training if you’d like some help planning out your next book in order to sell a high-ticket product or service.

# Method #27 - Start Publishing Other People’s Books

Don’t have a high ticket product or service of your own to sell?

Well, how well have you done increasing your profits by following all of the advice that has come up to this point? If you have, then you have the skills to sell publishing services, and can start your own publishing company.

Having completely passive income coming in every month for $2-$5 royalties is nice, but some days it is even nicer to have somebody write you a check for $2,000, $5,000, or even $10,000 or more.

The first step is to follow all of the advice that’s come before now and to get really good at publishing and selling your own books on Amazon. You want to be able to point to specific books that you have worked on and that you have published that have had great results so that you can help somebody decide that they need your expertise to sell their own books.

Next, identify the services that you want to offer. Start small, with something you know you can make an impact on and manage a few projects at a time without being overwhelmed.

Determine the pricing and payment options that you want to offer people, and then go out and find your first client. Don’t short change yourself by setting your prices too low; if you need that initial testimonial you can always offer a first client discount. But make sure that they know what the price you normally charge is going to be.

Spend some time promoting your services both online and offline. Learn what works and what doesn’t, which contractors you enjoy working with and can handle the workload, and what additional services you can offer over time.

Once you have a handle on the business, it’s time to systematize and automate things. You can decide how you want to run your business. Maybe you enjoy the work and want to keep your hands in the weeds with each client, or maybe you want to hand off the day-to-day operations so that you can concentrate on the marketing. Or perhaps you’ll be able to put competent people in charge at every step of the process, and will be able to step back completely from the daily work load.

Either way, by following the advice in this book, you’ll have the skills to help yourself and others to become bestsellers. And those skills are valuable.

**Resources:**

* Watch Apex Authors Training 188 - Creating a Publishing Company with Ashley Emma for a case study of a student who earned $23,000 within the first 6 months working part time, got 90% of her clients through sales of her own books, and is now working on her publishing empire full time.
* Learn how to make the most of your own skills (and how to outsource the skills you don’t have!) in Apex Authors Training 155 - Selling Publishing Services.
* We have a *complete* course called $10k Books devoted to selling publishing services, and it is available as a bonus in the Apex Authors members area.