



HOW TO MAKE YOUR BOOK AN AMAZON BESTSELLER

Presenter: Lethia Owens
Branding and Market Domination Strategist
Ranked #8 Among the Top 30 Brand Gurus in the World



**NOTICE: You Do NOT Have the Right to
Reprint or Resell this Report!**

You Also MAY NOT Give Away,
Sell or Share the Content Herein

If you obtained this report from anywhere other than Lethia Owens of Next Level Branding & Marketing, you have a pirated copy. Please help stop Internet crime by reporting this to: Legal@LethiaOwens.com

© 2015 Copyright Next Level Branding & Marketing, Inc.

ALL RIGHTS RESERVED. No part of this report may be reproduced or transmitted in any form whatsoever, electronic, or mechanical, including photocopying, recording, or by any informational storage or retrieval system without express written, dated and signed permission from the author.

DISCLAIMER AND/OR LEGAL NOTICES:

The information presented herein represents the view of the author as of the date of publication. Because of the rate with which conditions change, the author reserves the right to alter and update his opinion based on the new conditions. The report is for informational purposes only. While every attempt has been made to verify the information provided in this report, neither the author nor his affiliates/partners assume any responsibility for errors, inaccuracies or omissions. Any slights of people or organizations are unintentional. If advice concerning legal or related matters is needed, the services of a fully qualified professional should be sought. This report is not intended for use as a source of legal or accounting advice. You should be aware of any laws, which govern business transactions or other business practices in your country and state. Any reference to any person or business whether living or dead is purely coincidental.

Welcome Game Changer

Let me be very clear...I want to see you **WIN!**

I believe you have requested this report because you are ready to take your business to the next level and get serious about making the money you have dreamed about while making a difference.

Perhaps you've tried the latest marketing strategy, you've read the latest sales and marketing book and you may have even hired a business coach but yet you still haven't achieved the success you desire. I know it can be frustrating and maybe even a little devastating to struggle and see your dreams go unfulfilled.

It doesn't have to be this way, and you are not alone.

I believe you were divinely created for greatness, and there are people who are waiting for you to show up to provide the help, support or solution they need to be successful.

Don't give up! The impossible becomes possible with the right coach and the right playbook of winning plays. I can help you on your journey.

Success & Wealth Love Action!

Give me 30 minutes and I will teach you how to show up like a #GameChanger so you can WIN in both business and life.

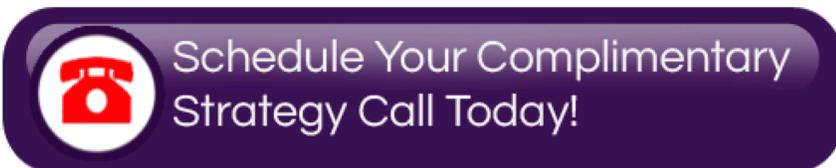




Table of Contents

How To Make Your Book An Amazon Best Seller	5
Understanding the Ins and Outs of Amazon	6
What is the Rankings System?.....	6
What Does It Take to Become a Bestseller?	6
Before Launch Day	7
SEO Strategies to Get Your Book Noticed in the Amazon Listings.....	8
Build Your Tribe	9
Send a Notification to Your Brand Champions	9
How to Price Your Book	9
Creating Pre-Launch Buzz	10
Marketing Ideas	10
Organizing a Best-Selling Book Campaign.....	11
Coordinate All Traffic for One Day	11
Offer a Massive Incentive Package	12
Getting Others To Help Promote	14
Contacting Partners	15
Shaking Hands With JV Partners	18
Tease Your Mailing Lists	21
Plan for Problems	23
Create a Countdown Page	24
Set Up a Delivery System for Incentives	24
24-Hours Before Launch Day	25
During Your Launch Hour.....	25
Focus all of your sales into one day.....	26
Spreading the Positive Customer Feedback.....	27
After Your Launch.....	27
Conclusion: You, a Best-Selling Author!	28



How To Make Your Book An Amazon Best Seller

Imagine this: You, a best selling author. It's the thing you're proud to tell people at dinner parties. It's the sort of label that commands instant respect and admiration. And it's the sort of achievement you can use as a springboard to a plethora of wonderful money-making opportunities. Maybe you've thought about it before, and maybe you've brushed it right out of your mind. You just couldn't really imagine yourself creating a book that actually snagged a spot on a bestseller chart.

Good news – now YOU too can be a best-selling author on Amazon!

And you're reading the report that will show you EXACTLY how to do it!

You see, lots of authors rely on publishing contacts, good luck and a mention on Oprah to achieve best-selling status. It's no wonder most people never see their dreams of becoming a best-selling author come true.

Fortunately, you don't have to rely on any of those things in order to become a best-selling author. All you have to do is:

- Write and self-publish your book.
- Create a pre-launch excitement and anticipation.
- Recruit JV and affiliate partners to promote your book.
- Offer prospects a huge bonus package to buy on a particular day.
- Promote the launch with your JV partners' help.
- Rocket to instant stardom when you hit the Amazon bestseller list – and you can use your newfound fame to land publicity opportunities, a book deal from a major publishing house and much, much more.

You'll learn how to do all of these things inside this report... so let's get started!



Understanding the Ins and Outs of Amazon

One of the keys to getting on the Amazon bestseller list is, understanding how their system works. Let's take a closer look at how to get your book listed and ranked...

What is the Rankings System?

- Some bestseller lists rank books on a weekly or event monthly basis.
- Amazon updates their sales numbers on an hourly basis, which is why it's quite possible for you to hit #1 by sending a flood of buyers in a short period of time (e.g., within a 12-24 hour period).

What Does It Take to Become a Bestseller?

I can't give you an exact number of books you need to sell in order to get a #1 spot. That's because Amazon's ranking system is a bit of a mystery. It doesn't necessarily calculate actual number of sales – rather, it compares your sales to the rest of the bestsellers.

In other words, you don't have to beat someone else's overall number of book sales to nab the bestseller title – you only need to beat your competition over the course of a matter of hours! And since most booksellers are taking the long view and getting “slow but steady” sales, you can beat them by having a flurry of sales in one day.

Tip: This is why you shouldn't launch your book on the day a well-known author launches his or her book.

Even if you don't get on Amazon's overall bestseller list, you can still claim the mantle of having the best-selling book in your niche (e.g., the day's best-selling business book).



Note: If you can get your book ranked in the top 100,000 BEFORE your big launch, do it. That's because some experts suggest that Amazon's ranking algorithm takes into account previous sales history. So it's better if you demonstrate some sales before the big launch - experts suggest it makes it easier to grab onto and maintain a good spot on the bestseller list.

Before Launch Day

- Submit your book for approval to sell on Amazon which will get your book listed on Amazon first before you even thinking about launching. This process sometimes takes a while and/or it can be unpredictable. It would be a shame to plan a big launch on some specific day, only to have to scrub it because the book isn't yet listed in the marketplace. I recommend using CreateSpace.com for publishing and distribution.

Tip: If you don't use CreateSpace's services to distribute and list your book on Amazon, then you'll need to apply to be a seller. Once you've supplied your application, then you can list your product. (Amazon will order a couple copies of your product.) Once Amazon has approved your application and ordered your book, you'll need to upload your cover artwork, synopsis and other information.

This process may take several weeks to complete. See Amazon Advantage for more detailed instructions and more information.

- Decide on a hashtag for your book launch such as #YourBookTitle (if it is short) or #KimsBookLaunch. Use this hashtag when posting on your social media accounts so you can track engagement.
- Identify a primary keyword for your book launch.
- Choose a date for your book launch. The best day to launch is on Thursday followed by Tuesday. Saturday is the least popular day to launch. Remember, don't launch your book on the day a well-known author launches his or her book.



SEO Strategies to Get Your Book Noticed in the Amazon Listings

- Make sure to have your main keyword within the title of your book.
- Include your main keyword twice in your description.
- Include related keywords several times in the description. You can find these keywords if you do a Google search for your keyword and look for Google's related keywords at the bottom of the page.
- Make sure to include your main keyword and related keywords in the categories and tags.
- Once your book is approved and uploaded on Amazon, you will want to work on sending some links to the listing. You can do this on your own for free but I would suggest buying gigs on www.Fiverr.com that send High PR Backlinks, Backlink Pyramids, or Link Wheels. Creating backlinks to the listing tells Amazon that your book is popular even without purchases. This step will also help to get you greater visibility on Amazon before, during and after your book launch. You can also use www.onehourbacklinks.com to get more links to your listing.
- You want to get Likes and Reviews. To get reviews fast, I would recommend asking your friends and family to take a moment to leave you a glowing review. The reviews should be at least 4 stars and the description should praise the book. Also make sure they use your main keyword as the title of their review. You should also ask them to like your social media posts and tag your book in their posts. You can also start finding some of the top reviewers on Amazon.com in your niche. Go to this link to find them: <http://www.amazon.com/review/top-reviewers>. Send them a message on Amazon and let them know you respect their reviews and were wondering if they could give your book a review. Make sure they know it would mean a lot coming from them. Here are some more places to get reviews:
 - GoodReads.com
 - ReviewTheBook.com
 - ReadersFavorite.com



Build Your Tribe

- Notify your tribe members and brand champions that you will be launching your book soon. Ask them to let you know if they can help you make your book launch a success.
- Post teasers on your social media accounts that you will launch your new book soon.

Send a Notification to Your Brand Champions

- Draft an email to send to your brand champions to let them know how they can help you.
- Craft an email and social media status updates your brand champions can use to promote your launch.
- Provide your brand champions with the information they need to understand what you are trying to accomplish and why it is critical that they help rally people but communicate the need to purchase during the launch hour.

How to Price Your Book

- You're going to have a base price for your book, which is essentially the printing cost. As mentioned, you should choose options that keep this expense low, which allows you more flexibility in pricing.
- Next, you'll want to look at similar books in your niche (e.g., your competition) – especially the bestsellers. Since your market is comfortable paying for these books, price your book in the same neighborhood.
 - Example: If most books in your niche are between \$14.95 and \$19.95, price yours about the same (preferably on the low end to help spur sales).



- Tip: Remember, you're pricing for maximum sales... NOT for maximum profit per book. And that means you should generally sell on the low-end of the price range in your niche.

Creating Pre-Launch Buzz

Obviously, much of the buzz you'll be creating with your partners will be through your blogs, mailing lists and social networks (which we'll touch on in a moment). But you may also create buzz by:

- Creating and distributing press releases via PRWeb.com.
- Posting YouTube.com videos.
- Telling your social networks about it.
- Posting it in your niche forum signature links.
- Creating free teleseminars, reports and articles that mention the launch.

Your partners may even want to do these same things.

Marketing Ideas

- Create a press release about your book launch. Write a press release about the release of your book. You can outsource this to someone on www.Fiverr.com. If you really want a bestseller, I would strongly suggest spending the money to release it on PrWeb.com. It will be worth it. You should link back to your book's Amazon.com listing in the release. Convert the press release to a PDF and submit it to Doc Sharing sites like www.DocStoc.com, www.Scribd.com and www.SlideShare.com. You should include your link in your description on these sites that link back to your Amazon.com listing.
- Work with your local radio and TV networks to see if they'll cover a unique story related to your book. Note that most stations will not simply cover your story if it is only about your book launch. Find a hook or angle that you can tie into your



book launch. Something like “Author gives 100 copies of her books away to women reentering the workplace after incarceration.”

- Consider purchasing Facebook, Twitter or LinkedIn ads for your book launch.
- Buy social media shares. These sites let you buy social influence. Have them share your amazon.com listing with their audience. Sources:
 - <http://www.SocialLinkmart.com/>
 - <http://www.SociBuzz.com/>
 - <http://MyLikes.com/>
 - <http://JustRetweet.com/>
 - <http://lzea.com/>
- Have bloggers review your book and share the listing URL. Sources:
 - <http://www.ReviewMe.com>
 - <http://PayperPost.com>
 - <http://www.BlogsVertise.com>
 - <http://SponsoredReviews.com>

Organizing a Best-Selling Book Campaign

Unless you're very lucky – or your name is Steven King or J.K. Rowling – your book isn't going to zip to the bestseller list by itself. That's why you need to recruit the help of joint venture (JV) partners as well as “bribe” your customers to purchase your book on a particular day. Here then are the requirements of a successful campaign...

Coordinate All Traffic for One Day

- As mentioned repeatedly, your goal is to have a flood of sales in a very short period of time.
- Namely, you want these sales to all happen on one day, so you can hit the bestseller lists.



- That means you need to do two things:

1. Make it clear to your JV partners that they must promote your book on a certain day. Ideally, they should also send teasers to their list several times before launch day. But they definitely must be available to promote on the big day, as you want your sales to all come in very quickly in a short period of time.
2. Likewise, your customers need to know that the “bribes” you send them (AKA the incentive package that you'll learn more about shortly) will only be available to them during a short 12-24 hour period. As such, they need to purchase your book during that time period if they want to claim the package.

Bottom line: You're not looking for repeat visitors or traffic that trails out for several days. You're looking for a flood of traffic that hits your site, buys your Amazon.com book and then claims their incentive package – all within 24 hours. Which brings us to our next point...

Offer a Massive Incentive Package

- If you sell single products, then you probably already know to offer a bonus product as an incentive to help indecisive prospects make the buying decision.
- In this case, you're not just offering a “bonus” – you're offering a massive package of bonus products to anyone who orders your book through Amazon during a 24 hour period or less.
- In other words, you're basically bribing your prospects to order your book (and you can tell them as much).
- Now, this brings up two questions...

1. Where do you get these bonuses to create the package?

You'll of course create and provide some of the bonuses. However, the bulk of your bonuses will come from your JV partners.



Why would they toss a bonus into your incentive package? Simple --- because any bonus they offer includes their advertising, which means they can quickly and easily get traffic to their site if they participate in your promotion.

Note: Please note that some marketers don't deliver the incentives as one package. Instead, they create a page where customers must request (via email) the gifts they'd like to receive. In this case, all participating partners build their mailing lists whenever a customer requests their product.

How you set it up depends on your customers and your relationship with your JV partners. It's easiest for your customers if you simply send them to a download page that has all the products listed. However, your JV partners would likely prefer to build their mailing lists.

You may offer the package as one download while offering other incentives to your JV partners.

Example: You may agree to do a mailing for them in the future. Or you may pay an affiliate commission for every paying customer they send.

2. What types of bonuses should you include?

The more closely related the bonuses are to the topic of the book, the more attractive the package becomes to prospects. Ideally, you're looking for valuable bonuses (the kind your market is already paying for elsewhere) that compliment or enhance the book.

Example: If you're selling a marketing book, then you may create a bonus package that includes things like:

- Free web critiques.
- Free access to a traffic-generation membership site.
- Free social media marketing teleseminar.
- Free report on article marketing.
- Free blog templates and blogging e-book.



- Free 15-minute consultation.

... And so on.

Again, these should be unique and valuable bonuses that the prospects can't find online elsewhere for free.

While you may offer non-tangible items (like services) or physical products, most should be downloadable so that your customers get instant access (and instant gratification).

Getting Others To Help Promote

As you've already surmised, this entire strategy rests on you recruiting JV partners to not only add something to your bonus package, but also help you promote the book on the launch day.

Now, it's obviously easier to get a friend to promote for you as opposed to a total stranger. In other words, you'll get a more positive response if you build relationships first and ask for JVs later.

Tip: Start building relationships today! That way you're building trust over the weeks and months it takes you to write, self-publish and list your book. Then when it's time to promote, you have list of friends who may be willing to help.

Of course I realize it's not always possible to build relationships first. Here's what to do if you need to find and recruit "cold" partners...

Spotting Partners

The first thing to do is put together a list of prospective partners, which generally means the other marketers in your niche.

Ideally, look for those that have a platform (waiting audience) such as a mailing list, busy blog, well-trafficked forum and/or big social networks.



Here's where to find these folks:

- Amazon.com. Look for other authors in your niche who have a web presence.
- ClickBank.com. Find e-book marketers in your niche in the Clickbank marketplace.
- Use Google.com to see who controls both the organic and paid search engine marketing in your niche.

Example: Enter in your keywords (like "home business") - those on the first few pages are all potential partners. Do this for a variety of words.

- Uncover the busy blogs, forums and newsletters in your niche.

Example: Run a Google search for "dog training blog" (not in quotes).

- Ask your prospects whose products, services, blogs and newsletters they enjoy.
- Search social media (like Twitter.com or Facebook.com) using your niche keywords to find potential partners.
- Ask your existing partners to recommend other partners.

Once you have a list, move on to the next step...

Contacting Partners

As mentioned before, it's best if you start building relationships first.



That means getting some name recognition in your niche, contacting other marketers (they'll answer you if they recognize your name) and starting up a dialogue.

You might talk about shared interests, compliment them on a product or become an affiliate for them first. Indeed, putting money in someone's pocket is one of the best ways to get a marketer's attention.

But if you don't have time to do all that, then you'll need to send them a proposal email. This is where you ask them to become a launch partner. The key to a good proposal email is to let the potential partner know what he or she gets out of the deal.

So what can you offer a partner? As many of the following as possible:

- **Commissions.** You can have partners send traffic directly to your Amazon book page using their Amazon affiliate link. That way they get a commission for all paying customers.
- **Publicity and traffic.** You can list your partners' name and links in all sales material, including pre-launch emails, videos and more. You may even offer permanent links on your blog or elsewhere.
- **Backend revenue.** Your partners can put ads for any products or services they want inside their bonus products. They'll also get traffic and sales from the pre-launch publicity.
- **Bigger mailing list.** Your partners can put links to their subscription page in their bonus product. Alternatively, you may set it up so that people who claim their bonuses must do so by subscribing to your partners' individual lists.
- **Get positioned as an expert.** This is especially attractive to your lesser-known partners, whose names will appear alongside your "big name" partners.

On the next page, there is an example email you can use.

Be sure to customize it for each partner (as different people have different "triggers")...

Subject #1: I'll help you grow your list in exchange for...



OR

Subject #2: Get a handsome reward if you can help me, [partner's name]...

OR

Subject #3 (Use this one if the partner recognizes you): Hey [partner's name], it's [your name]

Dear [First Name],

Hi, it's [your name] from [your website or blog]. I'm writing today to offer you the opportunity to quickly and easily:

- * Grow your mailing list.
- * Get yourself established as a [niche] expert alongside well-known authors and marketers like [list your well-known partners).
- * Get fresh traffic and backend revenue using free publicity.
- * Pocket easy commissions in the process.

And all you have to do is send two reminders and one mailing to your list.

You're probably wondering why you get so much for so little. So here's the deal...

I just created a book called [title], which your prospects will enjoy because [reason]. My goal is to get it to the top of the Amazon bestseller list on [date] by offering a massive bonus package to anyone who buys the book that day.

But I need your help. And I'm willing to reward your handsomely for your help.

- > First, you can contribute a product to the bonus package. People will join your list to request your product, which



means you'll effortlessly grow your list. Plus you can put any ads you want in your product.

> Secondly, you'll get Amazon commissions for every one of your subscribers who buys the book through your Amazon affiliate link on [date]. And they'll do so in droves, because the bonus package will be worth at least [price]. It's an easy sale.

> Third, your name and link will appear in all marketing materials on my website, blog and newsletter. That's a lot of exposure.

Again, all you have to do is send a few notes to your mailing list - I'll even provide the copy.

Please hit reply right now and let me know if you'd like to join us...

[Your sign off, signature and contact info]

P.S. I almost forgot...

The first 20 people who agree to this joint venture will get one more bonus from me - I'll mail anything you want to my list of [number], which will certainly grow in size by the time this launch is over.

Email me now to be sure you're one of the first 20...

Shaking Hands With JV Partners

Some JV partners will email back right away with a yes, some with a no and some won't email back at all. Here's what to do in these individual situations...



Email #1: People who reply with a "no." (You want to respond positively and keep the door open.)

Dear [First Name],

Thank you for responding so quickly. If there's anything I can do for you now or in the future, just let me know!

Sincerely,
[Your name]

Email #2: People who don't respond at all. (Give a gentle nudge to see if they're on board.)

Subject: Did you get my email, [first name]?

Dear [First Name],

Emails get lost more often than socks in a dryer, which is why I'm re-sending this email. Please let me know that you received it - thanks!

[Copy and paste original email here]

Email #3: People who reply with a "yes."

Dear [first name],

Thank you for your prompt reply!

I'm so excited that you've decided to come on board. You were at the top of my list - and my customers will be thrilled to see you've joined this project -- so your positive response really made my day.

Here's what you need to do next (each step only takes a minute or two).



- 1) Tell me about your bonus product so I can add its description to the sales materials.
- 2) Give me your email subscription code so I can add it to the download page.
- 3) Join the Amazon affiliate program and generate your affiliate code (tell them how to generate the link for your book).
- 4) Prepare to email your list a short note on [date], another reminder on [date] and a launch day email at 8:00am EST on the morning of [launch date].
- 5) Watch your inbox - I'll send you reminders before each mailing and otherwise I'll keep you informed of each step. You can also read the JV blog at [link].

Thanks again for joining the launch - you should find it a profitable venture! If you have any questions, please don't hesitate to email or call me [enter phone number].

Sincerely,
[Your name and contact info]

You have a book, it's listed on Amazon and you have a list of JV partners ready to help you launch. Now let's put it all together...

Tip: There are two ways for your partners to promote and earn commissions.

First, you can create a launch email that lists all details in the email. Then the partner sends their subscribers to your Amazon page using their affiliate link.

Secondly, if there's too much info for an email (and there probably will be if you truly have a massive package), then you can create an editable sales page. You can offer to upload and host each partner's page on your domain, or they can upload it to their own site.



Either way, each partner's unique sales page will include his or her affiliate link to your Amazon page.

Of course it's easier if you don't even offer the option for your partners to collect commissions for their referrals, and instead your focus on the benefits of free publicity, links and subscribers. That way you don't need to create unique sales pages for your partners.

Bottom line: Feel your partners out to find out what is in everyone's best interest.

Tease Your Mailing Lists

- The first time your subscribers (and your partners' subscribers) hear about the launch shouldn't be on launch day.
- Instead, you and your partners need to send at least three emails to your list, including two reminders before the launch day and one launch day email.

Tip: If you can get your partners to send more emails, do it - the more pre-launch anticipation they build, the better sales numbers you'll have.

Here are examples...

Note #1: Send 10 days before launch (just create a P.S. within a regular newsletter).

P.S. I almost forgot - something big is coming on [date]! I'll tell you how to get [value/price] worth of [niche] products like [name two or three products here]. Stay tuned!

Note #2: Send 7 days before launch (another P.S. will suffice).



P.S. Remember that big product package I told you about? I just heard that [popular product] got added to the package. It's now worth [price] - and you can get it for less than \$15 on [date].

Stay tuned to find out how... and be sure to mark that date on your calendar, because the bonus package will only be available for 24 hours!

Note #3: Send 2 days before launch (ideally, send a separate email).

Subject: It's almost here!

Dear [First Name],

The launch day is almost here, and now I've been told I can spill the details. Here's the deal...

Well-known author [author's name] is celebrating the release of his/her new book [title] on [date]. To celebrate the release, he/she's offering a package of [number] bonus products to anyone who picks up the book at Amazon.com that day.

Yes, that means you get [\$\$] worth of products for just \$14.95!

Here's a sneak peek at the bonus package:

[Link]

I can't wait to buy my copy of [title] - I hope you'll join me!

Sincerely,
[Name]

P.S. Remember, this all happens in two days - and the event lasts just 24 hours! So be sure to get to a computer by [time] that morning!



Note: The final email is sent on the morning of the launch. You'll find that email template just a bit later in this report.

Plan for Problems

- Servers crash. Autoresponders go down. In other words, Murphy's Law tends to take hold during events like this.
- Here's how to help ward off problems:
 - ➔ Hire a technical expert (you can do so on rentacoder.com, elance.com or any other freelancing site). Be sure he or she configures and tests your server to withstand high traffic.
 - ➔ Put redundant systems in place. Be sure to have a backup plan if your server goes down, such as a quick redirection to another server or host.
 - ➔ Brainstorm. What else could go wrong? List all the possibilities you can think of, and create a backup plan.



Create a Countdown Page

- You'll want a pre-launch page that shows some information (to whet the prospect's appetite), but you don't want to include the full information. And certainly you don't want to include links (because you don't want people to buy early).
- To build anticipation for visitors, include a countdown script that ticks down the days, hours and minutes until they can buy your book.

Set Up a Delivery System for Incentives

There are two main ways to do this:

1. Hire a customer service team to manually deliver the bonus package. Customers send their Amazon receipts, and your team sends the download link.
2. Do it automatically. Here you set up an autoresponder that sends a reply whenever it's triggered by a certain phrase (i.e., a unique phrase that would be included in the Amazon receipt).

You then ask customers to forward your receipt to that email address... and the autoresponder will instantly send them a download link to the incentives package.

The downside is that you may get a few non-customers slip through. The upside is that you can use this to quickly and easily build your own customer list!

Tip: Even if you use this automated system, be sure to have a help desk and support team in place to field the inevitable pre-sale inquiries and post-sale support issues.



24-Hours Before Launch Day

- Send out a reminder to your brand champions and ask them to:
 - Set a reminder to purchase your book within the launch hour.
 - Send out a reminder to their tribe about purchasing your book. Send out social media updates about helping make your book a best seller.
 - Remind them to promote your book on a specific day. Ideally, they should also send teasers to their list several times before launch day. But they definitely must be available to promote on the big day, as you want your sales to all come in very quickly in a short period of time.
- Send out reminders to your social media networks and email list about your launch party. Provide details on how people can get in on the fun during your launch hour.

During Your Launch Hour

The launch day is here! You've tested every part of the sales process and made back up plans in case something happens. Now it's ready to take a deep breath, send out that final email... and then watch yourself rocket to bestseller status! Here's the email you can use...

Final email: Sent on launch day (solo email)

Subject #1: Don't miss out - get your copy now and claim your bonus package!

Subject #2: Go, go, go!

Dear [first name],

The book release event for [title] just kicked off - and you have until midnight tonight to claim your bonus package! All you have to do is order the book for just \$14.95 and you'll get everything listed on this page:



[Link]

Go there now to get full details and to order now!

[Sign off and signature]

P.S. Hurry - you can only claim your free bonus package if your order the book TODAY. So order now to avoid disappointment!

Focus all of your sales into one day

- While Amazon keeps their exact formula for picking the top books under wraps, it is clear that it weighs heavily on how many books you can sell in a short period of time.
- In fact, a recent campaign by Seth Godin for his book *We Are All Weird* was able to hit the #2 spot on Amazon by selling less than 2000 copies of his hardcover in a day.
- Another author I worked with was able to generate 500 sales of his book in a single day and this put him in the top 100 on Amazon.
- Contrast this to another author friend of mine who has sold thousands of copies of his book but never broke into the top 100 because they were spread out over several months.
- It is important to focus all of your marketing efforts into selling as many books as possible on a single day. Less sales in a single day will drive you higher on the list than more sales spread out over time.
- A couple caveats:
 - **Don't try to game the system.** If you buy 1000 copies of your own book, you won't hit the bestseller list. If your friend buys 1000 copies of your book, you won't hit the bestseller list. Amazon keep track of IP addresses, credit cards, etc. to make sure authors aren't buying their way onto the list. The best strategy is to build your tribe and activate them to buy the book all at the same time.



- **These numbers change day to day.** All of the bestseller spots are relative to other book sales. If you generate 3000 sales in a day but another author sells 4000, you'll rank lower.
- **You can track your sales.** Want to know how many sales your marketing efforts drove? Use the Amazon affiliate program. Embed your affiliate link in all of your marketing efforts and you'll be able to see exact stats on how many books you sold.

Spreading the Positive Customer Feedback

- Acknowledge the people who are buying your book.
- Share testimonials on your social networks.
- Announce your ranking on Amazon and thank the people who have supported to you.
- Share success stories that make a difference and inspire people.
- Make it fun, interesting, relevant and informative.
- Consider having brand champions share why they are so excited about the book. (1-2 minutes max)

After Your Launch

- Thank the people who helped you.
- Post your success story online to let people know that they helped you make history or make a difference.
- Get some rest and celebrate your success.



Conclusion: You, a Best-Selling Author!

Congratulations – you now know everything you need to know about writing, publishing and marketing a best-selling book!

Let's quickly recap what you've learned:

- You learned how to create a lot of pre-launch excitement about your book!
- You discovered how to recruit JV and affiliate partners to promote your book!
- You learned how to create a huge “bribe” for your buyers!
- You discovered how to create a launch event that rockets you and your book straight to the top of the bestseller's chart. Plus you found out how to leverage your newfound fame!

It's pretty exciting, right? I bet you can already picture yourself as a best-selling author! That's why you need to take action today. Start by selecting your topic and outlining your book. Then commit to setting aside at least two hours per day (every day) to writing and promoting your book. Do that, and it won't be long before you see your name in lights on Amazon's bestseller list!

Your partner in success,

Lethia Owens
Market Domination Strategist
www.LethiaOwens.com

Lethia Owens is a little geeky, surprisingly funny, motivating and oozing with brilliant business strategies. Described as “a visionary leader with rare business insight,” Lethia is a game changer who teaches leaders and organizations how to leverage next level branding and marketing strategies as their competitive advantage. She is a branding expert, market domination strategist and transformational keynote speaker. Lethia is best known for popularizing the concept of Magnetic Branding and her unconventional strategies



GET NOTICED, HIRED
AND PAID WHAT YOU'RE WORTH



have attracted international attention leading to her being ranked #8 among the top 30 brand gurus in the world. She is a best selling author and her latest book "Your Brand Influence: The Art and Science of Building an Influential Personal Brand", shares unconventional strategies for standing out among your peers. Her message of reinvention and courage has inspired audiences on Fox, CBS and NBC affiliate networks.

With a bold dream of creating a new generation of femillionaires, Lethia's philanthropic project empowers high school girls by teaching them Internet marketing skills and providing them with a 9-month internship and mentorship.

If you are looking to hire a speaker sure to deliver an entertaining, inspiring and informative presentation on Personal Success, Leadership Branding, Business Branding or Market Domination Mastery, please call her office at (800) 670-0712 or visit www.LethiaOwens.com.