



Reachable Niche.
Good Title/Cover.
Good Content/Editing/Proofing.
Good Reviews.
3D Thumbnail.

1

Build Community, Credibility, and a Following Through Article Marketing

Build Inbound Links & Backlinks - It's all about inbound links!



Amazon Optimization + Forums and Other Blogs + Document Sharing Sites
+ Social Bookmarking + Targeted Affiliates & JVs

Build Inbound Links & Backlinks - It's all about inbound links!

4

Website

LANDING PAGE

FACEBOOK PAGE

3

FREE DOWNLOAD

FACEBOOK PAGE

Email Marketing



Autoresponder (List Building)

Recommended: Mailchimp + wordpress (RSS)

7

Social Media

Viral Marketing

4

#1 RULE

NEVER BE MORE THAN A
CLICK AWAY FROM A SALE

2 Marketplaces (Order Fulfillment) & Routes to Market

Affiliate Page

PDF (Clickbank)

iBookstore

Kindle / Nook

Google Book

Others

Physical Books

6

5



SelfPublish.org

The 7 Secrets of Successful Book Marketing

Below are the seven most important things you can do as an author to generate more profit from your writing. These are the same techniques that other authors use to generate thousands of dollars every month in book/ebook sales. To learn out more about our services or to register for an upcoming workshops visit www.selfpublish.org or feel free to contact us at support@selfpublish.org or ☎ 805-225-1251 (PST).

Authors and publishers who implement these strategies are generating big profits!

1. Focus on good writing, but publish what you can! Uncover a reachable niche. How many other books on the same topic already exist? Are people searching for the term (use *Google Insights*). Spend time and money on a good cover. Get feedback from others on your title. Create a 3D thumbnail version so people know it's a book. Pick a topic you are passionate about. The most successful authors never set out to do it for the money. Add relevant content from other authors willing to share.

2. Convert your book to digital and publish to mature marketplaces. A clean conversion will make your book eReader friendly on any platform. The largest markets are Kindle & Nook, but Apple & Google have growing audiences as well. If there are niche markets specific to your genre, then consider publishing there or as a download on your own site. Be warned however, that if you want DRM (Digital Rights Management), you will need to limit your exposure to the major sites that provide DRM: Amazon, Barnes & Noble, Apple, & Google. Recommended Resource: www.ePubTemplate.com

3. Build an effective landing page (website). Less is more. Include too much, and the reader is either satisfied, confused and/or turned off. It's about your reader and what they'll get from your books (not you). Include: (1) A 3D image of your book, (2) a synopsis, (3) a preview, (4) reviews, (5) link to your blog, (6) buy now buttons (point directly to your listings), (7) subscribe, (8) media room, (9) affiliate page, (10) Social Media links. Learn from Amazon & never be more than a click away from a sale! Build a fast & effective site with PubWriter.com.

4. Become skilled in online marketing / internet marketing. This can quickly become a black hole unless you spend time where you see others already getting results. Less than 20% of the sites on the web get 80% of the traffic. To see what's working, visit the Answer Hub at www.AuthorDock.com.

5. Set your physical fulfillment on autopilot. The resources available to authors today make this possible. Once everything is setup, you'll never have to ship a single book and will never have a problem scaling to meet demand. Whenever an order is placed anywhere in the world, the printer is notified, then prints & drop ships the book directly to the buyer.

6. Build out a partner network (and seek joint ventures). Provide incentives for others to promote your book. Clickbank offers access to millions of affiliates eager to sell your product for a commission. Establish partnerships with the sites at the top of the search engine for your keywords.

7. Email marketing works. Building a list of others interested in your topic is one of the most valuable things you can do. Build a quality list and offer something of value in return for their email address. You can't expect people to come back to your site without an occasional nag... you must reach out to them and give them a reason to stay connected with you.