

# How to Increase Your Book Sales



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## HOW TO INCREASE YOUR BOOK SALES

Whether you are self- or traditionally published, there are many sideways methods you can use to jump sales.

From selecting book topics that are likely to find eager readers, to optimizing your book to be found on Amazon and the web, to finding endorsers, interviews, and unusual sales platforms, it's exciting to find how many "out of the box" ideas might work for you to find eager readers.

You may be surprised at just how much you can do to build an audience and move your book sales to the next level.

# Marketing is Not a Dirty Word



Writers sometimes feel it's crass to focus their energies on selling their book. Making money is not why they write. They want to stay true to pursuing their art rather than selfishly worrying about dollars.

# Share Your Passion



If this is you, then change your mindset!

Marketing doesn't have to be about money.

Marketing allows you to reach many people with the **information** in your book that will improve their lives.

You have written something **WONDERFUL**. People will be delighted and grateful to buy your words if only you can let them know.

# Today's Talk



Understand the Terrain  
Before Publishing  
During Publishing  
After Publishing  
More Books

# Today's Talk



## Understand the Terrain

Before Publishing

During Publishing

After Publishing

More Books



# Traditional Publishers Have Resources



- Knowledge base — they know what gets a book noticed in the public eye.
- They often start selling the book 3-6 months before it's published, and continue for awhile after that.
- They have a team of people who are experienced and can work full-time on selling.
- They have money to finance big-ticket marketing venues.
- They coach the author in how to pursue personal sales efforts.
- They have a good reputation for quality books, so that anything they push is known to be well-done.

# What Do Traditional Publishers Do To Help Sales?



Lots of things, including:

- Create ARCs for heavy-hitting endorsements.
- Create powerful metadata for amazon and other online sellers.
- Advertise in their company catalog.
- Place “release ads” in *Publisher’s Weekly* and other periodicals.
- Present at book conventions.
- Coordinate a multifaceted publicity release through social media and news outlets.
- Schedule blog and conventional tours.

# Past Performance Matters



While it isn't a guarantee, a good track record of sales for previous books means your current book is likely to sell well. Your publisher is eager to invest the resources to help make this happen.

# New Authors Struggle for Resources



Sadly, if you are a new author without a track record you may find that resources from your publisher aren't evenly distributed. Best-selling authors generally get more. This is just the way it is.

# Self-Published Authors are Solitary Entrepreneurs



Similarly, if you're a self-published author you will have to finance and run your marketing campaign alone. This isn't necessarily bad, but it can be daunting.

# Let's Be Honest



If this is your first book, and/or you are self-publishing, then you are the only one who will really care about selling your book and you **MUST** strategize to succeed.

# Recognize...



As a new author you are against some heavy competition.

# However All Is Not Lost



- If resources are scant, you can still employ on your own some of the best-selling tactics such as endorsements, (economical) ad campaigns, and finding interview venues for blog book tours and podcasts.
- You have an army of best-selling authors who have gone before you with lots of advice for how to sell books.
- You have an amazing array of online tools to help you get the word out.
- You have unique assets and connections that no one else can use.



# Don't Forget



Most important, YOU HAVE GOD! If you have written your book in accordance with His will, then He will get your book into the hands of the people who need to read it, whether few or many.

# Sideways Marketing Tactics



- Just because you can't go head-to-head with best-selling authors doesn't mean you can't sell thousands of books and become a raging success.
- All you need to do is be mindful of STRATEGY.
- This lecture will go over some tactics that I hope will get your ideas popping.

# Today's Talk



~~Understand the Terrain~~

**Before Publishing**

During Publishing

After Publishing

More Books

Website

# Your Author Website is Essential



Now is the time to get your Author Name domain and build your website or hire someone to do it for you. Keep it simple!

Minimum to Include:

- Author photo and biography.
- Contact Form.
- Page for link to your book.

# Resources

# Gather Your Online Resources



There are people online who can help you and who you can help.

“If you want to go fast, go alone. If you want to go far, go together!”

# American Christian Fiction Writers



**American Christian Fiction Writers**

- Online organization of 2000+ writers, editors, and agents.
- Lots of interaction.
- Critique groups, contests, conference, courses, active loop etc.
- Even nonfiction writers may benefit.
- \$75 to join, \$49 for annual renewal.

[www.acfw.com](http://www.acfw.com)



# Christian Indie Publishing Association



## **Christian Indie Publishing Association**

- Christian Indie Awards
- Newsletters
- Checklists
- Courses
- Discounts/Partner Links
- \$90/year to join

[www.cipa.podia.com](http://www.cipa.podia.com)

# Kindlepreneur



Dave Chesson runs an amazing free site with a wealth of information. If you have a question, go here first.

- Write
- Edit
- Format
- Cover
- Publish
- Market
- Helpful Tools

[www.kindlepreneur.com](http://www.kindlepreneur.com)

# Find Reviewers and Interviewers



Big resource book to get you started.

Available on the website at  
<https://bookrevieweryellowpages.com>  
and on Amazon.

Make a Plan

# Figure Out What You Will Do to Sell Your Book



It's best before you are published that you do some marketing research. Then write down your marketing assets and how you can use these. What are some ideas and a timetable for selling?

In other words, **MAKE A STRATEGIC PLAN!**

# Write It Down



It's really important to

**PUT YOUR PLAN IN WRITING.**

# Marketing is Ongoing



Keep learning and trying new things.

# Categories and Keywords



# Find Your Categories and Keywords Early



Categories and keywords allow readers to find your book.

Find the best ones now, before the rush of publishing.

Even if you are traditionally published, do the research. It takes time to find good categories and keywords, and if your publisher is busy he will appreciate the help!

# Search Engine Optimization (SEO)



If you can position your book right, Amazon will sell it for you by showing it to interested potential buyers.

SEO is a big topic — this talk is just touching on it. Learn more about SEO if you want to succeed.

# Your Secret Weapon: KDSPY

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KDSPY analyzes book categories as well as rankings and keywords.

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

# KDSPY is Versatile



Works on:

- PC
- Mac
- Chromebook

One-time purchase for \$69 at  
[www.kdspy.com](http://www.kdspy.com).

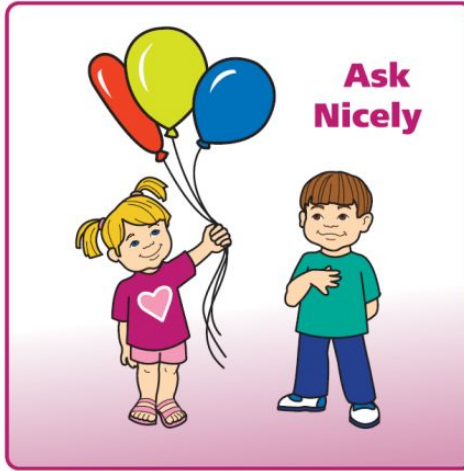
# Preemptive Best-Selling Tactic



Here's a bonus secret: If you are looking to create a bestselling platform, on Amazon you can search for high-demand, low competition niches that you can dominate **before** you write and then tailor your outline and writing to get your book to fit **EXACTLY** into these perfect niches.

Think Ahead to Reviews

# Ask Nicely for a Review



Readers don't always understand how critical reviews are to selling your book.

Don't forget to put in a page at the end of your book that tells the reader how much you would appreciate an honest review so that other readers can benefit from their experience with your words. Magic!

# Today's Talk



~~Understand the Terrain~~

~~Before Publishing~~

**During Publishing**

After Publishing

More Books



# Endorsements

# Endorsements



- Endorsements are often overlooked but are a great marketing tool.
- You can get these any time but best before publication.
- The more the merrier.
- Endorsements are used on the front cover, back cover, and/or inside your book.
- Sometimes an endorser will write a foreword for you.

# Finding Endorsers



- Who writes endorsements?
  - An expert in your book topic.
  - An authority like a pastor, teacher, nurse, doctor, or lawyer.
  - A celebrity.
- Do you know anyone?
- Do any of your friends or colleagues know anyone?
- Can you introduce yourself through email or phone?
- Might someone write a foreword for you?

# Use an ARC



- ARC = Advance Reading Copy.
- Near-final form of your cover and interior.
- Formats are:
  - Print
  - Ebook mobi (kindle)
  - Ebook epub (other ereaders)
  - PDF

# If Your Publisher Doesn't Want to Do ARCs for You...



- Ask if you can approach people on your own to get endorsements.
- Ask if they are OK for you to use the PDF of your book.
- If they don't have the PDF yet, ask if you can use the book cover image.
- If the files aren't ready yet, ask your publisher if they're OK for you to send a simple ms draft to selected individuals.
- If you need to, use self-publishing techniques to create readable PDF document as well as mobi (Kindle), and epub (other e-readers) files.

# Protocol to use ARCs to get Endorsements

- Tell the person how much you admire their work and why you think they might want to endorse your book.
- Mention others who have endorsed you especially if you have a big name.
- Offer them an ARC in print, ebook, and PDF formats.
- Set a (generous) deadline. Give them at least a month, preferably two months or more, to write an endorsement.
- Offer to send them the final version of your book when it's published.

## When the person returns an endorsement:

- Write a thank-you note.
- Ask their preference for final book format (print, ebook, PDF).

And if they don't give you an endorsement, be gracious and thank them for their time.

Social Media

# Opportunities on Social Media



Social Media such as Facebook and Twitter offers you opportunities to create author accounts. You can also purchase advertisements to find interested potential buyers.

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



Blog

# Blogging is Fun



If you don't already have a blog, start one now!

Put the blog or a link to your blog on your website.

# What Do I Write About?



Don't make this blog about you you you. Instead give information or entertainment that benefits your reader. Focus on topics in your book so you can attract your target audience.

Try to narrow your topics to one or a few things such as cooking, writing, boating, building a tiny house, or whatever. Write about things that interest you and that you can keep finding new angles to cover.

Try to include readers by inviting comments and mentioning them in your posts.

Here's a fun article to get you started:

<https://justagirlandherblog.com/what-should-i-blog-about/>

# Mailing List

# Mailing List



Join Our  
Mailing List

With your blog start your author mailing list. For best results you will need a free product (such as information, free chapters, or a story) that readers will receive when they sign up.

You can learn more from this free course at reedsy.com (<https://blog.reedsy.com/how-to-market-a-book/>):

[blog.reedsy.com/learning/courses/marketing/author-mailing-list/](https://blog.reedsy.com/learning/courses/marketing/author-mailing-list/)

# Contests

# Book Contests are Awesome



Look for contests you can enter.

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

Winning contests gives your book credibility.

# Associations



# Look for Related Associations



Specialty groups love book authors!

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

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

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

# Today's Talk



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More Books

Speaking

# Speaking is a Great Opportunity to Meet Readers



Publishing a book makes you an expert.

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

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

Author Central

# Author Central Account



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

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

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

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

# Amazon Reviews

# Get Four and Five Star Reviews



Having many good book reviews on Amazon and other sites assures readers of your book's worth and encourages more sales.



# Amazon is Careful About Who Reviews Your Book



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

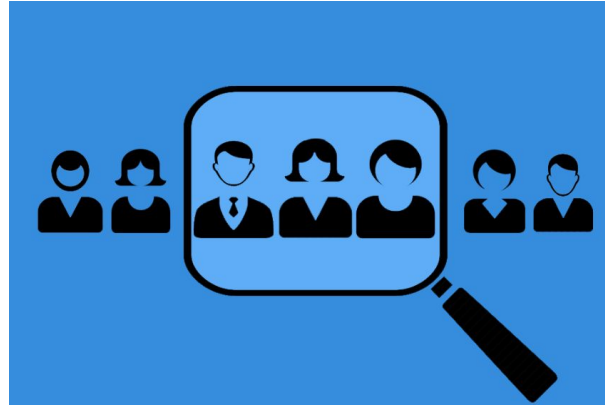
- You cannot pay the reviewer to review your book. Note that trade reviews are different and not included in this restriction.
- You cannot directly exchange book reviews with another author.
- You cannot be a friend or family member of the reviewer.
- You cannot share social media links with the reviewer.

# Amazon Deletes Reviews That Go Against Its Rules



So what can you do?

# Target Audience







So if you can't PERSONALLY ask for reviews, you can still contact your target audience. These people may write reviews for you. Target Audience reviews are usually golden because the target audience reviewers understand the problems and themes that your book is addressing and describe in detail how your book deals with these topics.

You can find your target audience through social media, through goodreads, through blog tours, through podcasts and so forth. Hang tight for information coming up in a moment!

# Amazon Top Reviewers

## Amazon's Top Customer Reviewers

Our top reviewers have helped millions of their fellow customers make informed purchase decisions on Amazon.com with their consistently helpful, high-quality reviews. The Top Reviewer Rankings showcase our best contributors at the moment, while the Hall of Fame honors those who have been highly ranked in previous years. Take a minute to explore the reviews written by these customers. They will inspire you. (Learn more)

Top Reviewer Rankings		Hall of Fame Reviewers		
10,000 customer reviewers				
Rank	Customer Reviewer	Total Reviews	Helpful Votes	Percent Helpful
# 1	 <b>Sara</b> See all 8,388 reviews	8,388	94,907	100%
# 2	 <b>T. Marcus Allen</b> See all 3,378 reviews	3,378	29,448	100%
# 3	 <b>Douglas C. Meeks</b> See all 3,924 reviews	3,924	36,335	97%
# 4	 <b>Mickey Biancanello</b> See all 93 reviews	93	47	100%

Although this is a tedious process, you can find and contact Amazon top reviewers to see if they'll consider writing a review.

Top reviewers are listed at [www.amazon.com/review/top-reviewers](https://www.amazon.com/review/top-reviewers). Check out their profiles to see who might be a good match.

# GoodReads Book Giveaway



Once you've set up an author account on GoodReads, you can do giveaways. These don't guarantee reviews, but even if you don't get one you're still letting readers know about your book.

# Blog Review Sites and Blog Tours

# More Publicity from Blogs



Book bloggers love to recommend books to their readers. You can find those who might be interested in your book in *The Book Reviewer Yellow Pages* by David Wogahn (<https://bookrevieweryellowpages.com>).

# Blog Tour



You might even want to do a blog tour visiting with many bloggers in a short period of time. If you don't want to coordinate everything yourself you can hire a tour organizer. Find them listed in *The Book Reviewer Yellow Pages* by David Wogahn.

<https://bookrevieweryellowpages.com>



Podcasts

# Podcasts Offers Exciting Opportunities



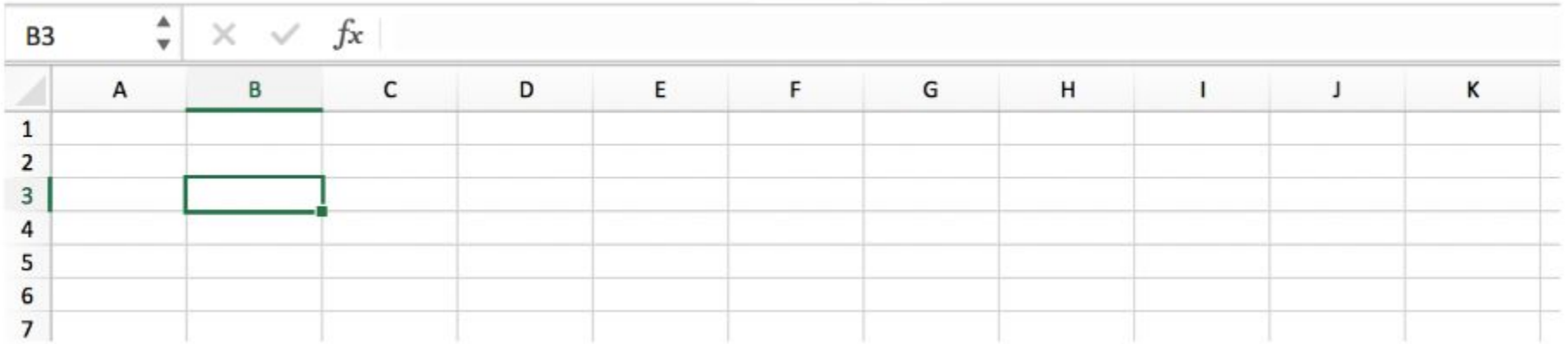
If you can speak on your topic and don't mind doing so virtually you might want to be a guest on different podcasts.

# Find Podcasts



An easy way to find podcasting shows to apply to is through a subscription (try [www.RadioGuestList.com](http://www.RadioGuestList.com), [www.PodcastGuests.com](http://www.PodcastGuests.com), and [www.Podmatch.com](http://www.Podmatch.com)). You can also find podcasts through internet searches, social media, networking, and recommendations.

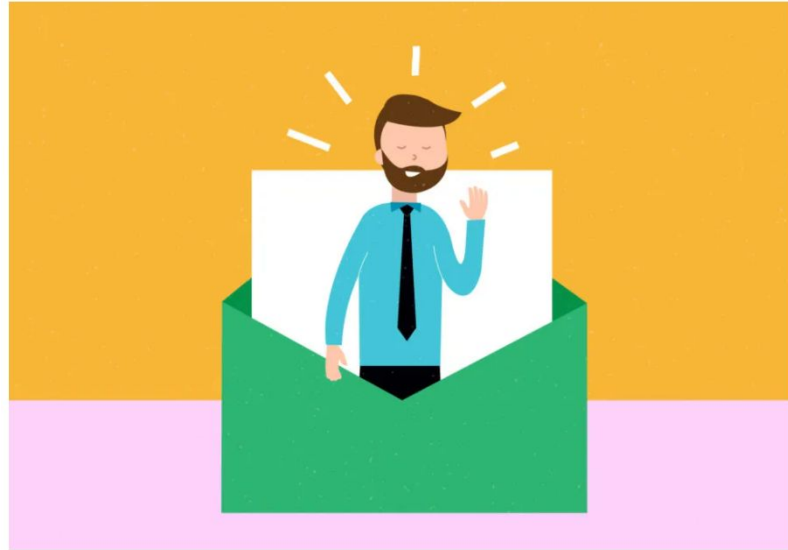
# Stay Organized



	A	B	C	D	E	F	G	H	I	J	K
1											
2											
3											
4											
5											
6											
7											

Keep records on a spreadsheet of who you contact including website and contact info, when, and the result.

# Introduce Yourself



In your query introduce yourself, show familiarity with the show, and offer three topics for discussion.

# Get Your Host and Listeners to Love You!



Get a good microphone for the interview. Offer a free gift for the listeners.

# Do What Your Mother Told You...



After your interview write a thank you note to the podcast interviewer.

# Book Promotions



# Offering Your eBook for Free Works!



Enrolling your ebook in KDP Kindle Unlimited offers you the opportunity to run promotional sales — both offering your book for free or offering a countdown deal where your price gradually raises.

While it may seem counterintuitive, these sales really work to improve your ABSR (Amazon Best-Selling Rank) and pull in paid sales.

They also massively increase customer book reviews.

# Let Interested Buyers Know About Your Promotions



If you run promotions you should get the word out to get more participation.

Dave Chesson at Kindlepreneur gives you some information and lists of sites that will tell others about your giveaway at

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

Paid Ads

# Paid Ads



Speaking of promoting your book, you may want to consider buying some Amazon or Facebook ads. These can be quite effective.

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

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

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

# Trade Reviews

# Add Credibility to Your Book



Trade reviews are professional reviews that add credibility to your book.

Hopefully your publisher will help you find trade reviewers.

If you want to do some work yourself, check out The Book Reviewer Yellow Pages by David Wogahn (<https://bookrevieweryellowpages.com>) to find reviewers. Most of these require payment, and **THERE IS NO GUARANTEE** you will get a good review — so make sure your book is good.

If you receive a review you want to put on Amazon, give it to your publisher to enter it onto your book information page.

If you are doing this yourself, you can enter the review through your Author Central account.

Campaign Manager

# A Campaign Manager Simplifies Things



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

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

(<https://bookrevieweryellowpages.com>).

Or use CIPA's partner company Westar Media (<http://westarmedialogroup.com>).



# Unconventional Sales

# Think Unconventionally



Brainstorm ways you can get your book into more hands.

# Homeschools



Homeschools need books to fill their curriculum.

Your book may be suitable!

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

Two of my favorite companies are Calvert ([www.calverteducation.com](http://www.calverteducation.com)) and Sonlight ([www.sonlight.com](http://www.sonlight.com)).

# Libraries, Churches, Schools



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

# Related Venues



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

# The Waiting Room



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

# Donate Your Book



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

Note that different organizations have different criteria. Many do not want explicitly Christian literature.

# Today's Talk



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**More Books**



Bundle Your Books

# Get More Mileage From Your Books



Bundle two or more of your books. You get a new product and your customer gets a deal on information he or she is eager to acquire.

Permafree EBook  
on Amazon

# Find More Readers



Readers love free books. Offer the first book of your series to pull them into your writing.

# The Best Marketing Tool

# Best of All



Nothing advertises a good book like another good book.

Making money as an author means creating many books.

# Do What You Love



Work at least a little every day on what you love the most — writing!

# That's All, Folks!



Amy Deardon

[www.amydeardon.blog](http://www.amydeardon.blog)  
[www.ebooklistingservices.com](http://www.ebooklistingservices.com)  
[amydeardon@gmail.com](mailto:amydeardon@gmail.com)