

## CASE STUDY

Launching Book Marketing Checklist to  
#1 International Best Selling Book  
Proof Copy

## Case Study for the Launch of Book Marketing Checklist

### How I Launched Book Marketing Checklist to #1 International Best Seller Status

Launch Day is here for my book, **Book Marketing Checklist for Self-Publishers**. It was a roller coaster experience. Launching a book is an exciting and exhausting experience. I have released a lot of books over the years but this book was my first #1 best selling book and #1 internationally in Australia and Canada. And also a bestselling book in Great Britain and Germany.

This was also the first time that I actually had a plan of how to do it and then used it. I used my own book to launch my own book. When it came time to launch I actually open up the launch section and followed my own Level 1 plan. Over all, the launch took about 40 hours of work to run, 20 hours of prep and 20 hours or so for the actual launch. My launch campaign was run using the Kindle ebook version of my book. Kindle books are easier to launch because you can set the price at \$.99 and create an impulse buy.

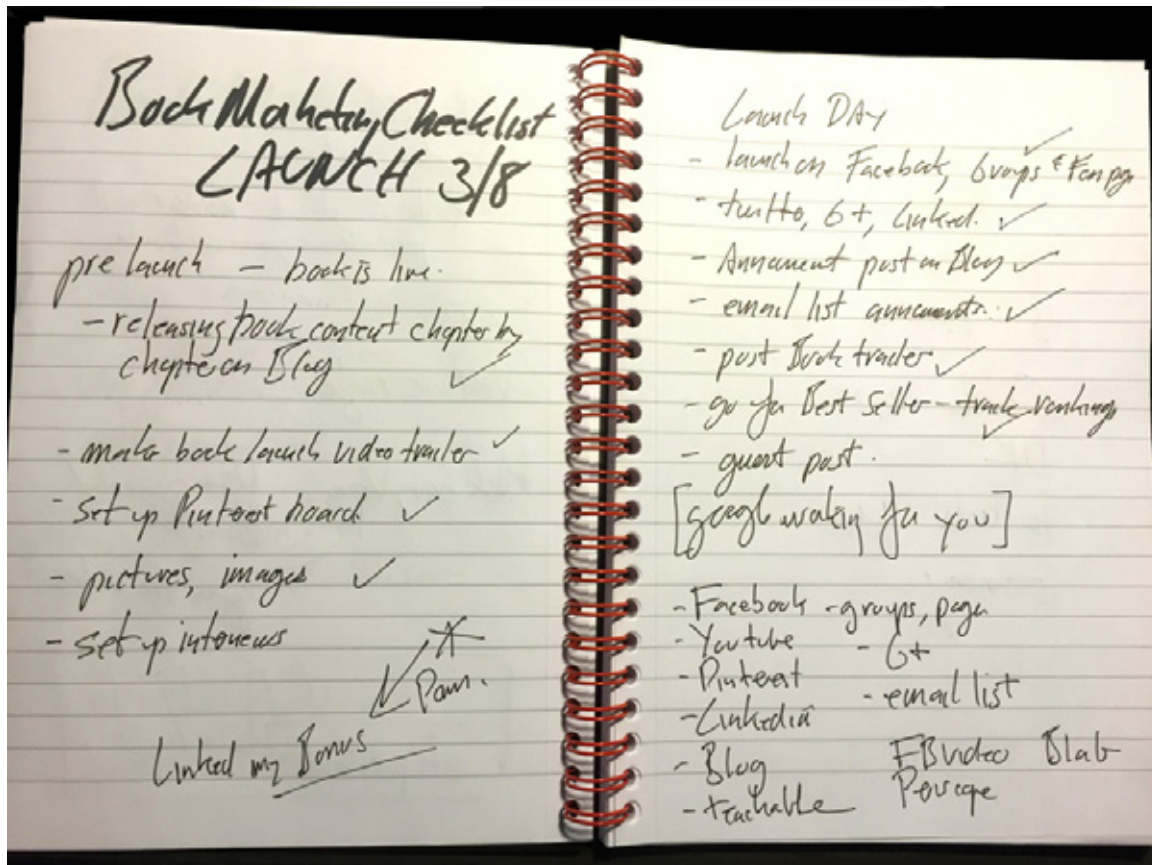
## The Checklist Book Launch Plan

- \_\_\_ Step 1: Pre-Launch: Write Out Your Launch Plan.
- \_\_\_ Step 2: Pre-Launch: pick categories and keywords for your book.
- \_\_\_ Step 3: Pre-Launch: Make sure your book is live on Amazon and can be purchased, buy a copy.
- \_\_\_ Step 4: Pre-Launch: Prepare a media kit with launch graphics; cover shots, author head shots, text and links to your Amazon book sales page.
- \_\_\_ Step 5: Pre-Launch: Research some other book launches and their descriptive text for inspiration on how to write yours. Google “recent book launches.”
- \_\_\_ Step 6: Pre-Launch: Set up a MS Word document with your description text and links to Amazon.
- \_\_\_ Step 7: 9:00am Launch: Release your new book, we begin.
- \_\_\_ Step 8: Launch: Post your book launch notices everywhere you can.
- \_\_\_ Step 9: Launch: Thank your fans for buying your book, build social proof.
- \_\_\_ Step 10: Launch: Record your progress on Amazon rankings with screenshots.
- \_\_\_ Step 11: Launch: Continue to post updates during the day, post screenshots of any progress on Amazon in your social media sites.
- \_\_\_ Step 12: Launch: In the evening do another round of launch notices. Encourage people to push you over the top.
- \_\_\_ Step 13: Launch: Be sure to screencapture all results. The rankings don’t last that long on Amazon. You will need these for marketing.
- \_\_\_ Step 14: Post-Launch: Thank your fans again for their support. Post the results of how high you got in the rankings. Did you get bestseller?
- \_\_\_ Step 15: Post-launch: Update all your bios with your new best seller status.

## The Detail Launch Plan

### Step 1: Pre-Launch: Write Out Your Launch Plan

The first thing I did for my book launch was to scribble out a plan in my notebook. Not a very scientific method but it worked and kept me on track. I used the Level 1 Checklist, Marketing My Book with Little Effort and \$0.00 Dollars, right here in this book



### Step 2: Pre-Launch: Pick Categories and Keywords For Your Book

A key part of selling your book is having it in the correct category on Amazon. When you upload your Kindle ebook or CreateSpace print book you need to pick a book category and related keywords. This helps Amazon figure out where to place your book and aids in search. For the categories for my Kindle Amazon book, Book Marketing Checklist I picked:

**Business & Economics > Marketing > General and Reference > Writing Skills.**

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For Kindle you select two categories, for CreateSpace you select one.

For the keyword section of the Kindle upload process you pick 7 keyword phrases, for CreateSpace you have 5. Each phrase can have up to 25 characters. For my marketing book I selected:

book marketing plan, self published books, how to sell your book, marketing checklist, best selling books, writing skills, book launch.

### **Understanding Book Category BASAC Codes for Kindle and CreateSpace**

One of the things that is confusing when you are uploading your book and filling out the Kindle or CreateSpace upload forms is that the BASAC category codes don't match Amazon's category codes. The BASAC codes are the publishing industry's codes for classifying books. These have to be assigned to your book before it can be published. They are similar to Amazon's but not a one-to-one match. You try to get as close as possible. Picking categories is part of the process to getting your book in the correct areas on Amazon. It is also part of the process to getting a bestseller. Amazon will figure out what your book is about and assign it a category. It is almost more of an art than a science.

See chapter 6 "Launching Your Book and Going for Bestseller Status" for more on this.

### **Step 3: Pre-Launch, Make Sure Your Book is Live on Amazon and Can Be Bought, Buy a Copy**

I upload the Amazon/Kindle and/or CreateSpace books several days before a launch and purchased a copy. I recommend you do this. You don't have to do both versions, ebook and print but I recommend it if you can. If you are just doing one format and doing a book launch program then do the Kindle version.

I have been behind the scenes of a number of book launches that tried to time the Amazon live release with their launch, and it didn't match up. They couldn't get the formatting right or CreateSpace was a little slow or any number of reasons. It is important to have the book live before you launch and be sure to order a copy. Now you know everything is working. Just don't announce it and hope everything comes live on launch day. This also gets the Amazon ranking process started and lets you know that everything is working correctly.

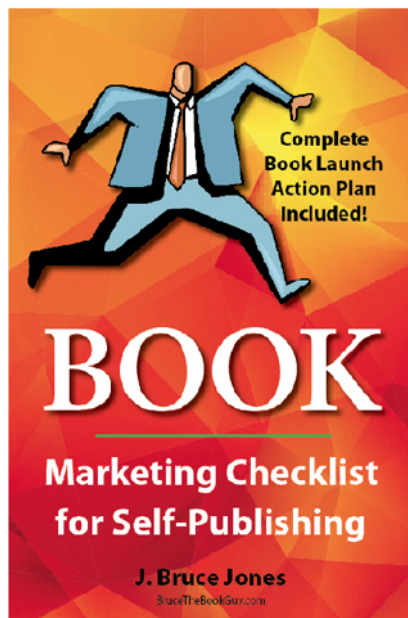
Some authors also have 4 or 5 friends purchase a Kindle book and post some positive book reviews. Make sure your reviews come from the people that actually bought the books.



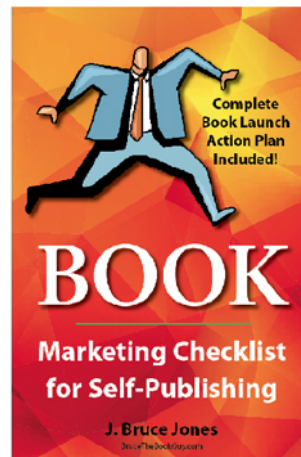
#### Step 4: Pre-Launch: Prepare a Media Kit with Launch Graphics: Cover Shots, Author Head Shots, Text and Links

I set up my book marketing media kit with some sample book cover jpg thumbnail images in different sizes. I also create a couple of headshots of me to use wherever needed them. (Check out the chapter on Book Launch Prep & Build Out Your Media Kit). I also created a document with sample book announcing text, Amazon book links, some descriptive copy on the book and some bio copy about me the author.

The most popular book image size I used in the launch was a jpg thumbnail picture that was 225 pixels or about 3 inches wide. (There are 72 pixels per inch.) I used this graphic on my blog, and in some of the social media postings. You can get these images from your cover designer. They should be part of the cover design project. I recommend having different sizes on hand for your launch. Many of the social media sites will also pull over a book cover thumbnail image from Amazon as long as you have a good link to the book sales page.



6" wide



4" wide



2" wide

#### Step 5: Pre-Launch: Research Some Other Book Launches and Their Descriptive Text for Inspiration on How to Write Yours. Google “recent book launches.”

I researched other book launches, mostly on Facebook, but also on Google and Twitter, to see how they phrased their launch text. I also reviewed sample press releases on book launches. I Googled “press release book launch examples.” I then adapted their text to my book and subject. They are all pretty standard once you start looking. I took that info and put together a little library of book launch

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text. I had several versions because I didn't want to use the same exact text in all the places that I was going to announce the launch.

### **Step 6: Pre-Launch: Set up a MS Word Document with Description Text and Links to Amazon**

Set up a MS Word or Google document with pre-written samples of your launch text, along with the Amazon book links. Even though you are mostly focusing on the Kindle book you will also sometimes be promoting the print version. Have both books in your document. You are going to be copying and pasting this text a lot and you want it in an easy place. Examples of my book launch text:

#### **My Facebook Pre-Written Book Description Text with Links for Posting**

Most of my marketing efforts were done on Facebook in different groups that I belong to, my own and others. Facebook is a powerful platform and as you get closer to your launch you want to start joining and participating in subject related groups along with building some excitement on your pages. Ideally this effort should start about six months before you need it. But you can start later. The key here is to build a presence and relationship in the group. Don't just show up and expect people to buy your book. You need to be somewhat of an active member. There are Facebook groups for everything, find 4 or 5 and contribute. For launch I developed several different messages depending on what group I was posting in. Some are more personal and some are more general.

[BOOK LAUNCH] Hi all, My new book is live on Amazon. Help me out today to get #1 on Amazon with my new book, Book Marketing Checklist for Self-Publishers. And a first for me, I am linking my Book Marketing Online Course to the book. Links are inside to the free video course. Click Here only \$.99 <http://amzn.to/21Ubtn2> Thank You

[BOOK LAUNCH] Hi all, My new book, Book Marketing Checklist for Self-Publishers is live on Amazon. Help me out today to get #1 on Amazon and I would love a review. And this is a first for me, I am linking my Book Marketing Online Video Course to the book. I have a marketing book and a marketing course, excited to tie this content together. Links inside to the free video course. Click Here only \$.99 <http://amzn.to/21Ubtn2> Thank You

[BOOK LAUNCH] Book Marketing Checklist for Self-Publishers is live on Amazon and I would love a review. Click Here only \$.99 <http://amzn.to/21Ubtn2>

[BOOK LAUNCH] Hi all, My new book is live on Amazon. I would love everyone's help in getting my book to #1 today on Amazon. The new book is Book Marketing Checklist for Self-Publishers, Click Here only \$.99 <http://amzn.to/21Ubtn2>

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See everyone next week at MML in San Diego, Thank You

Wrap your launch text around an event or conference that you might be going to. Use what you have and what you do to help connect with people so they can learn about your book.

[LAUNCH COPY] To learn how to successfully market your book, buy and download a pdf copy of Book Marketing Checklist for Self-Publishing today. Buy and Download a PDF Copy of Book Marketing Checklist

[LAUNCH COPY] Book Marketing Checklist for Self-Publishers is live. I would love a review. <http://amzn.to/21Ubtn2>

### Email text for my mailing list, with links to the new Amazon book page

[BOOK LAUNCH] Book Marketing Checklist for Self-Publishing is Live Today

Book Marketing Checklist for Self-Publishing  
Live on Amazon Today!

Hi {!firstname\_fix}

I am pleased to announce the release of my new book, Book Marketing Checklist for Self-Publishing, with a Complete Book Launch Action Plan Included!

In my new book I take you through the steps that you will need to successfully launch, market and sell your book.

One of the most common questions I get asked by new authors is “What’s Next?” They have pushed the published button and launched their book on Amazon.com and then go, what do I do now? Books don’t market themselves just because you are on Amazon. You need to be involved on a regular basis with getting your book out to the world and getting people to buy it. This is true whether you are an indie author or you have a publishing company behind you. Books need to be marketed in order to find customers.

This book contains the lessons I have learned in creating and marketing over 40 of my own books. The book includes:

3 Simple Things I Would Do to Market My Book

### Part 1, Book Marketing Checklist



## Book Marketing Checklist for Self-Publishers • Proof

- General Book Marketing Concepts
- Start Marketing Your Book the Day You Start Writing
- Selling on Amazon
- Book Launch Prep & Build Out Your Media Kit
- Preparing for Your Book Launch and General Marketing
- Going for Best-seller Status
- On-line, General Book Marketing
- Making Your Book Trailer Video
- Off-Line Book Marketing

### **Part 2, Book Launch Action Plan**

- Level 1, Marketing My Book with Little Effort and \$0 Dollars
- Level 2, I Can Go a Little Bigger and Make a Little More Effort
- Level 3, I Want to Kick It Into Higher Gear, Try to Really Push It

### **Part 3, Book Marketing Resources**

I can use your help to reach #1 on Amazon.

I am trying to get this book to a #1 Best Seller status for today the launch day and can use your help. The book is available in print and Kindle ebook from Amazon but it is the Kindle version that is important for the #1 ranking.

Here is the Link for the Kindle version, only \$.99 today:

<http://www.amazon.com/Book-Marketing-Checklist-Self-Publishers-Complete-ebook/dp/B01CJ9K4F0>

Thank you for your support  
Bruce Jones

P.S. here is the paperback link

<http://www.amazon.com/Book-Marketing-Checklist-Self-Publishers-Complete/dp/1530067065>

I also created a book promo video to play on Facebook and YouTube. I hosted it on YouTube and spread it into every social media site I am on. Anyone can create a launch video using their phone. You can get fancy or just turn on your camera and start talking.

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[VIDEO SAMPLE COPY] Book Marketing Checklist for Self-Publishers is live on Amazon. <https://youtu.be/fR2IGlhCv84>

The video also has a full description, including first thing a live http link to the Amazon book page. Videos can be posted in almost every social media platform not just Facebook.

### Remember All Your Other Internet Sites

We also tend to forget that we are actually connected to lots of places online not just Facebook. We are in all kinds of groups. We are on sites such as LinkedIn, Pinterest, Twitter, Google Plus, GoodReads and many others. These are all important places to announce our new book.

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I also forgot that I had my Online Publishing School on Teachable.com with a lot of publishing students. Here is my email to my students.

[TEACHABLE EMAIL TEXT] Hi, everyone and thank you for being members of the How to Publish Your Book School.

This email is to update you on my new marketing book that I have been working on. Today I am launching my new book **Book Marketing Checklist for Self-Publishing, with a Complete Book Launch Action Plan** on Amazon in Kindle and Print. The book contains all of the lessons I have learned from creating and publishing over 40 books over the past several years.

I would love the support if you want to buy the book and an Amazon review if possible. For the launch period the book is \$.99

Here is the link for the Kindle <http://amzn.to/21Ubtn2>

Thank you for your support and for being a member of the Publishing school

Bruce Jones

### **Build a Library of Amazon Book Links**

Keep your Amazon book links handy; you are going to be using them a lot. Just drop them in a Word file so you can copy and paste.

#### **Print:**

<http://www.amazon.com/Book-Marketing-Checklist-Self-Publishers-Complete/dp/1530067065>  
<http://amzn.to/1nswfr3>

#### **Kindle:**

<http://www.amazon.com/Book-Marketing-Checklist-Self-Publishers-Complete-ebook/dp/B01CJ9K4F0>  
<http://amzn.to/21Ubtn2>

Depending where I was posting I also used the Australian and Great Britain Amazon links. You can find links to all the different countries that Amazon is located in at the bottom of the Amazon home page. Search for your book and find the link. It is very easy to rank in other countries if you have some connections there. These take a while to build but they can give you an international bestseller. I got #1 with about 5 sales in each of these countries. Building a Facebook Open Group is a great way to build your presence internationally.

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### **Australia, Kindle**

<http://www.amazon.com.au/Book-Marketing-Checklist-Self-Publishers-Complete-ebook/dp/B01CJ9K4F0>

### **Great Britian, Kindle**

<http://www.amazon.co.uk/Book-Marketing-Checklist-Self-Publishers-Complete/dp/1530067065>

### **Other random snipits of launch text**

Check out my new Video for Book Marketing Checklist by J. Bruce Jones and start promoting and selling your book today

New Book on Sale Today!  
Click Here only \$.99 cents [link]

During the launch day I was also posting on Twitter and other sites and just kept a copy of these posts so I can re-use them as the day went on

### **Step 7: 9:00am Launch: Release Your New Book, We Begin.**

I announced the book launch at 9:00am on all of my social media platforms. I just started copying and pasting the pre-written posts as fast as I could across as many sites as I could. Sometimes changing them a little as I went along. For my launch I mostly just focused on the Kindle ebook because you can set the price to \$0.99 which makes it an easy buy for readers.

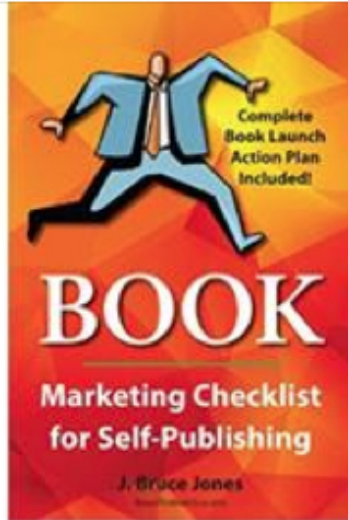
Included in these sites was my Facebook group called **How to Publish Your Book**. I also announced my new book in several other FaceBook groups that I am a member of.



**J Bruce Jones**

March 8 at 9:11am · Norwood

[BOOK LAUNCH] Hi all, My new book is live on Amazon. Help me out today to get #1 on Amazon with my new book, Book Marketing Checklist for Self-Publishers. Click Here only \$.99 <http://amzn.to/21Ubtn2>  
Thank You



## **Book Marketing Checklist for Self-Publishers: Complete Book Launch Action Plan Included!**

Book Marketing Checklist for Self-Publishers is about how to market and launch your book on Amazon.com. It includes many of the tasks that you will need to do...

[AMAZON.COM](http://AMAZON.COM)

Building a Facebook open group can be a very powerful tool for building your platform and for keeping in touch with your market. I am also a member of 5-6 other Facebook Groups, several of which are Kindle ebook groups and related publishing groups. Every market has many Facebook groups associated with them. Join your groups at least 6 months before the book releases and participate in them. Like posts, comment on other people's posts and put up some of your own. You don't have to go crazy, but be a member, contribute and build some relationships.



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### Step 8: Launch: Post Your Book Launch Notices Everywhere You Can.

When you release your book you want to link to everything you can. Making sure all of the announcements connected to Amazon so readers can purchase your book. Use all social media sites, email, newsletters, local media, organizations, and networking groups. Whatever and wherever you can.

Along with Facebook I also announced the book released on YouTube, Twitter, Pinterest, Google+ and my blog. I made a quick video book announcement, which I hosted on YouTube and uploaded to Facebook and other social media sites. I also announced this video through all of the social media share buttons that are located below the video on YouTube. Any place that had social media share buttons I shared. This includes right on the Amazon book sales page. The Amazon social media buttons are located in the upper right corner.

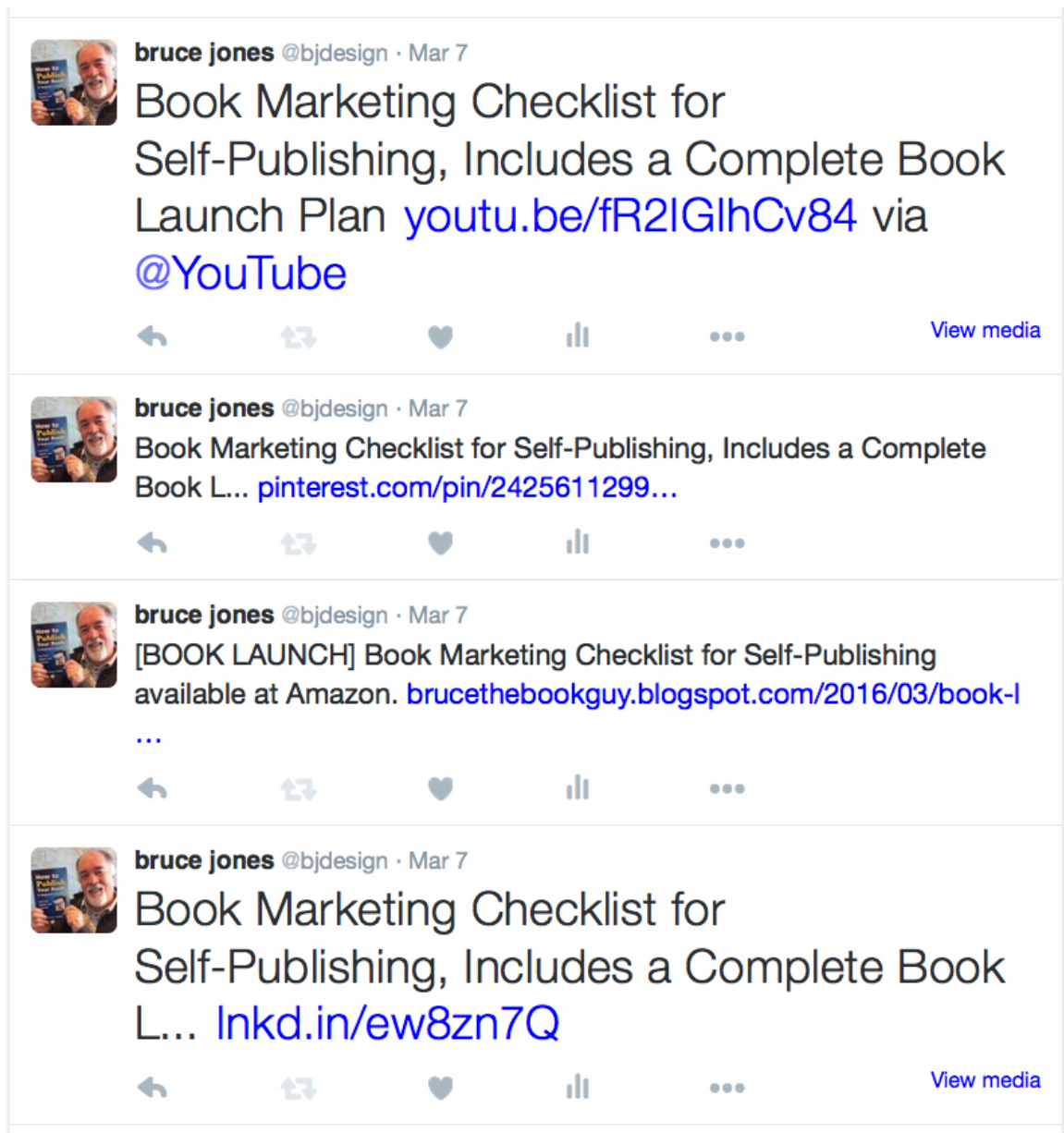




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I have several small email lists that I have built and I announced the release on all of those too. Where ever I announced I made sure to have a book cover shot and a direct link back to the Amazon sales page. This is where your book market media kit comes into play. These are the graphics that I used during the release.

### Samples of Some of My Twitter Posts.

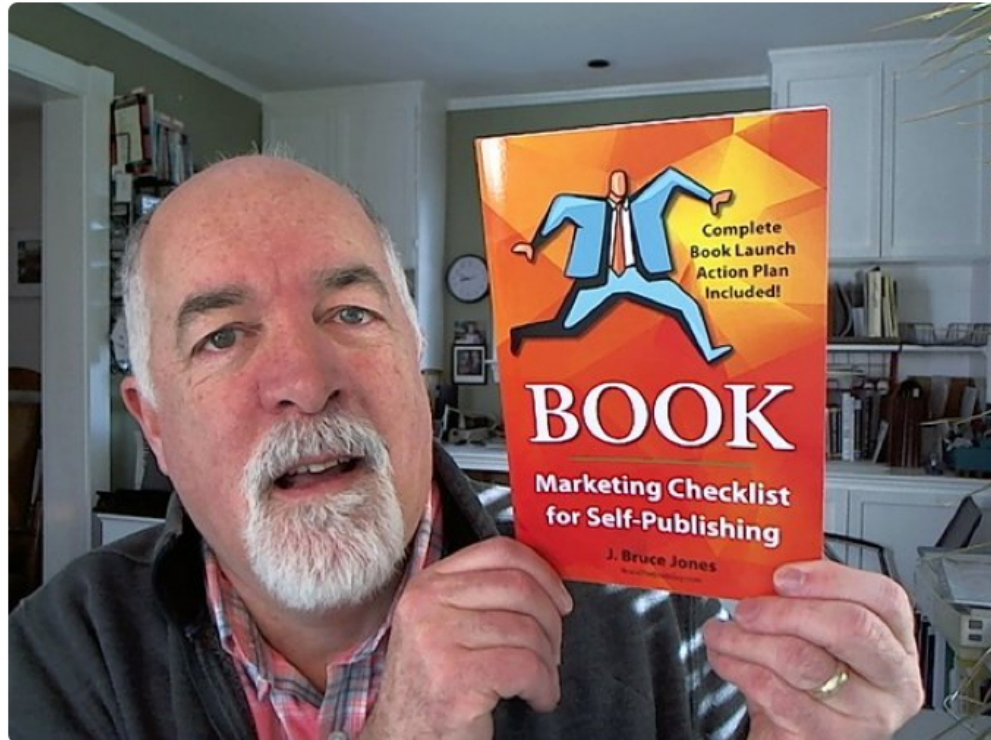


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**bruce jones** @bjdesign · Mar 8

Book Marketing Checklist for Self-Publishers is live. I would love a review. [amzn.to/21Ubtn2](https://amzn.to/21Ubtn2)



**bruce jones** @bjdesign · Mar 8

[BOOK LAUNCH] Boom Marketing Checklist for Self-Publishing is Live Today [aweber.com/t/7Gfx2](https://aweber.com/t/7Gfx2)



**bruce jones** @bjdesign · Mar 8

[BOOK LAUNCH] Hi all, My new book is live on Amazon. Help me out today to get #1 on Amazon with my new book,... [fb.me/7bqdLG2tf](https://fb.me/7bqdLG2tf)



[View summary](#)

Because I have been pushing out with my marketing for the last year or so I have attracted some attention around my book publishing and marketing efforts. Most

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of my efforts have been on Facebook, in my group and other groups. I also have been posting on my publishing blog, BruceTheBookGuy.com but most of my efforts have been on Facebook. While the blog doesn't get a lot of traffic it does give me a place to direct people for more information about what I do and myself. Your author blog is a key component in building your book platform.

One of the side benefits of pushing out everywhere is that you make a lot of connections and often be asked if you are willing to do an interview. You become attractive as some who has good content. For me the outgoing efforts resulted in being asked to participate in a series of podcast interviews with Winnie Anderson and the Live on Tech Show. We talked about Kindle, book marketing and creating books and much more. I was lucky; the podcasts released right at the same time as the book release. Actually I used the deadline of being on the podcasts to finish and launch my book. It was a golden opportunity. For me this was my virtual book tour, a cool thing if you can make it happen. I also participated in several live video broadcasts that helped with exposure. I got these opportunities because I had been reaching for at least six months and building a presence. And I said yes when asked. You can read the transcript from one of the broadcasts at the back of this book.

The book launch posting took about 2 hours. It included writing up several additional unique Facebook, Twitter and Google+ postings. Depending on where I was posting I would adjust the text. I kept a copy of these posting in a MS Word file for easy reference.

### **Step 9: Launch: Thank Your Fans for Buying Your Book, Build Social Proof**

What quickly starts to happen is that people start to buy your book. It actually works!! All those relationships you have built start to come back. It is the coolest thing. My job was then to thank people as they announced their purchase in the comment sections below the Facebook postings. Your fans let you know that they are supporting you. This is really an event and that is how it should be treated. Share the excitement you have with everyone. This is also called building social proof. You can build momentum. People see other

This goes on during the day. I am on the East coast and as the day moves on people come to life by time zones. This is a rolling launch around the planet.

### **Step 10: Launch: Record Your Progress in the Amazon Rankings with Screenshots**

This is a critical step in your launch, gathering screen shots of your Amazon sales page. For this launch I was trying to create a bestselling book. I wanted to reach #1 in my Amazon book category. The idea is to drive a lot of purchases through a narrow time frame, usually one day, from lots of different people all over the country and if possible the world. If you do this correctly and things go well you can create a bestselling book, which is ranking in the top 100, and often

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a #1 category bestseller and at the top a #1 international bestselling book. I succeeded in all of these. Once you have this ranking you can then use it for promoting yourself and your book. The bestselling ranks don't last long so you need to be constantly taking screen captures of the Amazon book rankings. The book ranking information is located in the Product Info section on your Amazon book page. To get a real overall bestselling ranking on Amazon is very hard and takes a lot of work but to get a category ranking is not that hard.




I have a Mac computer and I used an application that is located in my Utility folder called Grab to take a picture of my computer screen. On the PC there are little programs like Snagit and many others.

### Amazon Sales Page, Following the Ranking

While you are managing your postings and the launch you also need to pay attention to the sales and the rankings that are happening on Amazon. Amazon updates their sale ranks on an hourly basis. Sometimes, and this happened in my case, the #1 rankings come out in the middle of the night. They don't last all that long on Amazon, it is constantly changing, so plan to be up and be exhausted the next day. Having an extra person to also watch the screen can really help.

For me, during the launch day nothing was happening on Amazon. My rankings stayed stuck at about 800ish for hours. Something seemed wrong at Amazon. All this effort and nothing was happening. This happens sometimes, there is not much you can do about it. You can also go into your Kindle account and see if sales are happening there. For me nothing was happening there either. Bummer

### Product Details

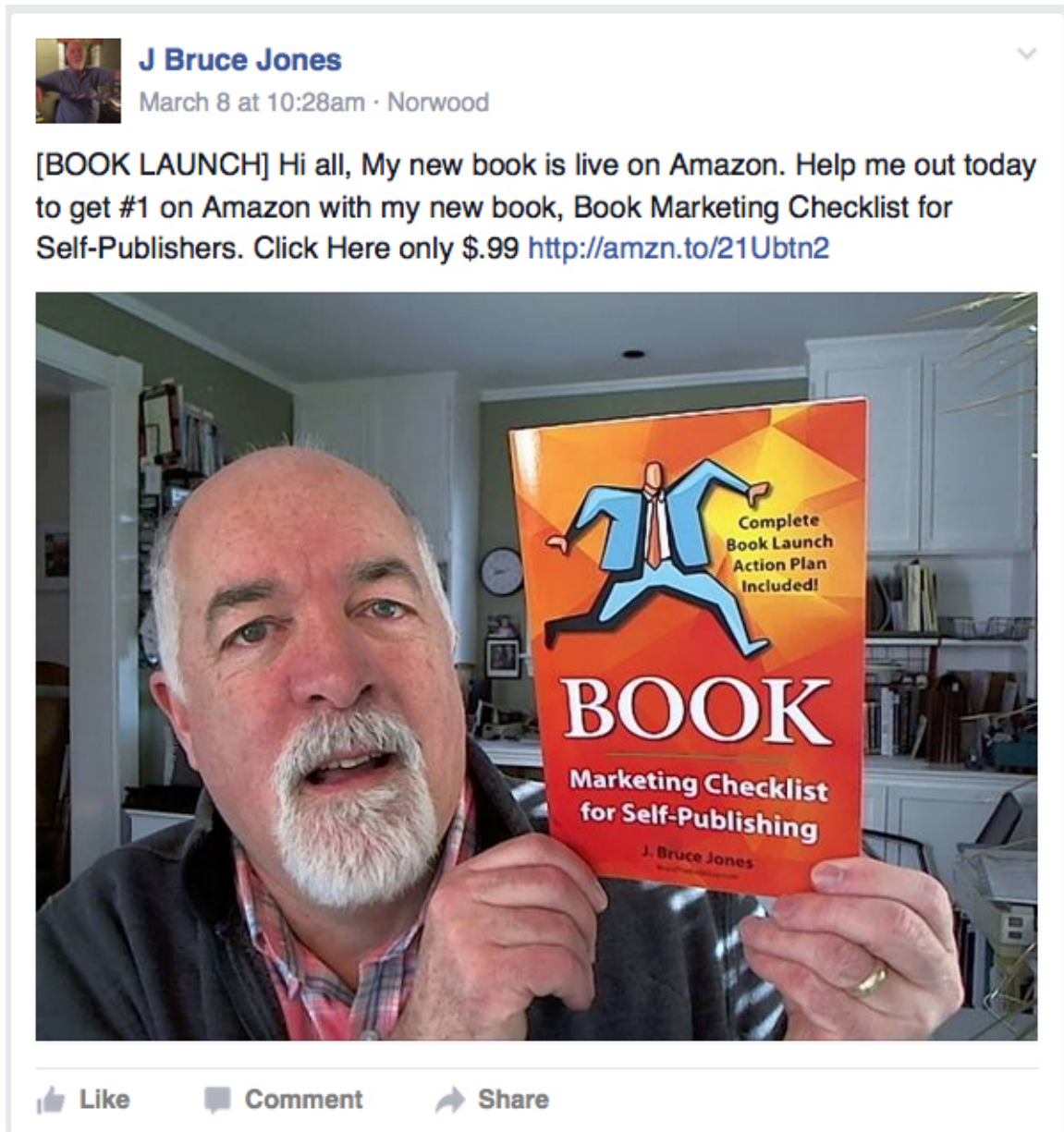
**File Size:** 1976 KB  
**Print Length:** 65 pages  
**Simultaneous Device Usage:** Unlimited  
**Publisher:** Bruce Jones Design Inc. (March 3, 2016)  
**Publication Date:** March 3, 2016  
**Sold by:** Amazon Digital Services LLC  
**Language:** English  
**ASIN:** B01CJ9K4F0  
**Text-to-Speech:** Enabled   
**X-Ray:** Not Enabled   
**Word Wise:** Enabled  
**Lending:** Enabled  
**Enhanced Typesetting:** Enabled   
**Amazon Best Sellers Rank:** #402,417 Paid in Kindle Store (See Top 100 Paid in Kindle Store)  
#884 in [Kindle Store](#) > [Kindle Short Reads](#) > [Two hours or more \(65-100 pages\)](#) > [Education & Reference](#)  
#887 in [Kindle Store](#) > [Kindle eBooks](#) > [Reference](#) > [Writing, Research & Publishing Guides](#) > [Writing Skills](#)  
#1438 in [Kindle Store](#) > [Kindle Short Reads](#) > [Two hours or more \(65-100 pages\)](#) > [Business & Money](#)



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### Step 11: Launch: Continue to Post Updates During the Day, Post Screenshots of Any Progress on Amazon in Your Social Media Sites.

During the day I continued to post in my Facebook groups, connected with people I knew and tried to keep the momentum going. The post image below was created using the Photo Booth app on my Mac computer. I just held up my book and snapped a picture. Take a selfie with your phone. Post about the process, how excited you are. Create any kind of content you can to let people know you are releasing a book.



6:00 pm Things Start to Happen

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Around 6:00pm Amazon's rankings started to catch up and I saw I was in the teens in several categories, YEA!!, it is working, I am climbing up the ranks.



Look inside

Complete Book Launch Action Plan Included!

**BOOK**

Marketing Checklist for Self-Publishing

J. Bruce Jones

Kindle  
\$0.99

Read with Our Free App

Book Marketing Checklist for Self-Publishers is about how to market and launch your book on Amazon.com. It includes many of the tasks that you will need to do to launch and have a successfully selling book. Including three levels of book launching action plans. One of the most common questions I get asked by new authors is "What's Next?" They have pushed the published button and launched their book on Amazon.com and then go what do I do now? Books don't market themselves just because you

Read more

Length: 65 pages • Word Wise: Enabled • Enhanced Typesetting: Enabled •

Matchbook Price: \$0.00 What's this? •

Kindle First Books  
Read one of next month's new releases now for FREE as a benefit of your Amazon Prime membership. [Learn more](#)

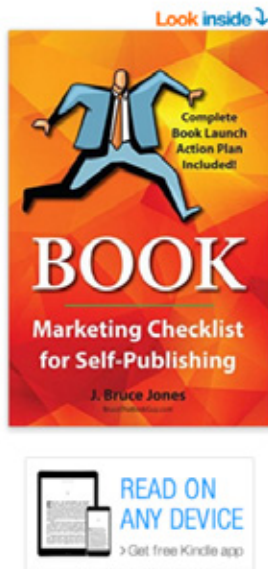
**Product Details**

**File Size:** 1978 KB  
**Print Length:** 65 pages  
**Simultaneous Device Usage:** Unlimited  
**Publisher:** Bruce Jones Design Inc. (March 3, 2016)  
**Publication Date:** March 3, 2016  
**Sold by:** Amazon Digital Services LLC  
**Language:** English  
**ASIN:** B01CJ9K4F0  
**Text-to-Speech:** Enabled  
**X-Ray:** Not Enabled  
**Word Wise:** Enabled  
**Lending:** Enabled  
**Enhanced Typesetting:** Enabled  
**Amazon Best Sellers Rank:** #18,467 Paid in Kindle Store (See Top 100 Paid in Kindle Store)  
#16 in Kindle Store > Kindle Short Reads > Two hours or more (65-100 pages) > **Education & Reference**  
#21 in Kindle Store > Kindle eBooks > Reference > Writing, Research & Publishing Guides > **Writing Skills**  
#34 in Kindle Store > Kindle Short Reads > Two hours or more (65-100 pages) > **Business & Money**

As the night progressed I started getting closer to a #1 ranking. Around midnight I was sitting at #2 in the US and in low numbers in Australia and Canada.



## Book Marketing Checklist for Self-Publishers • Proof



### Book Marketing Checklist for Self-Publishers: Complete Book Launch Action Plan Included! Kindle Edition

by J. Bruce Jones (Author)

★★★★★ 3 customer reviews

See all formats and editions

Kindle

\$0.99

Read with Our Free App

Book Marketing Checklist for Self-Publishers is about how to market and launch your book on Amazon.com. It includes many of the tasks that you will need to do to launch and have a successfully selling book. Including three levels of book launching action plans. One of the most common questions I get asked by new authors is "What's Next?" They have pushed the published button and launched their book on Amazon.com and then go what do I do now? Books don't market themselves just because you

[Read more](#)

Length: 65 pages

Word Wise: [Enabled](#)

Enhanced Typesetting: [Enabled](#)

Matchbook Price: **\$0.00** [What's this?](#)

Kindle  
First

Kindle First Books

Read one of next month's new releases now for FREE as a benefit of your Amazon Prime membership. [Learn more](#)

#### Product Details

File Size: 1976 KB

Print Length: 65 pages

Simultaneous Device Usage: Unlimited

Publisher: Bruce Jones Design Inc. (March 3, 2016)

Publication Date: March 3, 2016

Sold by: Amazon Digital Services LLC

Language: English

ASIN: B01GJ9K4F0

Text-to-Speech: [Enabled](#)

X-Ray: [Not Enabled](#)

Word Wise: [Enabled](#)

Lending: [Enabled](#)

Enhanced Typesetting: [Enabled](#)

Amazon Best Sellers Rank: #5,788 Paid in Kindle Store (See Top 100 Paid in Kindle Store)

#3 in Kindle Store > [Kindle Short Reads](#) > Two hours or more (65-100 pages) > [Education & Reference](#)

#5 in Kindle Store > [Kindle eBooks](#) > [Reference](#) > [Writing, Research & Publishing Guides](#) > [Writing Skills](#)


#9 in Kindle Store > [Kindle Short Reads](#) > Two hours or more (65-100 pages) > [Business & Money](#)

### Step 12: Launch: In the Evening Do Another Round of Launch Notices Across Your Sites. Encourage People to Push You Over the Top

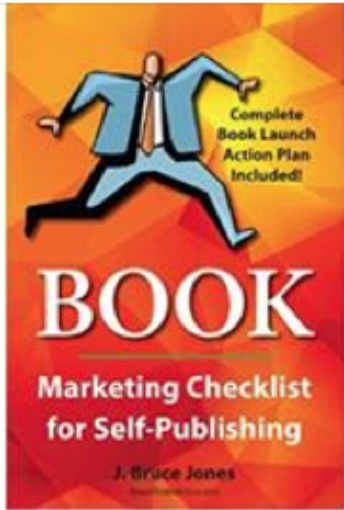
One of the things that really helped me a lot during the day was one of my friends climbed on board the launch and started to push me to do more. I was tending to just let the launch flow along but she convinced me to jump back in and pick up my postings and connect with any people that could help with sales especially in foreign countries. Facebook Messenger is a great way to reach out to fans and friends. It is amazing how few sales you actually need in overseas markets to get a number 1. In Australia it took 5 sales and Canada it took 3. Facebook Messenger is a great way to reach out to people.

## Book Marketing Checklist for Self-Publishers • Proof

With her encouragement, around midnight I reposted my book announcements on all my social media sites, especially Facebook. Below is my Facebook post that pushed me over the top.

**J Bruce Jones**  
March 8 at 8:46pm · Norwood

If anyone is sitting on the fence about buying my new book, I could use your help, I am really close to hitting #1 best seller status, just need a few more sales. I am at #3 in Education & Reference.



**Book Marketing Checklist for Self-Publishers: Complete Book Launch Action Plan Included!**

Book Marketing Checklist for Self-Publishers is about how to market and launch your book on Amazon.com. It includes many of the tasks that you will need to do...

[AMAZON.COM](https://www.amazon.com)

Around 1:00 am I moved to #1 in the US. YEAAAAA! I had done it, number 1. By morning I had hit #1 in Australia. I continued to reach out the next day. I was able to hit #1 in Canada after making a few connections. It is important to build those overseas relationships; they can make you an International Bestseller. In the UK and Germany I reached bestseller ranking. Again success was done with just a few sales. One of the best ways to do this is with a Facebook Group. Here is my group <https://www.facebook.com/groups/HowToPublishYourBook/>

## #1 International Best Selling Book!

### Product Details

File Size: 1976 KB  
Print Length: 65 pages  
Simultaneous Device Usage: Unlimited  
Publisher: Bruce Jones Design Inc. (March 3, 2016)  
Publication Date: March 3, 2016  
Sold by: Amazon Digital Services LLC  
Language: English  
ASIN: B01CJ9K4F0  
Text-to-Speech: Enabled  
X-Ray: Not Enabled  
Word Wise: Enabled  
Lending: Enabled  
Enhanced Typesetting: Enabled

Amazon Best Sellers Rank: #4,354 Paid in Kindle Store (See Top 100 Paid in Kindle Store)

#1 in [Kindle Store](#) > [Kindle Short Reads](#) > [Two hours or more \(65-100 pages\)](#) > [Education & Reference](#)  
#4 in [Kindle Store](#) > [Kindle eBooks](#) > [Reference](#) > [Writing, Research & Publishing Guides](#) > [Writing Skills](#)  
#8 in [Kindle Store](#) > [Kindle Short Reads](#) > [Two hours or more \(65-100 pages\)](#) > [Business & Money](#)

Would you like to [give feedback on images](#) or [tell us about a lower price?](#)



**#1 in Amazon USA**

### Product details

Format: Kindle Edition  
File Size: 1976 KB  
Print Length: 65 pages  
Simultaneous Device Usage: Unlimited  
Publisher: Bruce Jones Design Inc. (3 March 2016)  
Sold by: Amazon Australia Services, Inc.  
Language: English  
ASIN: B01CJ9K4F0  
Text-to-Speech: Enabled  
X-Ray: Not Enabled  
Word Wise: Enabled  
Enhanced Typesetting: Enabled  
Average Customer Review: Be the first to review this item

Amazon Bestsellers Rank: #1,077 Paid in Kindle Store (See Top 100 Paid in Kindle Store)

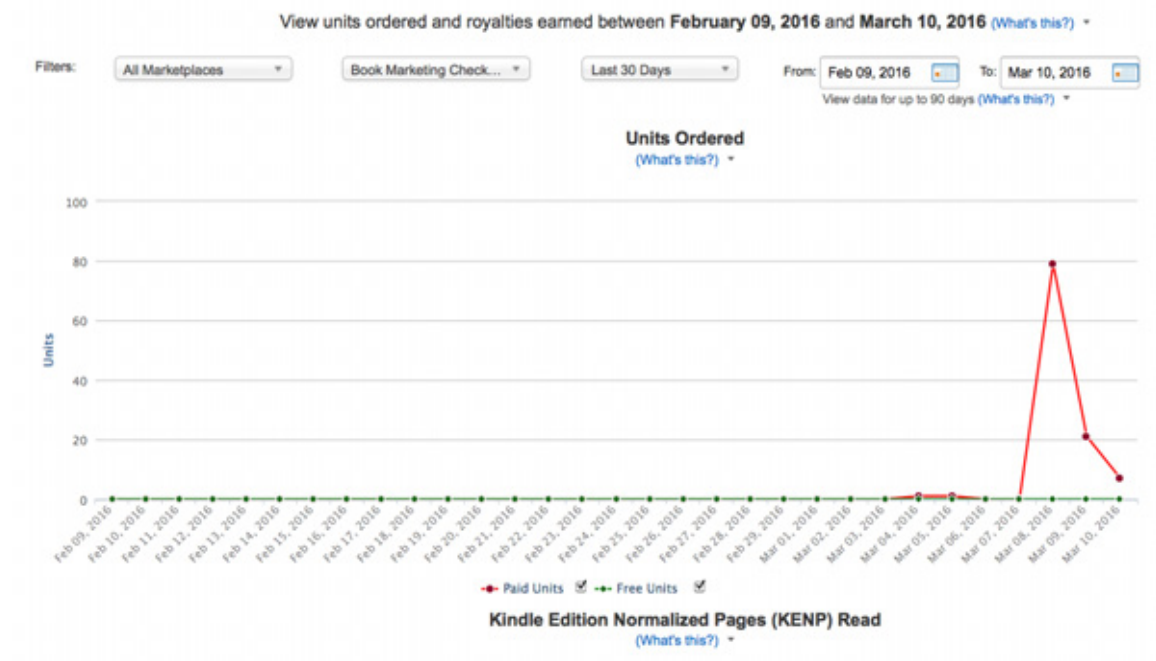
#1 in [Kindle Store](#) > [Kindle eBooks](#) > [Education & Reference](#) > [Writing, Research & Publishing Guides](#) > [Writing Skills](#)  
#1 in [Kindle Store](#) > [Kindle eBooks](#) > [Parenting & Relationships](#) > [Literature Guides](#)  
#1 in [Kindle Store](#) > [Kindle eBooks](#) > [Education & Reference](#) > [Schools & Teaching](#) > [Adult & Continuing Education](#)

*Thank You Everyone!*

**#1 in Australia & Canada  
Best Seller in the UK, and Germany**

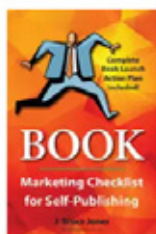
Over all it took about 71 sales on the first day to reach #1 in Education & Reference in the US and #4 in Writing Skills. The following day I added another 21 sales. In Australia I hit three #1s, in Writing Skills, Literature Guides and Adult & Continuing Education. Literature Guides and Adult & Continuing Education were categories that Amazon put me in based on what they figured out about my book

## Book Marketing Checklist for Self-Publishers • Proof



### Step 13: Launch: Be Sure to Screen Capture All Results. The Rankings Don't Last That Long on Amazon. You Will Need These for Future Marketing.

All during the day and night and the next morning I took screen grabs of the Book Marketing Checklist sales page on Amazon. Number 1 is fleeting and doesn't last all that long. You are also watching for the orange #1 ribbon that indicates Best Seller, be sure to screen grab that also. Along with the #1 rankings I was also moving up into the Hot New Releases listing and hit #1s there also, again screen grab everything. You just don't know how high you will get so you want to keep screen grabbing all day. A best seller is generally regarded as getting into the top 100 sales rank in a category, so keep screen grabbing in-case that is as high as you get. Both the Mac and PC have excellent screen grabbing tools. I use Grab which is in the Utility folder of all Macs and works great. Many PC folks use Snagit.



**Book Marketing Checklist for Self-Publishers: Complete Book Launch Action Plan Included!** Mar 3, 2016

by J. Bruce Jones

Kindle Edition

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**\$0.99** used & new (2 offers)

★★★★★ 3

**#1 Best Seller** in Two-Hour Education & Reference Short Reads

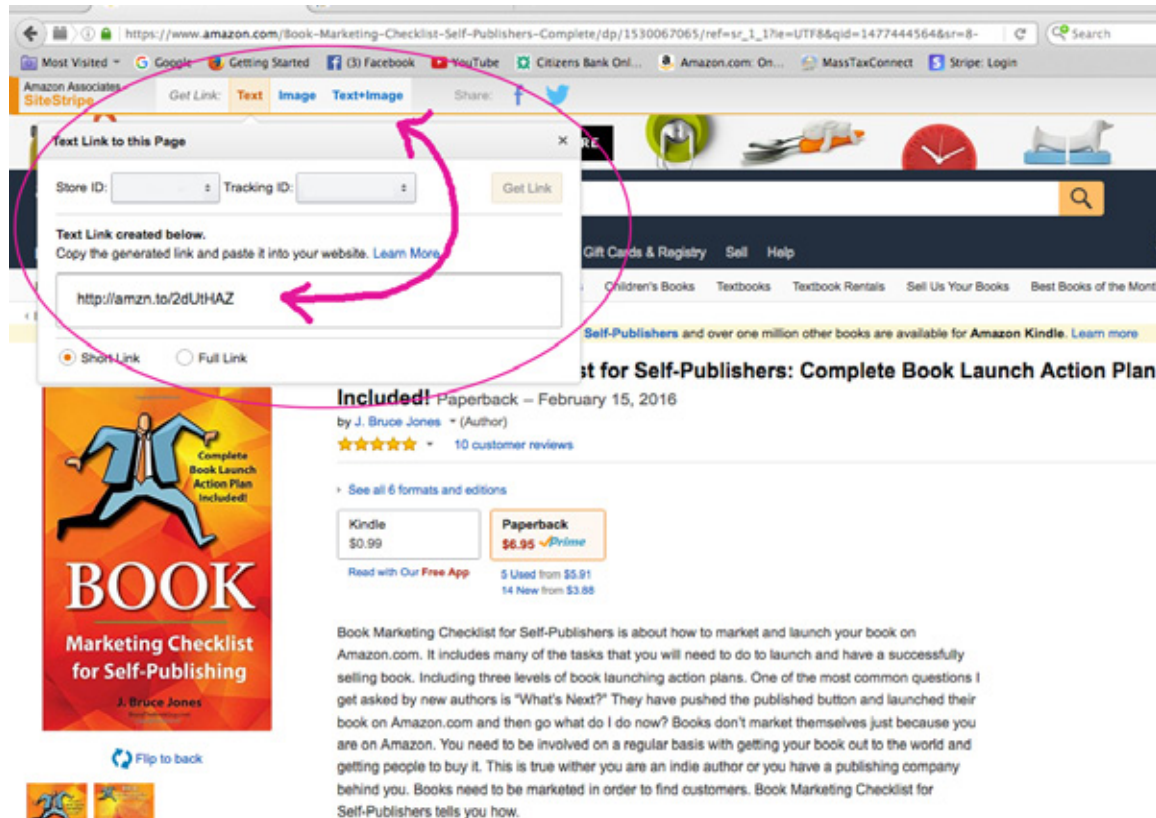
Books: See all 7 items



## Book Marketing Checklist for Self-Publishers • Proof

### Amazon Affiliate and Regular Links

One of the cool things you can do on Amazon is sign up for their Affiliate program. This program allows you to highlight and link a product on your web site to Amazon.com with a special account code and if someone buys the product you get a little commission. It isn't much but you can boost your sales a little. This program is available in most states so you will have to check, but it is very easy to do. Even if you can't do the affiliate link you can use their short links for posting a book link back to Amazon.



There are some advanced book launch strategies such as building a buying group, and emailing Amazon to change your categories to more effective ones but those are beyond the scope of this book. The plan I outlined above anyone can do with a little effort, a little work and some connections to your readers. Building those connections or what is called your platform is super important. If you don't have fans you don't have buyers and no buyers no sales. I also highly recommend having another person help you on launch day, to encourage you and push you to connect with everyone. It made a big difference.

**Step 14: Post-Launch: Thank Your Fans for Their Support. Post the Results on How High You Got in the Rankings. Did You Get a Best Seller?**

Be sure to thank everyone. You are taking people on a journey. Your fans love helping and want to share in your success. They want to feel it was worth spending money on your book. Ask them to give you a book review on the Amazon sales page. Book rankings are one of the factors Amazon uses to rank your book.

**Step 15: Post-Launch: Update all your Bios with Your New Best Seller Status.**

You have succeeded, congratulations. You wrote and published your book, now let the world know what you did. Best selling books are a great tool for positioning you if you let the world know. One of the best places to do this is in all of your bios. Most of us have quite a few bios online, from LinkedIn to Facebook, our blog or website, and many others. Go back into those profiles and update them with something along this line.

“Name Name, the #1 best selling author of the book XYZ, is a blah, blah, blah rest of the bio...”



## 10 Lessons I Learned From My International Best Selling Book Launch

#1 International Best Selling Book!!! I got it, Yea!!!

What a great day your book launch was. I had to give a huge thank you to everyone who helped me launch my new Book Marketing Checklist for Self-Publishing book. It became an international best selling book over night in the US hitting #1 and in Australia hitting 3 #1s, and the next day hitting #1 in Canada. Along with the #1s it also made the best seller list in the UK, and Germany. This is also my first book with a video course tie in that is linked inside the book, making for a cool bonus.

Below are some of the lessons I learn from the launch of my new book, Book Marketing Checklist for Self-Publishing.

- Your platform is super important, build that mailing list. Also having a Facebook open group and being part of Facebook groups is a huge help, big chunks of sales came from the various FaceBook Groups that I am in. Click here to see my FB group, <https://www.facebook.com/groups/HowToPublishYourBook/>
- Have a written game plan of what you are going to do and the sites you are going to post on and connect with. It can be hand written, launch day is crazy busy and it is hard to keep track of it all.
- Have help. I had colleague step in and help with some of the behind the scenes stuff during the launch. One of the biggest things they did was to keep pushing me to continue promoting, looking for lists and making connections that I didn't realize I had. Single sales make a big difference when you are moving up the rankings. Think about a team, even just one extra person makes a huge difference.
- Have some kind of bonus or tie in for the book for the launch. I have a video course linked from inside the book that I actually didn't promote as well as I could but I still have a bunch of new sign ups in my How to Publish Your Book School. So offer something, a pdf report, bonus content, maybe some videos that you have on a page on your site, any of these will work. Link readers from inside the book to your website
- I need to be much more conscience about asking for Amazon book reviews from people who bought the book. I received four excellent reviews but could have gotten more if I had asked a little better.

## Book Marketing Checklist for Self-Publishers • Proof

- Look for sales in other countries, it is much easier to rank in Australia and Canada than you think and all the #1s add up to being an international bestseller. Build some connections in your FB groups to people in other countries.
- How much time it all takes to do a book launch. The posting, linking and connecting all take time. I need to do much more pre-prep next time. I spent several days getting ready and I have continued spending time with all the follow up.
- Don't forget the day after your launch, sales are still going on, promote, promote, promote and remember to go look at the Amazon sales page for your book in other countries. The links to the other countries is at the bottom of the Amazon sales page.
- Be sure to screen capture all your book's ranking numbers in Amazon's Product Details area on its sales page. Remember some of this happens in the middle of the night, your support person can really help with this.
- Go and change your author bios on all your social media and web sites with your new status. I now say J. Bruce Jones, #1 International Best Selling Author, is a blah, blah, blah

To learn more about my book please check out the listing on Amazon.com

Book Marketing Checklist for Self-Publishing, w/ Complete Book Launch Action Plan Included! <https://www.amazon.com/Book-Marketing-Checklist-Self-Publishers-Complete-ebook/dp/B01CJ9K4F0>

## Lets Talk Tech Show Interview on Book Marketing 101 with Winnie Anderson

Let's Talk Tech with Winnie Anderson is a podcast dedicated to demystifying the software, systems, and apps entrepreneurs need to launch, run, and grow a profitable business today.

To learn more please visit: <http://theletstalktechshow.com/>

*• You talk about book marketing being an ongoing process, can you explain what you mean by that?*

The writing of a book is just the beginning. Book marketing ideally would start before or at the same time you start the writing. Building your platform, your mailing list, connections. In reality it usually starts the day after you launched your book. Books don't sell themselves, you need to bring people to your content. It also varies on how you are using your book. Is it a book, or a lead magnet for building a list or a calling card, or resume enhancer. All of these things would require different approaches. I usually figure in my marketing I need to bring 100 people past my book to get one sale. I need to make it very visible and I need to be in lots of different places for exposure.

*• What do you think are some of the biggest / top 3 to 5 mistakes people make when marketing their books?*

**The biggest mistakes I see are:**

1. Not having a platform, or list or connection to anyone that they can call upon to buy their book. They release their book and nothing happens. They have no social media, infact usually they are often against it. They have no web presence of anykind. In this day and age that is just death to a book. Book marketing starts way before you begin writing. You have to build your platform.
2. Not releasing their content in lots of places. Google is your friend, use it to expand your reach and exposure. Social media sites and having a web presence are powerful and essential tools.
3. They don't get their books edited or bring in a good cover designer.
4. Writing material that no one wants to read. Test your content. Blogs are a great way to test your material, see what the world thinks.
5. Forgetting that a lot of marketing is off line also. Use every connection you have. Your business card, your email signature, your newsletter, your networking

## Book Marketing Checklist for Self-Publishers • Proof

and industry groups, the local press, your speaking opportunities. Opportunities are everywhere.

6. Perfection Freezes Progress. They want it perfect before showing it to anyone. They never get it done. Hitting the publish button is one of the hardest buttons to push

*• In our first conversation we were focused on e-books, specifically Kindle books. Is the information we share today going to apply just to marketing ebooks or does it apply to physical books as well?*

Yes, I think it applies to print and e-books. Print books it might even be somewhat easier, you can actually hand a book to someone. E-books you can't do anything other than online. But with print you can bring them places. People love getting books.

*• Let's see if we can organize the strategies for people. This can be so big it can be hard to get your head around it. Let's start with when marketing the book should actually begin. It's actually before the book has even been finished right? So what should people be doing pre-launch?*

Book marketing is an ongoing process, both before, during and after you have your book. Below are some essential steps for getting started.

1. Building your platform and connecting with the influencers and media in your market should be an ongoing process.
2. Be sure your book has been edited and proof read. Having bad reviews on Amazon because of poor editing is a real killer.
3. Have a good cover design and one that works as a thumbnail
4. Have a good, descriptive Table of Contents, good for back cover copy and promo text also
5. Build a book media kit that you can use for promotion, it should include:
  - Cover shots of your book, 6" wide, 4" and 2", 72 dpi and 300 dpi
  - Head shots of you holding the book next to your head, 6", 4" 2". Tie your book to you, you are one and the same.
  - Book description, 50 words, 150 words and 500 words, include title, author, description, website and where you can get it.
  - Author description, 50 word, 150 word, and 500 word, be sure to include your book title, website and where you can buy the book.

## Book Marketing Checklist for Self-Publishers • Proof

With this simple media kit you are ready for promotion, social media, and interviews.

6. Work your Social Media platforms, anywhere you are, talk about your book, show pictures, build some anticipation, announce the launch and ask people to buy and to give you reviews on Amazon. Include links to Amazon
7. Update all your bios on all your social media platforms to include your book
8. I hope you have a blog or web presence, put a page on the blog about your book. Include a cover shot, specs, book and author descriptions, quotes, links to where someone can buy the book.
9. Blog your book, page by page or paragraph by paragraph. The entire book, add good titles on each post. Have a description line at the bottom, which includes author name, book title and link to where you can buy it. On the side of the blog or site have a thumbnail cover image with the words Buy at Amazon under it and link to the sales page on Amazon.

*• OK so you've been working on the book and doing your pre-launch marketing, now the book is ready to launch. What tips do you have for a successful launch?*

- Hopefully you have been building a relationship with your bloggers and influencers. Let them know the launch date.
- Ask them to give you their support.
- Send your influencers a free book or at least a pdf of your book, you can also send it as an Amazon gift.
- Ask for an interview from your influencers, getting a review or possibly publish an article you wrote around a topic that relates to your book. Set up a virtual book tour, this can be article, interview, video. These relationships need to be nurtured over time, don't just show up demanding that they publish your stuff.
- Prepare your platform and email lists for an announcement blast about your upcoming book. Build anticipation for your book.
- Start announcing your upcoming book release date on your social media platforms.
- Ask people to buy your book on a specific day and ask for reviews.
- The day you release ask your fans to support your book.
- If on Kindle reduce your book price to \$.99.
- Publish your book on Amazon.com Congratulations!
- Buy your book so you know everything is working, this starts your Amazon ranking. I like to do this several days before you actually release your book. The key here is to have it already live so you know everything is working.
- Have several friends buy your book and submit reviews. Amazon reviews

## Book Marketing Checklist for Self-Publishers • Proof

need to come from actual paying customers. Don't announce that the book is ready for buying yet but you want to know everything is working and you have some reviews.

- Take screen shots of your book's Amazon rank as it moves into best seller status. This information is located in the Product Details area on your Amazon Book Page. Best seller status is generally regarded for books that reach into the top 100 ranking in their categories.

### • *Are there offline tactics as well?*

We spend so much time focusing on our online platforms that we forget that there is an entire world out there that isn't based around FaceBook and Twitter. All of it can be used to promote our book.

- Be sure to announce your book in any groups or organizations that you might be part of. They usually have newsletters with What's New sections and are always looking for content.
- If you send out any regular mailings such as a newsletter be sure to announce it and include a regular ad for the book.
- Add a picture of your book to your business card. Your business card is your personal brochure, make sure your book is on it, including where people can buy the book.
- Contact your regional print and TV media, they love local stories.
- If you speak to audiences at conferences or organizations be sure to bring books and sell from the stage or the back of the room. The profit margin on this can be pretty high. CreateSpace has very good wholesale prices for books.
- Use your book as a calling card for prospects or consulting. People love receiving books. You can bet your competitors aren't.
- If you are trying to connect with a new client, try sending a free paperback copy of your book directly from Amazon using their gift program or use FedEx. With FedEx you can also include a cover letter. People love receiving free stuff, this is a great way to get noticed.

### • *Staying organized is an ongoing struggle for me and I'll be for others who are juggling their core work and the book creation and now we add marketing the book in here. What tools and tips do you have to share about staying organized?*

I don't really have any organizing tools that I use but what I do is select marketing that hangs around for a long time. I can build it slowly over time and it stays in place for years. I use blogs, websites, YouTube and Pinterest.

In whatever I do a key for me is to direct all traffic either back to one of the book websites or to Amazon. I try to give clear paths for finding out about my books and then clear paths to buy my books on Amazon. I release as much of the



## Book Marketing Checklist for Self-Publishers • Proof

books content that I can with as much visibility as I can. I then place ads for my own books around that content. I also cross sell my books inside of my existing books.

*• How about post-launch? What are some marketing strategies and tactics people should apply and what are the big mistakes you've seen author-entrepreneurs make with marketing the book after their initial launch period?*

I see authors doing nothing to promote or market their books after launch. Either online or offline.

In whatever I do a key for me is to direct all traffic either back to one of the book websites or to Amazon. I try to give clear paths for finding out about my books and then clear paths to buy my books on Amazon. I release as much of the books content that I can with as much visibility as I can. I then place ads for my own books around that content. I also cross sell my books inside of my existing books.

I then move on to the next book, want more money make more books. I believe this is key. You just have no idea what is going to work. Something will work, it is more of a surprise. You have to keep releasing more books and for me this is important, in more markets. Just never stop.

*• The biggest mistake you made marketing a book? (You share yours and I'll share mine)*

Not building a platform for my books. I tend to just kind of push them out. I tend to do most of my marketing after the book is released. It is a mistake to not do more before, but it just takes so much time and effort.

*• Anything I've missed or didn't ask that I should have?*

Sign up for my Book Marketing Checklist Including Launch Action Plan. Sign up at <http://www.BruceTheBookGuy.com> to receive a free pdf copy

## Book Marketing Resources

### Websites

**50 Ways to Kickstart your Publicity** from Molly Green Writer, blog. How to get your planning going for your book release

<http://www.molly-greene.com/authors-50-fabulous-ways-to-kickstart-publicity/>

**71 Ways to Promote and Market Your Book**, Kimberley Grabas put together this excellent set of tips on book marketing on her site YourWriterPlatform.com

<http://www.yourwriterplatform.com/promote-and-market-your-book/>

**How to Build a Top Notch Media Kit** from Molly Green Writer, blog, what are the media kit parts

<http://www.molly-greene.com/how-to-build-a-media-kit/>

**How to Write a Killer Author Bio** from Divrit.com blog

<https://blog.dlvrit.com/2015/04/killer-blog-author-bio/>

### Some of my favorite writing and publishing resources

- **Write. Publish. Repeat. (The No-Luck-Required Guide to Self-Publishing Success)**, by Sean Platt and Johnny B. Truant
- **61 Ways to Sell More Non-Fiction Kindle Books**, by Steve Scott
- **Kindle Publishing Package: How to Discover Best-Selling eBook Ideas + How to Write a Nonfiction eBook in 21 Days + 61 Ways to Sell More Nonfiction Kindle Books** by Steve Scott
- **Your First 1000 Copies: The Step-by-Step Guide to Marketing Your Book** by Tim Grah
- **Book Launch Blueprint: The Step-by-Step Guide to Launching a Best seller** by Tim Grah
- **Author Quick Guide to Making Your Book a Best Seller** by Kristen (Eckstein) Joy
- **Don't Make Me Think, Revisited: A Common Sense Approach to Web Usability**, Steve Krug
- **Publish and Profit** by Mike Koenigs
- **How to Market a Book** by Joanna Penn

## Book Marketing Checklist for Self-Publishers • Proof

- **The Story Grid** by Steven Pressfield

### I Also Follow These Authors/Teachers

- Nina Amir, <http://howtoblogabook.com/>
- Joan Stewart, <http://publicityhound.com/>
- Joel Friedlander, <http://www.thebookdesigner.com/>
- Pat Flynn, <http://www.smartpassiveincome.com/>

### Book Formatting

- Building Your Book for Kindle for Mac by Amazon
- Building your Book for Kindle for the PC by Amazon
- From Word to Kindle by Aaron Shepard

### Good Examples of Author Book Media Pages

Media page for Michael Stelzner's book launch

<http://www.socialmediaexaminer.com/launch/media.html>

Joanna Penn, from the Creative Penn, one of the top in this area

<http://www.thecreativepenn.com/>

Here is her media area <http://www.thecreativepenn.com/contact/>

Tim Ferriss, The Four Hour Work Week Guy

<http://fourhourworkweek.com/overview/>

Mardie Caldwell, has an excellent example of a interview questions pdf

<http://www.mardiecaldwell.com/press-kit/>

CJ Lyons, Thriller writer

<http://cjlyons.net/contact/for-media/>

Stephen R. Covey, 7 Habits of Highly Effective People, though

Dr. Covey has passed the site that promotes his books is set up very well and is a good example.

<https://www.stephencovey.com/>

Laura Stack, The Productivity Pro

<http://theproductivitypro.com/newsroom/>

**More Info on Building Your Author Media Site**

Standout Books

<https://www.standoutbooks.com/author-media-kit/>

Tim Grahl

<http://timgrahl.com/how-to-build-the-ultimate-author-website-in-1-hour/>

30 Day Books

<http://www.30daybooks.com/your-author-websites-media-page-14-items-to-include/>

## About J. Bruce Jones

I am a Massachusetts-based business graphic designer, best selling author and musician. I am the author of more than 40 books. I write on all kinds of topics that interest me: business books on social media; and publishing, growing your business and increasing your visibility on YouTube; books on playing and writing music; geography textbooks for learning and coloring books for fun.

I am also the creator of the How to Publish Your Book School with courses on book publishing, Kindle, making children's books and marketing books. Learn more at <http://bruce-the-book-guy.usefedora.com/>

I will be continuing to write more books and produce videos on self-publishing, be sure to join my list so that you can follow and learn what I am doing at:

<http://www.BruceTheBookGuy.com>

Also come over and join my How to Publish Your Book Facebook group and let me know about your projects. It is also a great place to ask me questions.

<https://www.facebook.com/groups/HowToPublishYourBook/> I hope my book was helpful and gave you some great tips for your book publishing efforts. Reviews are really important for indie writers and I would really appreciate you leaving a review on Amazon

Thank you, Bruce



## **You've Just Published Your First Book. Now What? Learn How to Market and Sell It?**

I am here to help. In my new course I teach you everything I have learned about marketing and promoting over 40 of my own books. I will teach you the concepts and tools to successfully market and sell your book.

### **What Do I Get? This Course Includes**

- General book marketing concepts, my main lessons
- Ideally book marketing begins the day we start writing our books. This video covers stuff to do before you release your book
- Amazon marketing, learn to use the most powerful store in the world to promote your book
- Preparing for your book launch, getting your fans, platform and the market ready.
- How to get an Amazon category best seller, Video 5 covers how.
- Video 6 walks you through how to set up your media kit.
- Your book is launched and on its way but the marketing doesn't really ever stop. In Video 7 I talk about what you can do on an ongoing basis.
- And finally we cover off-line marketing. Not everything is the web; this lesson covers things you can outside of the web.

### **Bonus Videos**

A big part of my book marketing is building a home on the web where my fans can learn more about my books and me. A great way to do this is build an author/book blog or website. In two videos I show you how to build a book blog.

### **How to Market Your Book Video Training**

<http://bruce-the-book-guy.usefedora.com/courses/how-to-market-your-book>