

Video Tutorial Included

Marketing Your Book On Amazon



Shelley Hitz

“Marketing Your Book with Amazon is the simplest guide for using Amazon's powerful marketing systems to sell more books. Shelley over delivers in this book by breaking down each task in an easy step-by-step, manageable system.

First-time authors should read this book. Authors who have been around the block should read this book. I can guarantee that even if you've published a multitude of books and have them listed on Amazon, you're missing at least one (or like me, five or six) key components to sell more books and make Amazon do the work for you. And to top that off, Shelley also mentions some other online ninja tricks to getting more exposure to your books and you as the expert.

Grab this inexpensive book today and follow Shelley's steps to Amazon marketing success. You won't be disappointed!”

- Kristen Eckstein

International award-winning speaker and two-time best-selling author,
TheBookNinja.com

“Shelley, you have a home run with this book! WOW! My heart is beating fast and my mind is racing with ideas and excitement! AWESOME book!!!

In *Marketing Your Book with Amazon*, Shelley Hitz has put together a powerful and comprehensive guide that walks authors through 21 of the most powerful things they can do to maximize their exposure and their book sales on Amazon!

You are going to love how Shelley includes screenshot photographs and walks you through step-by-step, how to effectively set up your book sales page on Amazon while making the most of the many opportunities Amazon avails to authors.

Shelley also includes something very unique with her book, a video tutorial. Head over and get your copy of this power guide and companion video today. Take action on what you are about to learn and watch your book sales skyrocket!”

- *D'vorah Lansky*, M.Ed.,

Bestselling author of *Book Marketing Made Easy: Simple Strategies for Selling Your Nonfiction Book Online*,
BookMarketingMadeEasy.com

“I have been marketing books for 16 years and ebooks for over a year. With 20+ ebooks and a group of authors who have joined me to learn to market, I thought I was pretty savvy, but I learned things from this book I didn't even know!

The book includes step-by-step ways to increase your visibility and even more important your work's viability in the Amazon market place. Some of the advice and information is basic (and invaluable!) for those just starting out in publishing. Some of it walks you through advanced concepts like how to set up your Amazon Author Central page and how to tell the world about your work on Facebook and Twitter. In fact, I'm now going to go back and follow the checklist for each of my books.

If you're an ebook author or publisher and you're wanting to know effective ways to put the best face on your work you can, this book is for you!"

- **Staci Stallings**, #1 Best-Selling Amazon Author and founder of Grace & Faith Author Connection,
<http://SpiritLightBooks.wordpress.com>

"I'm a self-published author who has sold tens of thousands of books on Amazon.com. I only wish I had access to Shelley Hitz's book, "Marketing Your Book On Amazon" years ago. In it, Shelly shares many tips I had to figure out myself through trial and error; she also shares tips new to me that will help me going forward. Not only does her book give you the "how-to's" of marketing your book on Amazon, it is full of screenshot illustrations so you can see exactly what she's teaching.

Shelley tells you everything you need to know about setting up your Amazon book page, linking all your books versions, tagging and categorizing your book, and incorporating your marketing plan into your Amazon page. Shelley also includes an online video that walks you through step-by-step everything you need to do to set up your book on Amazon. Looking over this expert's shoulders via her video is worth the cost of her book many times over. If you're planning on publishing on Amazon, you'll find Shelley Hitz's book, 'Marketing Your Book On Amazon' an indispensable resource you'll keep within arm's reach as you create your Amazon marketing plan."

- **Tony Eldridge**, Author of The Samson Effect, The Lottery Ticket, and Conducting Effective Twitter Contests,

Marketing Your Book On Amazon: 21 Things You Can Easily Do For Free To Get More Exposure and Sales

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Download my free author training “Building a Book Marketing Plan” with 27 ways to sell more books here:

www.shelleyhitz.com/marketingsuccess

Also, if you want to join me on my webinar where I show you 7 ways to get more exposure and sales on Amazon here:

www.shelleyhitz.com/amazonwebinar

BONUS: Video Tutorial Included

I want you to be successful. Therefore, I have recorded a video where you can watch me as I show you on my computer screen the steps I take to optimize my Amazon sales page after publishing a new book. I have now published over 35 books and have developed a system that I want to share with you. I will cover many of the steps in this book as well as other marketing tips not included in the book. The video link is included at the back of the book with no opt-in required.

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About The Expert: Shelley Hitz

INTRODUCTION

Once you publish your book on Amazon, it's time to start marketing it. Unfortunately, very few books become bestsellers overnight. Instead, many authors become discouraged at the lack of sales and results. I encourage authors to see book marketing as a marathon, not a sprint. Book marketing expert, John Kremer says, "Do something every day to market each of your books for three years."

However, there are many things you can easily do for free after publication to market your book on Amazon for both print and Kindle eBooks. I published my first book in November of 2008. I wish that I would have known the strategies that I am going to teach you in this book years ago as it would have resulted in more exposure and potentially many more sales. Better late than never!

Over and over I have seen authors neglect to take the steps I have outlined in this book. I believe what I share provides a strong foundation for the rest of your marketing efforts. If you fail to implement these simple, but effective strategies, your overall marketing plan will not be as effective. So take the time to go through each of these steps for each of your books.

Powerful Results By Optimizing Book Categories

One of the most powerful things I am going to teach you within these pages is how to choose the best category for your book. It is amazing what a few tweaks and changes to your Amazon account can do for

your book rankings! Within just a few days of optimizing one of my books, it hit #1 on Kindle for its category.

Check out the screenshot below:

Product Details

Format: Kindle Edition

File Size: 236 KB

Page Numbers Source ISBN: 1453724877

Simultaneous Device Usage: Unlimited

Sold by: Amazon Digital Services

Language: English

ASIN: B0046LV86E

Lending: Enabled

Average Customer Review: ★★★★★ [\(11 customer reviews\)](#)

Amazon Best Sellers Rank: #27,046 Paid in Kindle Store ([See Top 100 Paid in Kindle Store](#))

#1 in [Kindle Store](#) > [Kindle eBooks](#) > [Nonfiction](#) > [Children's Nonfiction](#) > [Religions](#) > [Christianity](#) > [Prayer](#)

#27 in [Kindle Store](#) > [Kindle eBooks](#) > [Children's eBooks](#) > [Religions](#)

#58 in [Kindle Store](#) > [Kindle eBooks](#) > [Nonfiction](#) > [Children's Nonfiction](#) > [People & Places](#)

Amazon Best Sellers Rank: #27,046 Paid in Kindle Store

#1 in Kindle Store > Kindle eBooks > Nonfiction > Children's Nonfiction > Religions > Christianity > Prayer

And I have seen similar results over and over with my other books.

Are You Selling As Many Books As You Would Like?

If not, it might be because people are not finding you. One way to increase your exposure on Amazon's search engine is through keywords. Have you chosen the most effective keywords for your book? I will also cover how to research and update the keywords for your book, both for print books and Kindle eBooks.

I truly believe that optimizing your book sales page on Amazon is one of the most effective things you can do to market your book(s). Want

to know the crazy part about this? It's free! All it will cost you is a few hours of your time.

So What Are You Waiting For?

Let's get started!

1: KNOW THE ANATOMY OF AN AMAZON BOOK SALES PAGE

Do you know the anatomy of an Amazon book sales page? This is the first step to optimizing your book sales page. I am going to start at the top of the page and work my way down. You may think that this is boring or unimportant, but I believe it is crucial to understand how your book sales page is set up before you can fully optimize it. At the end of this chapter, I provide a link to view screenshots if you need further explanation or prefer visuals. These screenshots are from one of my Kindle books titled, “[Unshackled and Free: True Stories of Forgiveness.](#)”

The Anatomy of an Amazon Book Sales Page

#1: Book Cover and Look Inside

Most of your potential customers will want to see a sample of your book before buying. If you have published your book through Createspace or KDP, then you will automatically have a look inside feature. If for some reason, your book does not have a look inside feature you can apply here: <http://amazon.com/searchinside>

#2: Reviews

Reviews provide social proof about your book. I recommend having at least 5-10 reviews for each book and will explain more about how to get them later in this book.

#3: Gift a Copy of Your Book

This is the easiest way to send someone a Kindle copy of your book. You can send it via e-mail to someone who has won your book through a contest or to a reviewer.

#4: KDP Select Program

This is Amazon's program that requires that you publish the digital version of your book exclusively with Amazon for 90 days. In exchange they will give you five free promotion days to promote your book. We have had success using this program to launch new books, but everyone has differing opinions on it. It is also a great way to share the first book in a fiction series. Then, when the reader gets hooked on the first book, they will hopefully want to buy the other books in your series.

Find more information here:

<https://kdp.amazon.com/self-publishing/KDPSelect>

#5: Formats and prices

This shows the reader which formats your book is available and the prices. If your books are not linked together then the other formats will not show up on the sales page here. I share later in this book how to have the versions of your book linked together if they are not already.

#6: Also Boughts

This is where Amazon shares books that your customers also bought. The cool thing is that your book can also show up on other books sales pages.

#7: Share Buttons

I don't think many authors know about these social media share buttons. You can share your book via e-mail, Facebook, Twitter and Pinterest all from within your book's sales page. Use these buttons, especially when you are having a book launch, free promotion, or sale.

#8: Reviews

Did you know that you can add your most powerful reviews to your book sales page? I will show you exactly how to do this later in this book.

#9: Book Description

Don't waste this space. This is your chance to shine and hook your potential customers with why they should buy your book. I will talk about how you can customize your book description later.

#10: ASIN

The ASIN is for a Kindle eBook what the ISBN is for a print book. This number is used only on Amazon.

#11: Bestseller Rank (overall and in categories)

Would you like to be a best-selling author? Your Amazon bestsellers rank will tell you where you rank in your categories and overall. To be a bestseller you must rank in the top 100 for your category.

#12: Customer Reviews at a Glance

You can see at a glance how many reviews have been posted about your book and what the ranking is currently.

#13: Shows three most helpful reviews first and also shows whether the review is from an "Amazon Verified Purchase."

Here is where the reviews are posted. The top three most helpful reviews will be posted in their entirety on your sales page. Amazon also lists whether the review is from an "Amazon Verified Purchase." Some people post fake reviews and so more and more people are looking to see if the review was from a verified purchase. In order to be a verified purchase, the person must have bought the book themselves; bought it with a gift certificate you send them or download it on a free promotion day.

#14: Anyone can vote on whether they find a review "helpful" or not

On each review, any Amazon.com account holder can vote whether the review was helpful or not. Then, the most helpful reviews will be the ones to show up on the sales page. The most helpful negative review will show up on the review summary page on the top.

#15: Create a Review

This is where your customers and reviewers can post their honest review of your book.

#16: About the Authors

Once you add your book to your Author Central account, the “About the Authors” section will show up on your sales page. I will show you step-by-step how to do this later in the book.

Have you heard about author rank? This is different than your book’s sales ranking. You can go to any book sales page on Amazon and scroll down the page and you will see it under the section "More About the Author." You can also see it near the bottom of the author profile page. However, you will not see anything unless you are in the top 100 for your main categories. You can see your personal ranking at any time in [Author Central](#). Simply click the link in the blue tab along the top that says "rank."

Amazon only posts your author rankings on your book sales pages when you are top 100 in your main categories. This makes it more difficult to rank. However, the more books you publish in one category, the better opportunity you have as all sales from all of your books in that category count. Please note, free downloads during a KDP select promotion do not count toward your author rank.

#17: What Customers Buy After Viewing Item

This is another way for Amazon to sell more books. Usually the books that are viewed after yours are related in the niche and so may interest your potential customer.

#18: Customer Discussions About Your Book

Don't forget to keep an eye on this section. I have seen legitimate questions from potential customers asked in a discussion on a book page and have also seen what appears as spam. So, make sure you look to see if a discussion has been started and reply if appropriate. There is no need to check this every day, but just keep an eye on it whenever you visit your book sales page. Unfortunately, Amazon does not currently have an option to receive notifications on new discussions on your book sales page or your author profile page.

#19: Your Book Categories

At the very bottom of the page is where your categories will be posted. You are able to pick two different categories but sometimes Amazon will add you to other categories as well.

Want Visuals? See My Screenshots For This Chapter Here:

www.shelleyhitz.com/amazon-screenshots/

2: CHOOSE THE BEST CATEGORIES FOR YOUR BOOK

Why is this important? It can improve your sales rank. And this is especially important for Amazon bestseller launches.

Your ranking along with your customer reviews also seems to impact the Amazon algorithm. This can then get your book recommended on other book pages.

In the introduction, I shared how one of my books, “Teen Devotionals...for Girls!” hit #1 in one of its categories on Kindle after changing its categories. Well, not only did it become a #1 bestseller, but Amazon also started to do free advertising for me.

Free Advertising on Amazon

Wouldn't you love for Amazon to advertise your book for you for free? No doubt we all would answer with a resounding, “yes.” Well, once my book hit #1 in its category, it also started to show up on other book sales pages and an “also bought.” Therefore, Amazon began to advertise my book for free on similar book pages.

Here is a screenshot to explain how it works.

Click to **LOOK INSIDE!**

This Is Now: A
Patti M. Hummel (4)

★★★★★ (1)

Print List Price: **\$14**
Kindle Price: **\$9**
You Save: **\$5**
Sold by: Rar
This

Text-to-Speech:
Don't have a Kin

Formats
Kindle Editi
Paperback

Share your own customer images

Customers Who Bought This Item Also Bought

Teen Devotionals...for Girls! by Shelley Hitz
★★★★★ (12)
\$2.99

Just One of the Guys by Iris Beck
★★★★★ (32)
\$0.99

Pretty powerful stuff, huh? Now let me show you how to research the best categories for your book.

How to Choose the Best Categories for Your Books

Ultimately, you want to find a category that fits your book where there is not much competition.

Step #1: Go to Amazon.com, choose “books” and press “go.” If you are researching categories for a Kindle eBook, then choose “Kindle Store” from the dropdown menu and then click on the Kindle eBooks link on the left hand side.

You will then see a list of book categories in the left hand column. Start your search by clicking on the categories that fit your niche.

Step #2: Try to get as drill down as specific as you can within a category. Some categories have niche subcategories that are less competitive and easier to rank in. You can see the number of competing books in parenthesis after the category title.

Step #3: Now it’s time to choose your categories. You can choose up to two for each book. Obviously, the less competition there is the better. I try to choose categories with less than 1000 competitors whenever possible. There are a couple other considerations when choosing categories that I mention later in this chapter.

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www.shelleyhitz.com/amazon-screenshots/#2

Choosing your categories is really important, so let me show you an example to help you understand this process.

One Example Topic: Marketing

Let’s say that you have written a print book on online marketing. You choose the business and investing category and want to decide which sub-category to choose.

Here are two different options:

#1: Web Marketing

As of the time of writing this book, there are 45,516 results (or competing books) in the category of marketing & sales. That is a fairly competitive category.

Now let's look at another category under business and investing.

#2: Marketing for Small Business & Entrepreneurship

This category has only 1,372 results (or competing books). So if your book would be a good fit for small business marketing then, this category would be a much better choice.

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www.shelleyhitz.com/amazon-screenshots/#2a

Other Considerations

Something else to consider when choosing your two categories is how many people will be exposed to your book. If it fits naturally to put your book in two different main categories, you will be able to reach a lot more people.

For example, a cookbook can be placed in a sub-category under cookbooks, food & wine. But, it may also fit in a sub-category under health, fitness & dieting. Instead of using two categories under cookbooks, food & wine, you will reach a much wider audience by

straddling two main categories. But, only do it if it truly makes sense for your book.

You also want to see how well the top books are selling in your category. If you find a category without much competition, it may be that category is not selling well. If that is the case, it may be easy for you to become a best-selling author in that category, but not many people will be exposed to your book as it rises in the rankings.

So, know what your purpose is in choosing your categories. Sometimes I choose one category that I can easily rank well in and another one where I will get more exposure to more readers.

Increase Your Amazon Sales Rank

Another way to increase your Amazon Sales Rank is to direct everyone to buy your book on Amazon exclusively.

Amazon updates their ranking hourly based on sales.

I did this for my book, “Mirror Mirror...Am I Beautiful?” and when I did, it went from being #15 in its category to being #5 in just a couple days.

Product Details

Paperback: 228 pages

Publisher: CreateSpace (November 12, 2008)

Language: English

ISBN-10: 1440457727

ISBN-13: 978-1440457722

Product Dimensions: 8.3 x 5.5 x 0.6 inches

Shipping Weight: 8.8 ounces ([View shipping rates and policies](#))

Average Customer Review: ★★★★★ ([10 customer reviews](#))

Amazon Best Sellers Rank: #80,637 in Books ([See Top 100 in Books](#))

#5 in [Books](#) > [Health, Mind & Body](#) > [Personal Health](#) > [Teen Health](#) > [Self-Esteem](#)

#9 in [Books](#) > [Teens](#) > [Religion & Spirituality](#) > [Christianity](#)

Amazon Best Sellers Rank: #80,637 in Books

#5 in Books > Health, Mind & Body > Personal Health > Teen Health
> Self-Esteem

3: SIGN UP FOR AUTHOR CENTRAL

Amazon's Author Central Account: Your Hub

You will be spending quite a bit of time within Author Central, so it is important that you take the time to sign up for an account and get comfortable using it. At this time, a separate Author Central account is required for each marketplace your title is selling in.

United States: <https://authorcentral.amazon.com>

United Kingdom: <https://authorcentral.amazon.co.uk>

France: <https://authorcentral.amazon.fr>

Germany: <https://authorcentral.amazon.de>

Japan: <https://authorcentral.amazon.co.jp>

There are other countries that have amazon sites; however, these are currently the only ones that have a separate Author Central account.

The first step is signing up for an account by going to the links above. If you already have an Amazon account, then you can use the same e-mail and password for your Author Central account.

I will show you exactly how to use your Author Central account within this book, but you can also find additional tutorials from Amazon here:

<https://authorcentral.amazon.com/gp/help>

4: ADD YOUR BOOKS TO YOUR AUTHOR PROFILE

Login to your [Author Central](#) account. Then click on the books tab along the top of the page.

Next you will click on the “Add more books” button.

A screen will pop up where you can search for your book by title, author, ISBN or ASIN. Once you find your book, then you click on the button, “This is my book.”

If you write under a pen name, you don’t need to sign up for a separate Author Central account. Instead, when you try to add the book, it will tell you that you are not the author of the book. On that screen it will ask you if you have a pen name. Click on the link to let Amazon know and they will send you a confirmation e-mail.

Then, to switch between accounts, use the drop down menu to the right of your name in the upper right hand corner of the page.

And if you still need more help, see this Author Central tutorial: <https://authorcentral.amazon.com/gp/help?ie=UTF8&topicID=200777990>

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www.shelleyhitz.com/amazon-screenshots/#4

5: Change Your Book Categories For Print Books

Once you have your categories chosen, it is time to get them updated!

Click on the book tab along the top of your author central account and then click on your book image or title. Scroll to the bottom of that particular book's page and there will be a link to contact Amazon directly.

You can then choose to either call them or e-mail them. If you are sending an e-mail, copy and paste the category from the top of the Amazon search page.

i.e. Books › Business & Investing › Small Business & Entrepreneurship › Marketing

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www.shelleyhitz.com/amazon-screenshots/#5

6: CHANGE YOUR BOOK CATEGORIES FOR KINDLE EBOOKS

As I began researching categories for my Kindle books, I noticed that the category choices within <http://kdp.amazon.com> when publishing my books were sometimes different than the category choices listed in the Kindle store. However, I found out that you can still manually request this category change.

What I did to Change My Book Categories on Kindle

Login to <http://kdp.amazon.com>.

Click on your book title and choose “non-classifiable” as one of your categories. Re-publish your book. When you receive the e-mail that your book has been republished, contact the KDP support about changing your category.

I learned the hard way that you have to have the category “non-classifiable” already chosen. I tried asking for a category change without marking “non-classifiable” and they told me I had to do that first. That delayed my process for 1-2 days.

In the bottom right hand corner of the screen, click “contact us.” Send an e-mail asking Kindle to update your categories. Copy and paste the category into the message.

i.e. Kindle Store › Kindle eBooks › Business & Investing › Marketing & Sales › Marketing

Want Visuals? See My Screenshots For This Chapter Here:
www.shelleyhitz.com/amazon-screenshots/#6

7: MAKE SURE THE PRINT AND KINDLE VERSIONS ARE LINKED

One common mistake I see on authors book pages is not having the print and Kindle versions linked. The publishing process is different for print and Kindle books and sometimes Amazon does not automatically link them.

What do I mean by linking the two versions? Well, when both versions of your book are linked together, both the print and eBook option will appear on the sales page.

If your books are not linked, you could be losing money on people who prefer the other format.

All you need to do is contact Amazon through your [Author Central](#) account. Click on the book tab along the top of your account and then click on your book image or title. Scroll to the bottom of that particular book's page and there will be a link to contact Amazon directly.

You can then choose to either call them or e-mail them. Let them know your print and Kindle versions are not currently linked and give them your ISBN and ASIN or book titles. Usually this is corrected within 1-2 days after contacting their support team.

Want Visuals? See My Screenshots For This Chapter Here:

www.shelleyhitz.com/amazon-screenshots/#7

8: ADD SEARCH KEYWORDS TO YOUR BOOK

Your book's keywords will help people find your book during searches on Amazon. You will want to enter your most important keyword first and then make sure you use all the rest of the available keywords.

One way to determine the best keywords for your book is to use the Google keyword planner

Here's the link: <https://adwords.google.com/KeywordPlanner>

Step one: Enter your keyword and choose Google and search partners

Step two: Sort by search volume

Step three: If possible, choose keywords with a combined search volume that is between 10,000 - 100,000

How to Add Keywords to Your Print Book's Amazon Sales Page

You can update your keywords by contacting Amazon through your Author Central account (same process as described previously).

If publishing via Createspace, these are the 5 "search keywords" you inserted when publishing your print book. You enter them when you

first publish your book, but can update them at any time. You simply login to your Createspace account, click on the book title and go to the “Distribute” tab.

Click on the description link and scroll down until you see the search keyword box.

How to Add Keywords to Your Kindle eBook’s Sales Page

There are two ways to do this. First, you need to login to <http://kdp.amazon.com>.

Then, under the tab “Bookshelf,” click on your book title to edit the keywords. You can add up to 7 search keywords for your Kindle eBook. You will then be required to republish your book which takes up to 12 hours.

The other option is to contact KDP directly. In the bottom right hand corner of the screen, click “contact us.” Send an e-mail asking Kindle to update your keywords.

Want Visuals? See My Screenshots For This Chapter Here:

www.shelleyhitz.com/amazon-screenshots/#8

9: ADD YOUR BOOK TO YOUR WEBSITE

Once you have your book published on Amazon, do not forget to add links to your book sales page on Amazon from your website or blog. I have visited many authors blogs where it is difficult to find a direct link to buy their book. Make it easy for your visitors to find your book link and I recommend including a call to action. A call to action simply helps guide your visitors on what to do next.

For example you can say...

“Download my book on Kindle here: URL”

“Start reading my book here: URL”

“Get your copy here: URL”

And while we are on the topic of Amazon URLs, make sure to read chapter 18 where I show you how to shorten your Amazon URL and make more money by using the Amazon Associates program.

10: UPDATE YOUR AUTHOR PROFILE

Login to your [Author Central](#) account. Click on the profile tab along the top of the page.

Once you are on your profile page you can customize many things. I recommend taking advantage of all the ways Amazon gives you to customize your profile.

1.) Edit your biography

This is the biography that will show up on your book sales page once you add your book to Author Central. Therefore, make it interesting and personal.

2.) Create a custom author page URL

Amazon gives you the opportunity to create a custom author page URL. Mine is <http://amazon.com/author/shelleyhitz>. You can choose whatever you want for your URL as long as it is not already taken.

3.) Add pictures and video

You can add a picture to your account. If using a pen name, you can use a picture of your book or company logo instead.

4.) Add RSS feeds from your blogs

When you add the RSS feed of your blogs, the latest post will show up on your Amazon author profile page. If you don't know what your RSS feed URL is, I've give you some examples below of what it should be for Wordpress and Blogger.

For Wordpress Self-Hosted Blogs

Main Content: <http://yoursite.com/feed> (replace yoursite.com with your website URL)

For Wordpress.com Blogs

Main Content: <http://en.blog.wordpress.com/feed/>

Comments: <http://en.blog.wordpress.com/comments/feed/>

For Blogger

Full site feed:

<http://blogname.blogspot.com/feeds/posts/default?alt=rss>

Comments-only feed:

<http://blogname.blogspot.com/feeds/comments/default?alt=rss>

5.) Add your Twitter account

If you have a Twitter account you can add it and your latest tweets will show up on your Amazon author profile.

6.) Add events

If you do a book signing or have speaking events, add them to your author profile for more exposure.

Changes appear on the Author Page within 24 hours of the time you add them in Author Central.

Want Visuals? See My Screenshots For This Chapter Here:

www.shelleyhitz.com/amazon-screenshots/#10

11: POST YOUR MOST POWERFUL REVIEWS ON YOUR BOOK SALES PAGE

Login to your [Author Central](#) account. Click on the books tab along the top of the page and then click on your book title. You can now edit all the information under “Editorial Reviews.”

However, if you have more than one version, realize that you will need to click the link for the specific version you want and update them separately.

Now you can add your most powerful endorsements and reviews to your sales page. Simply click on the edit button next to where it says reviews and you can add the text you want displayed on your sales page.

For print books, there is a limit of up to 600 characters and for Kindle books up to 1750 characters. You have the ability to add pizzazz to your description by adding bold, underline and lists (bullets and numbers). You just select the text and then click on the formatting button you wish to use similar to word processing like Microsoft Word.

Want Visuals? See My Screenshots For This Chapter Here:

www.shelleyhitz.com/amazon-screenshots/#11

12: ADD FROM THE AUTHOR TO YOUR BOOK SALES PAGE

Login to your [Author Central](#) account. Click on the books tab along the top of the page and click on your book title. You can now edit all the information under “Editorial Reviews” including from the author.

If you have a story behind why you wrote the book, this is a good place to add it. You won't always need or want to add this to your book sales page but can add a personal touch if you choose to do so. Make this different from your author profile though as it will already be posted on your book sales page and you do not want to have duplicate content.

13: CREATE A COMPELLING BOOK DESCRIPTION

Login to your [Author Central](#) account. Click on the books tab along the top of the page and click on your book title. You can now edit all the information under “Editorial Reviews” including the Product Description.

Just as you were able to add the reviews, you can do the same thing with the description. You can add special formatting to your description to help it stand out by adding bold, underline or lists (bullets and numbers). With both print and kindle editions you can add up to 2400 characters.

You need to write a book description to sell. Sit down and brainstorm titles, as well as write out your book description. I would recommend setting aside at least 2-3 hours - uninterrupted - to complete this step.

14: UPDATE YOUR AMAZON PUBLIC PROFILE

Do not forget to customize your amazon profile. This is different from your author profile that you customized through Author Central. This is the profile that will show up when you post reviews for other books.

Click on “your account” in the top right hand corner.

Then scroll down the page until you see “your public profile” under personalization.

I encourage you to add a title behind your name as this will be seen on reviews you post on Amazon.com. For example, if you are a Christian author, you could add Christian Fiction Author or Christian Author and Speaker, etc. It is against the Amazon terms of service to add your website URL here.

On your public profile, make sure to add a link to your website or blog as well as add an “In My Own Words” description. You do that by clicking the “edit profile” button in the top right hand corner.

Want Visuals? See My Screenshots For This Chapter Here:

www.shelleyhitz.com/amazon-screenshots/#14

15: ADD EXTRAS THROUGH SHELFARI

You can also add “extras” through Shelfari.com. These will be visible to Kindle readers and those reading your books through the Kindle app.

Set up your free account at <http://www.shelfari.com>. In your Author Central Account, click on the books tab. Then, click on the “Book Extras” tab. Click on the link to add extra information to your book on Shelfari. This can be especially helpful for fiction books.

Want Visuals? See My Screenshots For This Chapter Here:

www.shelleyhitz.com/amazon-screenshots/#15

16: GET VALUABLE SALES DATA FOR PRINT AND KINDLE BOOKS

Amazon has partnered with Nielsen BookScan to provide detailed sales data for your books. BookScan accounts for approximately 75% of all retail print book sales in the US, including most of Amazon print sales.

In your Amazon author central account click on the tab “sales info” to see the full report.

It will show you weekly sales, sales by geography and you can see the results for all your books or individual books as well. Therefore, if you do a radio interview or a book signing, you can find out how effective it was by how many people in that area bought your book.

You can also watch this short video I recorded on how to check your book sales rank in author central here: <http://youtu.be/k3atCUBhb0k>

Getting Stats on Your Kindle Sales

Login to <http://kdp.amazon.com>

Click on “Reports”. Then, you can click on the following for more detailed sales data:

Sales Dashboard

*Month-to-date unit sales

*Past 6 weeks royalties

*Prior month's royalties

On the sales dashboard, you can see your book sales for the past 90 days. You can even sort by individual book titles to see how many sales, borrows, and/or free downloads each book has had during that time period. You can also create a custom time period if you want to know how many books sold during a special promotion.

When you click on month-to-date sales, it will show how many of your books were sold, refunded, borrowed and downloaded during a free promotion.

This is what the heading contains:

Title | ASIN | Units Sold | Units Refunded | Net Units Sold | Units Borrowed | Free Units Promo | Free Units-Price Match

Want Visuals? See My Screenshots For This Chapter Here:

www.shelleyhitz.com/amazon-screenshots/#16

17: GET CUSTOMER REVIEWS FOR YOUR BOOK

I personally make a goal of getting a minimum of 5-10 reviews for each of my books. To me, a book sales page looked a bit “naked” without any customer reviews. So, make sure to do your part to get reviews. It takes a little effort, but it is well worth it!

Amazon’s Terms of Service

Please note that Amazon’s [terms of service for reviews](#) states the following: “What’s not allowed - Promotional content: Sentiments by or on behalf of a person or company with a financial interest in the product or a directly competing product (including reviews by publishers, manufacturers, or third-party merchants selling the product).” Amazon now says that this includes authors. And some authors are [now reporting](#) that their reviews are being removed from books of their peers. So to follow Amazon’s terms of service, it is best to find reviewers that are not authors of books that are directly competing with yours.

I e-mailed Amazon for further clarification on what “directly competing” means as I do read and review books and want to be within their terms of service. This was their reply:

“We appreciate your desire to follow our guidelines when leaving reviews on other books. As previously mentioned, our guidelines prohibit authors or other people with financial interest in a book from posting any reviews for their own books or negative reviews for directly competing books. This restriction does not prohibit you from reviewing books within your same genre or category, however. We are more concerned with books which compete for the same niche within a genre. Anything thematically similar or otherwise seen as though it might be competition in sales is considered off-limits to reviews from you.

Our Customer Review feature was created to allow our customers to offer honest and unbiased opinions to other customers. We feel that allowing authors, artists and publishers to review their own or competing titles would be contrary to the goal of offering independent customer feedback. Your participation in leaving reviews is important to us, and we really do appreciate that you've reached out to us to make sure that you are within these guidelines.

I hope this helps further explain and clarify our guidelines on leaving reviews on directly competing products. We won't be able to provide further insight or explanation of this policy. Please, feel free to refer to our review guidelines, which can be found here:

<http://www.amazon.com/review-guidelines/>”

Even though “directly competing” authors are unable to post reviews for you, you can ask them for endorsements. You can then put these

endorsements in the beginning of your book as well as in the “Editorial Reviews” section on your sales page. You can see how I did that with this book.

Also, according to Amazon’s terms of service, you are not able to give anything in exchange for a review except a free copy of your book. They state “if you received a free product in exchange for your review, please clearly and conspicuously disclose that that you received the product free of charge.” Therefore the reviewer is required to disclose this in their review and can simply state something like this: *“Please note: I was given a free copy of this book in exchange for my honest review.”*

How to Get Reviews

1.) Ask.

I know this is obvious but if someone contacts you and loves your book, ask if they would be willing to post a review on Amazon. You can also ask friends to read and review your book. Who do you know that would be willing to help support your writing? I would avoid asking family to post reviews with the same last name as readers will pick up on this trend.

You can also include something at the end of your book asking your readers to post their honest review if they have enjoyed your book and include a link to your Amazon sales page.

2.) Give away free copies.

This can be a print copy or eBook copy (i.e. PDF, Smashwords 100% off coupon, Kindle gift copies etc.).

LibraryThing allows eBook giveaways. Many authors take advantage of this to get reviews for their books by giving away a Smashwords coupon. However, realize that reviewers on this site are known to be very honest and even a little harsh at times. And don't expect everyone who gets a free copy from this giveaway to post a review. Some authors state about a 10% success rate.

To post a book for a member giveaway, at least one of the following must be true:

- * You are a LibraryThing Author
- * You have at least 50 books in your LibraryThing account
- * You have a paid LibraryThing account.

Get more information about becoming a LibraryThing author here:

<http://www.librarything.com/blogs/librarything/2011/01/becoming-a-librarything-author-just-got-easier>

Other authors will give their book away free on their website, through Smashwords or via KDP select for a period of time to gain new readers and reviews. Personally, I recommend waiting to use KDP select until you already have 5-10 reviews of your book as the most powerful benefit from KDP select seems to be the first time you do a promotion.

3.) Contact Amazon's top reviewers.

You can also search for reviewers on Amazon that may be interested in reviewing your book here: <http://www.amazon.com/review/top-reviewers>. When you click on the reviewers name, it will open up to their Amazon profile. Some of the top reviewers post their e-mail address or contact form on their blog. You can then contact them directly and ask if they are interested in reviewing your book. I have tried this and personally haven't had much success. But, it is worth a try. The worst that can happen is that they say no or never return your e-mail.

You can also use a tool to help you find Amazon's top reviewers. See more information here: www.trainingauthors.com/how-to-find-and-contact-amazon-book-reviewers

4.) Start an e-mail list of readers.

One thing I have found helpful is to have an e-mail list of readers that are interested in my books. Usually I give them something free of value to sign up and then am able to occasionally share promotion with them. Another benefit is that you can request reviews from them as well. Some authors give out advance review copies (ARC) to readers. Please make sure not to spam people through e-mail, but only contact those who have given you permission to do so.

Here are a few recommendations for e-mail list providers:

* MailChimp.com - free for up to 2000 subscribers and up to 12,000 emails per month. However prices do get expensive as your subscriber lists increases

* [TrafficWave](#) - Unlimited subscribers and lists for just \$17.95. Once my lists started to grow into the thousands, my Aweber fees got fairly expensive. I decided to switch most of my lists to Traffic Wave as they allow unlimited subscribers and lists and so far have been pleased. Their support isn't the greatest but they have a comprehensive help section online and forum as well.

* [Aweber](#) - \$19/month for up to 500 subscribers, then prices increase as your subscribers increase. They are known for the best deliverability and reliability. I have used Aweber and their support is really good.

* [GetResponse](#) – Start with a free trial and then pay \$15/month for up to 1,000 subscribers. I currently use GetResponse for my author lists. They also have great support.

5.) Ask book bloggers to review your book.

Bloggers are getting busier and busier, but they are still a great way to get the word out about your book. They may or may not post your review on Amazon, but the exposure on their blog is still great either way. You can do a search on Google for book bloggers, but here is a list to get you started.

Book Reviewer List:

<http://www.bookrevieweryellowpages.com/reviewer-list.html>

List of 100 Book Bloggers:

<http://www.onlinecollege.org/2009/09/15/100-best-blogs-for-book-reviews>

You can also search this website: <http://www.bookreviewblogs.com>

[Reader's Favorite](#) also offers reviews. You can submit for a free review although it may take longer. Even though they are unable to post their reviews on Amazon, they will post on other platforms like Barnes & Noble and Goodreads. And if you get a 5-star rating from them, I recommend that you consider submitting your book to their annual book awards contest.

6.) Other tips

Dana Lynn Smith shares a list of book review journals that you can check out here:

http://bookmarketingmaven.typepad.com/book_marketing_maven/library-review-journals.html

7.) Sample e-mail to send to reviewers

Below I have shared a sample e-mail that I send to reviewers of my books. I currently ask them to post on Amazon and Goodreads, but you can also add other links as well (i.e. Smashwords, Barnes and Noble, etc.). I have a separate document where I have typed out an e-mail for each of my books with the appropriate links. This saves me time by allowing me to easily copy and paste it when I have a new review request.

And by the way, if you have enjoyed this book, I would appreciate your honest review at the links below as well.

Sample e-mail:

Thank you for requesting a review copy of my book, Marketing Your Book On Amazon.

I have attached a PDF copy to this e-mail for you to read and review. I ask that you submit your review on Amazon.com within 2-4 weeks. I also ask that if you are on Goodreads that you would mark it as “currently-reading” and then post your review there as well once you've finished reading it. I really appreciate your help!

Please make sure to note at the end of your review that you received a free copy of this book in exchange for your honest review as this is a FTC guideline. You can simply state something like this: “Please note: I received a free copy of this book in exchange for my honest review.”

Here are the links to post your review online:

Amazon: <http://www.amazon.com/dp/B009SGXWM0>

Goodreads:

<http://www.goodreads.com/book/show/16093924-marketing-your-book-on-amazon>

Thank you so much for your help! I hope you learn some new strategies to put to use from this book/video tutorial.

~Shelley

Learn even more strategies in my book, “How to Get Honest Reviews” here: <http://smarturl.it/getreviews>

18: SIGN UP FOR THE AMAZON ASSOCIATE PROGRAM

Did you know that you can earn more money through the Amazon associates program? This is their affiliate program where they reward you for the sales you send them. You can sign up for your free account here: <https://affiliate-program.amazon.com>

Their referrals fees range from 4-15%. Once you are signed up, you can create links for each of your books.

Shortening Your Amazon Associate Links

Then, you can create a shortened link that you can share anywhere you promote your book online. For instance, you can create a [SmartURL](#) link for your book and customize it.

For example here are the links to one of the books we have published on how to promote your book with a blog tour:

<http://smarturl.it/blogtour>

<http://smarturl.it/blogtours-print>

One thing I like about using SmartURL is that you can set up the link to automatically redirect to the correct Amazon store depending which country your visitor is in. See a detailed tutorial here: www.trainingauthors.com/are-you-losing-customers-over-this-common-problem/

I also use Hootsuite's ow.ly links as well. Once you have your links, you can use that link everywhere you promote your book online.

Another option if you have a Wordpress website is to install the free plugin, [Pretty Link Lite](#). This will allow you to create custom links for your books (i.e. www.yourdomain.com/mybook). I use the free version of this plugin on most of my websites and love it. You can also create a link to track how many clicks you get. So if you are paying for advertising this is a great way to see how beneficial it has been.

Note: per Amazon's terms of service, you are not allowed to use your associate link within your Kindle books or offline.

Watch a video tutorial I recorded for you of how to shorten your Amazon affiliate links here:

www.youtube.com/watch?v=yA7DkMuGwew

Shortening Your Amazon URL

While we are on the topic of links, let me share a simple way you can shorten your regular Amazon URL. If you are sharing your book link online and are not using your associate link, your basic Amazon URL will be:

<http://amazon.com/dp/ASIN>

All you need to do is insert your book's ASIN for "ASIN" above and that is your cleaned up, shortened URL. It looks so much more

professional than some of the links I see authors posting on Facebook and other social networks.

19: DIGITALLY AUTOGRAPH YOUR KINDLE EBOOKS

Have you heard of Authorgraph? It is a place where you can digitally autograph eBooks for your customers and fans. You can sign up for a free account here: www.authorgraph.com. Then, simply login and enter the ASIN for your book to set it up. Your “autograph” will be delivered to your customer wirelessly via Kindle or as a PDF through e-mail.

You can even post a widget on your blog or website encouraging your readers to request an autograph.

See my books for authors and request an autograph here:
www.authorgraph.com/authors/Self_Publish

20: PROMOTE YOUR BOOK VIA SOCIAL MEDIA

Now that you have your sales page optimized, make sure you start sharing it! The first thing I recommend is to use the social sharing buttons on the book sales page to share about your new book via e-mail, Facebook, Twitter and Pinterest.

As I mentioned earlier, these icons are located on the right side of your book sales page under the buy box.

Share on Facebook that You Published Your Book as a Milestone

The next thing I recommend doing is to share about your book on Facebook by adding a “milestone.” You currently do this by clicking on “Life Event” when adding a new status. Then, click on “Work & Education” and finally click on “Published Book.”

A pop-up box will open up where you will want to choose book from the drop down menu, enter the book title and Amazon URL into the full citation box and then upload your book cover.

Milestones tend to be seen by more people on Facebook so this is great exposure for you. You can currently do this on both your personal profile as well as your pages.

Want Visuals? See My Screenshots For This Chapter Here:

www.shelleyhitz.com/amazon-screenshots/#20

Create Tweets to Your Book Sales Page

And finally, I recommend creating a few tweets to promote your book using your shortened URL and a few common hashtags. Here are a couple examples of tweets I have written below. Remember you have only 140 characters on Twitter to get your message across.

Shelley Hitz has imparts "hope, trust, faith, forgiveness, and so much more in this book! Highly recommended!" <http://ow.ly/eyZDj>
#Amazon

Take the 21 Days to Gratitude Challenge! Get this best-selling book for only \$0.99 <http://ow.ly/cb8Gk> #AmazonPrime #KDPselect
@shelleyhitz

35 true stories of forgiveness to inspire and encourage you
<http://ow.ly/eyZHa> #AmazonPrime #uplifting

Overcome anxiety and #stress through Christ's transforming power
LIVE WITHOUT STRESS Read #free here: <http://ow.ly/cKmNk>
#jesustweeters

"Enlightening and humorous...you'll be sure to read again and again"
FUEL FOR THE SOUL 21 Devotionals <http://ow.ly/eyZIQ>
#AmazonPrime #KDP

For me the process of healing came slowly like peeling away layers of an onion #FORGIVENESS FORMULA \$50 FREE Gifts <http://ow.ly/cKmF5> #KDP

Download this free PDF "How to Find Free Christian Books Online": <http://ow.ly/caTCI> @freebookschrist #christianbooks #freebook

If you've got 21 days, we've got 21 devotions specifically written for today's teen girls <http://ow.ly/eyZLh> #youthministry #stumin

If you need more help with understanding Twitter, I have a training called, "[Twitter 101 for Authors](#)" that you might be interested in purchasing.

Add Your Book On Goodreads

Goodreads is a social media website just for readers. So, it is important to have a presence there and make sure your new books are in their database. Learn more about how to add your book here: http://www.goodreads.com/help#find_books

Find out more about creating a Goodreads author page here: <http://www.goodreads.com/author/program>

21: PROMOTE YOUR NEW BOOK USING KDP SELECT

One powerful way to launch a new book is by using Amazon's KDP Select program. This program launched in December 2011 and I first enrolled one of our books in the program in early January 2012. The program is no longer as effective as it was in 2012, but we have still seen success with our books as well as the books of other authors.

What we normally do is to use the KDP Select program to launch our new books and then we remove them after our 90-day contract. This allows us to publish them to other eBook platforms. I use a distributor to publish my books to Nook, the iBookstore and others. You can find out more about how to do this in my training program here www.authoraudienceacademy.com

Please note, that you have to go in and choose to remove your book from the KDP Select program or else it will automatically renew. You can do this by logging into <http://kdp.amazon.com>, clicking the link for the bookshelf and then clicking "info" on the right side under the column for KDP Select. There you can choose to remove the checkmark that automatically re-enrolls your book in KDP Select.

For books that are part of a series, it may be beneficial to keep the first book in the KDP select program to gain exposure and interest in the rest of the books in your series. Also, make sure you put an excerpt of

the next book in the back of your book as well as links to the books from the entire series.

Varied Results But Increased Royalties Overall

Realize that your results will vary. Some of our books have done amazing in a free promotion and others not so great. But, overall, using the KDP select program to launch our new books has increased our Kindle royalties and exposure.

One of the most powerful aspects of running a KDP Select promotion is the free advertising Amazon will give you afterwards. For each person that downloaded your book, they have also downloaded other free books or bought other books from Amazon. Amazon then figures out which books were most likely to be bought from the same customer and will include them in the list “Customers Who Bought This Book Also Bought.” Therefore, your book starts showing up on other book pages and getting free advertising which often boosts your sales and rankings.

Things change often at Amazon, so I encourage you to do your research and decide what is best for you books.

My To Do List for a KDP Select Promo

This is not a comprehensive list, but gives you a good idea of what I try to do for each free promotion I run.

To Do for Free Days:

- 1.) ASAP: Get 5-10 reviews posted
- 2.) Optional: approach blog hosts re: blog tour
- 3.) 1-2 weeks before: submit to free sites listed on my [“Places to Submit Your Free KDP Select Promotion”](#)
- 4.) Write tweets, FB posts, blog posts and announcement email
- 5.) Send tweets, FB posts and blog post to authors willing to cross promote for me.
- 6.) Optional: Set up FB/StumbledUpon/Twitter advertising for the day of the free promo at least one day early so that it is approved in time.
- 7.) Do the things for free day #1 listed in my [“Places to Submit Your Free KDP Select Promotion”](#)
- 8.) Post on FB profile, pages and groups on free day
- 9.) Send out e-mail about promotion to my list
- 10.) Write tweets for my first paid day after the promo and include #borrow #amazonprime to try to get more borrows
- 11.) Optional: Set up paid advertising for the first paid day after my promotion. See options in my [“Places to Submit Your Free KDP Select Promotion”](#)

My Personal List of Resources

I have completed dozens of successful KDP select campaigns and have learned a lot. Along the way, I have put together a list of resources, "*Places to Submit Your Free KDP Select Promotion.*" You can access this list for free here:

www.trainingauthors.com/kdpselect

CONCLUSION: POST-PUBLICATION CHECKLIST

Post Publication:

- 1.) Add book to [Author Central](#)
- 2.) Request any category changes
- 3.) Start requesting reviews
- 4.) Update book sales page via author central with any reviews, formatting, etc.
- 5.) Create shortened Amazon Associates link
- 6.) Add to Facebook as a [milestone](#)
- 7.) Post on Pinterest
- 8.) Write tweets to promote the book
- 9.) Add book to [Goodreads](#)
- 10.) Add to [Authorgraph.com](#)
- 11.) Add to author website (if applicable)

12.) Consider using Amazon's [KDP Select program](#) to launch your new book.

Bonus tip: Consider adding a short excerpt of the next book in your series or a similar book. This may help to boost sales for your other book. Just know that if your book is enrolled in KDP Select, you can only share a 10% excerpt anywhere online.

I also recommend placing links to your other books at the beginning and/or end of your book. If a reader enjoys your writing style, they may be interested in purchasing your other books.

BONUS VIDEO TUTORIAL

Watch me as I show you on my computer screen the steps I take after publishing a new book. I have now published over 35 books and have developed a process that works great for me. I will cover many of the steps in this book as well as other marketing tips with you.

The video is 23 minutes long and can be here:

www.shelleyhitz.com/amazonbookbonus

Note: Please do not share this video URL with others as it is a bonus for paid customers only. Thank you!

YOUR NEXT STEPS

Are you ready to get even more sales and exposure on Amazon?

Join me on my next webinar to get my step-by-step instructions on how to optimize Amazon for increased book sales and exposure here:

www.shelleyhitz.com/amazonwebinar

Are you feeling overwhelmed and want someone to show you exactly what to do and be there to answer your specific questions?

I realize some authors prefer a more hands-on approach. Therefore, I wanted to let you know that I have a special Take Action Workshop all about optimizing Amazon that I have within Author Audience Academy. I show you exactly what to do and walk you through the steps. Plus you get to ask all your questions in the forums. Get more information here:

www.authoraudienceacademy.com .

ADDITIONAL RESOURCES

Amazon's Publishers and Bestsellers Guide - Go to <http://amazon.com/publishers> to get more information on publishing on Amazon.

My Books for Authors – I have an entire library of books for authors, including books on publishing and marketing. Check out the entire list here: www.shelleyhitz.com/bookshelf

My Membership for Authors – You can get my courses, tools, and coaching specifically for authors here: www.authoraudienceacademy.com

Tools and Resources I Use and Recommend - Check out the tools we use and recommend for writing, publishing and marketing here: www.shelleyhitz.com/tools-i-use-in-my-business

In Closing...

And finally, if you enjoyed this book, I would appreciate your honest review on Amazon.com here: <http://www.amazon.com/dp/B009SGXWM0>.

Thank you so much and I wish you the best in your book marketing efforts!

~Shelley Hitz~

Earnings Disclaimer: There is no promise or representation that you will make a certain amount of sales, or any sales, as a result of using the techniques that are outlined within this book. Any earnings, revenue, or results using these marketing strategies are strictly estimates and there is no guarantee that you will have the same results. You accept the risk that the earnings and income statements differ by individual. The use of our information, products and services should be based on your own due diligence and you agree that we are not liable for your success or failure.

Full Disclosure: Some of the links in this book may be affiliate links (excluding any and all links to Amazon) and we may earn a small commission when you make a purchase through them. By law (FTC), we must disclose this. However, we want to ensure you that we only endorse products and services we believe in and would or do use ourselves.

ABOUT THE EXPERT: SHELLEY HITZ



Shelley Hitz has coached thousands of authors through her books, training programs, online events, seminars, and more. She has over a decade of experience speaking to groups of all sizes, from small workshops to keynote presentations in front of thousands. However, she is best known for injecting energy and enthusiasm into everything she does and inspiring those around her to take action.

Her clients are successfully publishing new books almost every day and some have become #1 Amazon best-selling authors in

their category within days of publishing their books simply by following her proven system.

Learn Shelley's 6-Step "ASCENT Method" she has used to write 35+ nonfiction books FAST.:

www.shelleyhitz.com/freetraining

See A Complete List Of Her Books For Authors Here:

www.shelleyhitz.com/bookshelf/

Connect With Shelley Online!



www.facebook.com/authoraudience



www.twitter.com/shelleyhitz



www.youtube.com/shelleyhitztv