

# LAUNCH THAT BOOK!

## Beta Readers, Pre-Sale Campaigns, and Amazon Ads

**Participate in online groups** – Get involved in groups on Facebook, LinkedIn, Yahoo, Ning, etc. These are powerful for connecting with your tribe. Better yet, start your own!

**Build a group of beta readers** – Get volunteers to read your book early on to generate reviews and word-of-mouth. Manage in a private Facebook group.

*“Your problem is not piracy. Your problem is obscurity.” – Seth Godin*

**Prepare for pre-sale** – Create your book sales page on your website, pre-write social media posts, build a list of people to notify, create a launch offer, set a realistic launch date.

**Set up your pre-sale campaign** – Set up with [IngramSpark.com](http://IngramSpark.com), [KDP.Amazon.com](http://KDP.Amazon.com) (for Kindle), and [Smashwords.com](http://Smashwords.com) (other ebook formats). Need print-ready files.

**Prepare for pre-sale launch** – Claim book on Goodreads, add sales links to your book sales page, email Amazon for category change request, if needed.

**Launch pre-sale** – Let all of your networks know the book is available: social media, email lists, peers, family, friends, clients, past readers, fellow association members, online groups.

**Invest in Amazon pay-per-click ads** – These are available while in pre-sale through [KDP.Amazon.com](http://KDP.Amazon.com). Sponsored product ads utilize keywords (recommended).

**Aim for bestsellers lists, but...** – Remember, Amazon one-day campaigns have few lasting benefits. Put your efforts into the long-term strategy. *Always be on tour.*

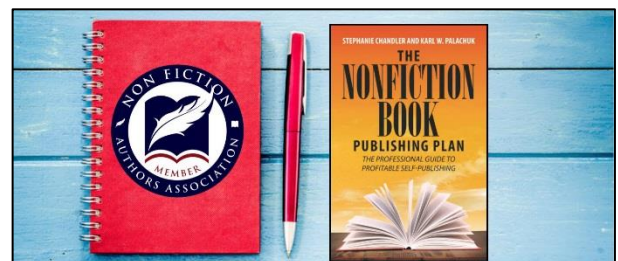
**Monitor book sales** – Take screenshots of your book on sales lists, watch your sales rank change.

**Celebrate on launch day** – Keep building excitement. Share screenshots of sales. Ask beta readers for reviews. Claim your book on Amazon Author Central. Go live on Facebook. Engage your tribe!

**Generate book reviews** – Beta readers, bloggers, Goodreads give-aways, local and small publications, book clubs, [MidwestBookReview.com](http://MidwestBookReview.com) and paid services like [Netgalley.com](http://Netgalley.com), [Kirkus.com](http://Kirkus.com). Download FREE Report, 50 Ways to Generate Book Reviews: <http://bit.ly/bookreviewlinks>.

**Keep the momentum going** – Participate in online groups, build your tribe, get out and speak to groups. Plant three seeds every day! *Always be on tour. (And remember to have fun!)*

**Stephanie Chandler** is the author of several books including *The Nonfiction Book Publishing Plan*, *The Nonfiction Book Marketing Plan*, and *Own Your Niche*. Stephanie is also founder and CEO of the Nonfiction Authors Association, a vibrant community for writers, and the Nonfiction Writers Conference, the only event of its kind conducted entirely online (since 2010).



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