



**BuildBookBuzz**

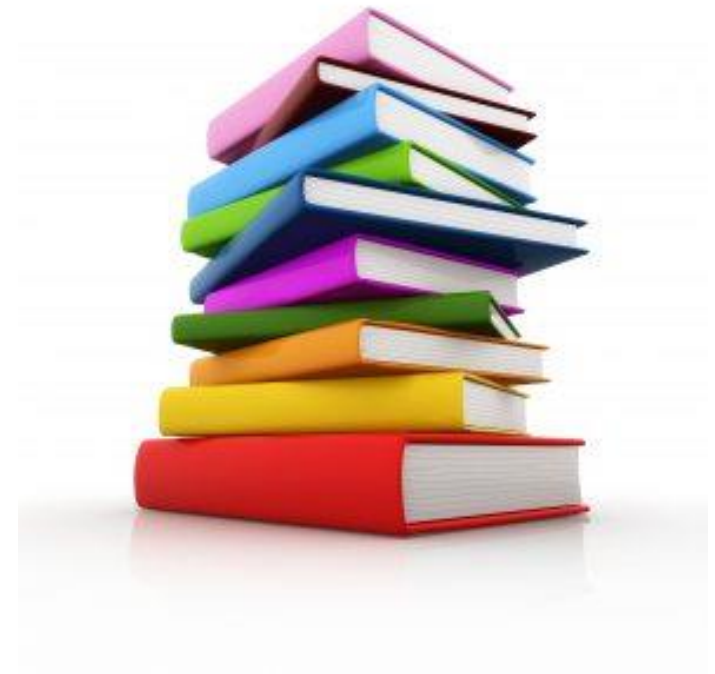
Do-it-yourself book marketing tips, tools, and tactics

# 20 Ways to Sell More Books

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SANDRA BECKWITH

BUILD BOOK BUZZ





# Housekeeping!

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- You'll get these slides
- Remember to grab my bonus download





# Categories

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- Amazon
- Fans
- Publicity
- Influencers
- Karma





# Amazon

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## 1. Optimize your Amazon sales page

- <https://kindlepreneur.com/amazon-book-description-generator/>

## 2. Pursue reader reviews – aggressively

- Bonus download: 9 places to look for readers who review books

## 3. Tweak categories



# Amazon

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4. Add editorial reviews
5. Create book title with search keywords
6. Amazon Advertising
7. Create a series



# Fans

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8. Build an email list
9. Create street team for launch
10. Host an ask me anything (AMA)



# Fans

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11. Master one social network – the right one

12. Get your readers involved

13. Create a Facebook group for your topic



# Publicity

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14. Contact your alumni publication

15. Guest blog

16. Use HARO

17. Blog on LinkedIn and/or Medium





# Influencers

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18. Interview influencers for your book

19. Invite influencers to guest blog



# Karma

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## 20. Support other authors



# Questions?

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# Thank you!

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For more information:

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<http://buildbookbuzz.com> – full site

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