

Mark Paul : The Greatest Gambling Story Ever Told

Read my Blog Article: <https://markpaulauthor.com/2020/11/09/first-time-author-sells-21000-in-ten-months/>

“First Time Author Sells 21,000 Books in Ten Months”

Tips To Selling Your Book:

Create an attractive Author Web Site: <https://markpaulauthor.com/>

- Photo Gallery. Blog Articles. Editorial Review Media Room. Bio. Book Trailer. Podcasts. “Buy” Links to Amazon, B & N, Apple Books, etc.
- Respond to readers that email you from your author site – I send them an “epilogue” and request an Amazon review (I have been fortunate to attract over 500 reviews)

Create a Compelling Book Title and Visual Cover! (something that induces the reader to learn more)

- **Use Professionals!** Editors – Publishers – Social Media - Other Marketers
- Use Amazon **Ad Words** - study <https://kindlepreneur.com/>
- Be SURE to re-write your Book Description with <https://kindlepreneur.com/amazon-book-description-generator/> or other program!
- Be sure to use “**Editorial Reviews**” and “**Recent Praise**” as many readers - read *who* wrote the review or praise more than the actual review or praise (try to get known sources whenever possible)
- <https://publisherrocket.com/?affiliate=kpreneur> Great for seeing the competition
- <https://www.kdspey.com/> Great for seeing the competition
- I have 600 key words HOWEVER – my best success is with “**Automatic Targeting**” (AMAZON CHOOSES the “keywords”) Use “**Dynamic Bids Up & Down**”
 - 4 categories- be aggressive with “**Close Match**” and “**Loose Match**” Be careful of “Complements” and “Substitutes”
 - Keep your **ACOS** under 70% (initially may be higher while you test)
- Determine your **20 Amazon Categories** (10 for Kindle and 10 for Print) Choose wisely!
 - Pick 4 “EASIER” categories you can be a top 10 Seller - try to be #1 in at least 1! Even if you lose money on Amazon in this 1 category- fight for it!
 - Pick 6 more competitive categories that sell a lot of books!
- Consider a **Video Book Trailer** – if you can make it exciting and interesting with music and copy. Keep it under 60 seconds.
 - YouTube book trailer video ads
- Consider an **Audio Book**

- **Twitter & Facebook Ads**
- Email to your “Tribe” with links to your author site
- ASK for **Amazon reviews** from everyone!
- **Send out paperbacks** to industry media sources (obtain a USPS account- and mail out books in the “window” mailing large envelopes \$7.15 per book) Do a nice cover letter each time.
- Create **Author Business Cards** (mine features the book cover on one side)
- FYI -I don’t give out “free books” to anyone but the media- it’s too much of an obligation to ask people to spend 6 + hours reading a book – if they want it- they will buy it!
- **Market everyday! Advertise! Spend!**
- In summary – do not be afraid to self-publish or hire a paid publisher. I succeeded because I had the freedom to aggressively promote the book myself. And, I love controlling my own content and making my own marketing decisions.

Commit fully. You must tell everyone you have a great book and you are going to be a successful author. If you do not believe it, why will they?

<https://markpaulauthor.com/2020/11/08/tips-to-selling-your-book/>

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