

# **BOOK PUBLISHING AND MARKETING SECRETS**

*Simple Steps to Create, Publish,  
and Market Your Book with a  
Proven System That Works*

**Paul G. Brodie**

Book Publishing and Marketing Secrets: Simple Steps to Create,  
Publish, and Market Your Book with a Proven System That Works

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# DISCLAIMER

The following viewpoints in this book are those of Paul Brodie. These views are based on his personal experience over the past forty-seven years on the planet Earth, especially while living in the great state of Texas.

The intention of this book is to share his story about marketing books successfully and what has worked for *him* through this journey.

All attempts have been made to verify the information provided by this publication. Neither the author nor the publisher assumes any responsibility for errors, omissions, or contrary interpretations of the subject matter herein.

This book is for entertainment purposes only. The views expressed are those of the author alone and should not be taken as expert instruction or commands. The reader is responsible for his or her future action. This book makes no guarantees of future success. However, by following the steps that are listed in this book, the odds of creating, publishing, and marketing your book successfully have a much higher probability.

Neither the author nor the publisher assumes any responsibility or liability on behalf of the purchaser or reader of these materials.

The views expressed are based on the author's personal experiences within the corporate world, education, and everyday life.

This book is dedicated to my mom, Barbara "Mama" Brodie. Without her support and motivation (and incredible cooking) I would literally not be here today.

I am also dedicating this book to every client I have had the privilege to help grow their business through sharing their story by getting a book published, marketing their book successfully, starting a podcast, or creating and launching a virtual summit. You have all gone above and beyond chasing your dreams and I am proud to be able to help in your journey.

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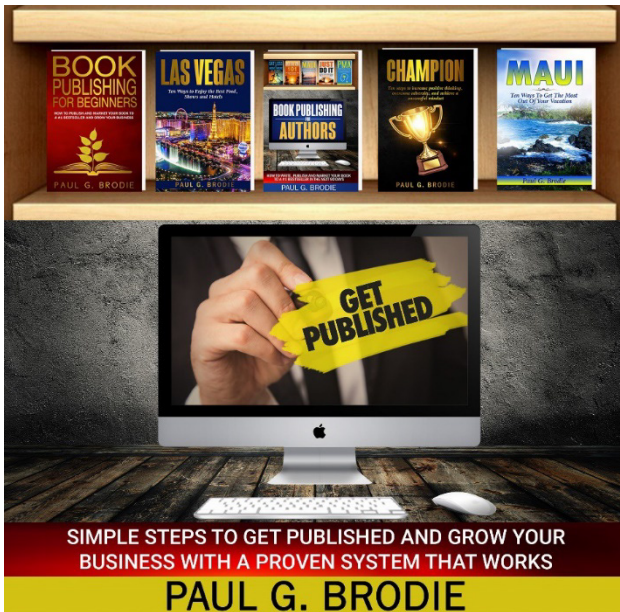
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# FREE BOOK

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# INTRODUCTION

**W**elcome to my twenty-first book. This is not your typical how-to book. It's for people who want to know how to create, publish, and market their book effectively and in the most efficient manner possible. This book is for people who want to get their book done with a proven system that works. If you want to use your book to build relationships and grow your business, then this book is for you. Marketing your book successfully is one of the best ways to establish authority and be able to sell your services to the warmest leads possible.

Have you always wanted to have your own best-selling book? Do you find it difficult to know where to start?

I want to tell you that every person can market their book successfully, and this book will help you start



with a proven system that works. One of the biggest challenges is just getting started.

The goal is for this book is to help you in your journey to market your own book, whether that is by doing it yourself with guidance from our book or by working with us directly through our Done For You (DFY) book launch marketing service and our publishing service.

We will be focusing on not only marketing your book, but also maximizing conversion for book sales and adding readers to your email list, and we'll cover items ranging from building your email list to engaging with your readers to converting readers to clients with a simple funnel strategy.

The whole point of having your own book, especially in non-fiction, is for expert positioning. Having your own book helps to position yourself as an expert in your field. It creates instant authority, as the root word of authority is author. In addition, by having a book in the area in which you work career-wise, it opens doors and presents many opportunities, especially if you also market the book successfully. This book will help you see exactly how you can utilize a book to build your own business and brand.

My philosophy in anything I do in life, whether it is teaching, giving motivational seminars, or writing and coaching, is to have the power of one. The power of one is my goal to help at least one person. I hope that person is you.

## Chapter 1

# THE IMPORTANCE OF SHARING YOUR STORY RIGHT NOW

**B**efore I share my journey with you, I want to emphasize why it is critical that you consider sharing your story with the world.

If you are selling a product or service, the next sentence may be life-changing.

No one wants to be pitched your service.

Instead, people want to be able to have the opportunity to know, like, and trust you. Personally, I hate pitching, and in this book, I will share how I have been able to build a business that generates hundreds of thousands of dollars in revenue each year by not pitching my services.

The greatest asset you have is your story. Your story is how prospective clients will connect with you. My philosophy is to give as much value to my audience as possible, and I do that in several ways.

Sharing my story is how I have built my business, and you can do the same.

The main method I use to bring in business is with my books and then funneling readers to my email list, and also by hosting two different virtual conferences that I hold each year with the Get Published Summit and the Platform Building Summit. My other avenue that we use is a webinar called Book Marketing Secrets, and I give that live webinar at the end of virtual conferences and also to the audiences of many of the speakers from our virtual conferences. However, everything has to start with a strong foundation, and the foundation of my business are my twenty-one books. This is how my journey started.

In June 2015, I had an epiphany on a flight to Las Vegas. I decided to finally commit to writing my first book. The next morning, while poolside at The Mirage, I typed the entire outline of the book into my iPhone.

One week later, I wrote the book over a three-day period. Over the next month I found an amazing editor, book formatter, and book cover designer. It was then time to figure out how to market the book.

During July 2015, I attended a virtual summit about publishing, and it was a great help with starting my own author journey. The host interviewed experts from the publishing industry, and I learned about things like book promo companies, launch sequences, affiliate marketing, search engine optimization, using hashtags, finding Facebook groups to promote your book, and other areas.

I felt like I'd just opened a fire hydrant and was hit with a huge blast of water. It was overwhelming, and while I had all these great ideas, I had no clue where to start. First thing I did was to go back to my notes from the summit.

During the summit, I took copious notes. This was before virtual summits offered transcripts and MP3 audio files as part of their VIP/Premium Passes, so I went back to my Word files to reference the notes from the sessions. In all, I had over sixty pages of notes and decided to focus on a few key areas about maximizing conversion for my book.

After watching the sessions and doing Google research, I knew that conversion was the most important thing to start with before I even thought about book launch marketing sequences, book promos, category research, and the other items that go into a successful book launch.

Before you even start to market your book, you must have three key things. If you do not have those items, then you can drive all the traffic you want to the book, but it will not convert into sales nearly as well unless you already have the following.

The first thing you need to have is a great-looking book cover. As a quick tip, go to Amazon and research books like yours in your niche. Look at the sales rankings and go to those pages. Take a close look at those books that are at the top of those categories and think about designing a cover that has some of those elements.

You may also want to think about the branding of your business and connect that with your covers. With my publishing, marketing, and virtual summit books, I always want to make sure they include gold, black, or red as those are the dominant colors in my branding.

This book had a unique design. I wanted the cover to have a traditional look to it while representing my brand. The cover has a black background with Book Publishing and Marketing Secrets in a 3D gold behind the title. It reflects my company branding and adds an element of intrigue to elicit curiosity.

The second item is having a well-edited and formatted book for both Kindle and paperback. Invest your money in an editor and do not self-edit if you can avoid it. You only get one chance to make a first impression, so invest in a quality editor and a well-formatted book. These are some of the most important investments that you can make in your book.

My company has had the same team of editors, formatters, and book cover designers for years. It is a cohesive team that has one job. That one job is to make sure our clients have the best book possible.

If you want to do this yourself, then find a team. Find editors, formatters, and book cover designers. When you have found the right ones, work with them for all your books. Think of them as some of the best long-term relationships you can have.

The final item is something you want to tackle yourself, and that is the book description. I give our clients a framework and template of how to craft the book description for their sales page on Amazon. We always want the description to be in the author's words because no one knows the book better than the client.

The book description is also known as your sales copy. This is what will help sell your book. The goal of your book description should be to identify a problem that you will help the reader solve.

For my first book, *Eat Less and Move More*, I researched many top authors and looked at their styles. After reading many book descriptions, I came up with the following for *Eat Less and Move More*:

*Eat Less and Move More: My Journey* shows you how you can change your lifestyle *without spending long hours in the gym and without starving yourself while enjoying cheat meals.*

On May 2, 2011, I received my wake-up call. I was 336 pounds, had borderline type 2 diabetes, and had recently recovered from both bronchitis and pneumonia. My bad eating habits and lifestyle choices were making me ill, but I was too wrapped up in what I was doing to



spot the signs, let alone to do anything about it. That day I found myself in the doctor's office and was told that I might not be around in 5-10 years if I didn't change my lifestyle. That was my wake-up call. Luckily I got a second chance.

That day I realized that life is short and precious, and I made a decision that I was going to do things differently. I decided to change my life so that I could live life to the fullest and eat less and move more.

What I decided to create for myself was:

- A healthy lifestyle that I could be proud of
- The mental freedom to live the life of my dreams
- The freedom of good health to do the things I love and to be with the people who matter most to me

And now I want to help you do the same.

After all, deciding to start your journey to eat less and move more is something you do because you have a vision of a better life for you and your family. It's your chance to take control and live life on your terms. And done right, it will give you the mental freedom and the freedom of good health to do the things you love, when

*you want to do them and with the people who matter most in your life.*

*Eat Less and Move More* will show you how to create an improved you that gives you the time to work on your own passions in life. It will also show you the mistakes I made and what I did when I gained over half of the weight back. I also tell my story throughout the book of working in the corporate world and eventually leaving that world to pursue a career in teaching as my weight and career were connected.

In short, losing weight and keeping the weight off is not a temporary change but a lifestyle choice by choosing to eat less and move more.

*Eat Less and Move More* shows you how you can easily start your own journey toward a healthier lifestyle—a lifestyle that you can be proud of and *achieve both mental freedom and freedom of good health.*

But more than this, *Eat Less and Move More* explores what it means to live a truly happy and fulfilled life—to *really live the life of your dreams and pursue what you love*. It encourages you to examine your own motivations and desires in order to determine your path in life.

To get access to the bonus materials and resources (all for FREE), be sure to visit:

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

It was not bad for my first launch, but I changed my approach for sales copy a few months later and reworked it for *Eat Less and Move More*. I made these changes in late November 2015. One of the best things about Kindle is that you can change and update your book and change your book description whenever you want to.

Here is the new and improved sales copy.

*Eat Less and Move More: My Journey* shows how you can change your mindset and improve your physical and mental health.

What if a few new habits could improve your personal health? What if you could increase your health and happiness with a few simple steps? Imagine waking up in the morning feeling healthy and happy and ready to take on the day.

Amazon bestselling author, Paul G. Brodie, in his first book, covers multiple ways to improve your physical and mental health.

Here are a few things that you will get out of *Eat Less and Move More*. In this book, you will learn:

- How to learn to listen to your body
- How to take a leap of faith and follow your dreams
- How to respond when your body gives you a wakeup call
- How to eat less and move more
- How to respond if you gain weight after an initial weight loss
- How to create a healthy environment by eating clean
- How to change your lifestyle at any age
- How to utilize healthy eating habits in your everyday life
- How to enjoy cheat meals without feeling guilty
- BONUS: Daily food lists for what Paul has utilized to lose over sixty pounds, plus current food items that he eats to continue to live a healthy lifestyle

Buy this book NOW to increase your personal, physical, and mental health.

Pick up your copy today by clicking the BUY NOW button at the top of this page!

As you can see, I made a much better effort in identifying a problem for the reader and offering solutions. In addition, I added two calls to action at the end of the sales copy by telling the reader to buy now. Calls to action may sound basic, but they do work.

When you write your book description, remember that the first sentence you write is the big promise. This is what the reader will get out of your book. With *Eat Less and Move More*, the first sentence was “change your mindset and improve your physical and mental health.”

Once you have written your first sentence with the big promise, you’ll want to follow with two additional benefits of buying your book. Using “what if” and “imagine” statements are great ways to introduce the two additional benefits.

The book description needs to explain the content of your book with benefits to the reader. Another thing you can do is offer bonuses in the description. In my Maui books, I offer a free travel guide as one of the bonuses.

As you approach the end of your book description, you want to restate the big promise again. With *Eat Less and Move More* I added “buy this book NOW to increase your personal physical and mental health.”

At the end of the book description, you want to close with BUY NOW. Here is how I close *Eat Less and Move More*: Pick up your copy today by clicking the BUY NOW button at the top of this page!

Once you have completed your sales copy, the next step is to have it converted to HTML so your book description will stand out. With HTML you can bold and highlight words, increase font size, and underline words. You can use a free book description generator on [www.kindlepreneur.com](http://www.kindlepreneur.com) that will automatically convert your text into HTML code.

## Chapter 2

# CREATING YOUR BOOK

**Y**ou may notice that the name of this chapter is *Creating Your Book*. This means that you do not necessarily have to write it. Let me explain.

In 2022, I tore my rotator cuff and there was no way that I would be able to write my twentieth book, which was called *Entrepreneurship 101*. I decided to use another method and one that I have taught my clients over the years.

Instead of writing or typing the book, I chose to speak out the book and. I was able to do this by first creating the outline.

In the outline, I focused on ten key talking points. Each talking point was a lesson I wanted to teach, with an

intro, body, and conclusion. I also created several sub bullets for each chapter/talking point.

Once I had that ready, I recorded each chapter. My situation was unique as I was familiar with this process since I'd taught it to many of our clients and it worked like a charm. In one seventy-minute period when I was icing my rotator cuff, I spoke out the entire first draft of the book. Each chapter averaged five to ten minutes of audio, and I recorded each chapter on the voice memo app on my iPhone.

Once the chapters were recorded, I sent them to my email and then had the files transcribed through a program called Otter.ai. I received the chapters within two hours and then sent the audio files and transcripts to my transcription editor. Five days later I had the first draft of my book completed with an edited first draft.

I do not use a voice to text program as I have found those programs to not be as accurate as I would like. Instead, I prefer to record the audio with the voice memo app and then use Otter.ai to have the audio files transcribed as their program has a higher level of accuracy.



In terms of word count, I recommend that each chapter needs to be between 500 to 2,000 words. Each chapter may vary in size, but if you can average between 500 to 2,000 words per chapter, that will be a great framework to get your book done efficiently.

At that point, I went through two rounds of revisions as my rotator cuff was at a point where I could at least work on my laptop for limited amounts of time. After the first round of revisions, I sent them to my amazing editor, and she turned the manuscript into a professional-looking final draft. Once I received the final edits, I went through a second round of revisions and then it was ready for formatting. After formatting, I took one final look at the book to ensure everything looked good.

As an additional suggestion, I also suggest reading the book out loud after you have received your edits prior to it going to formatting. This is a great way to find any final errors as no draft is perfect, even after it is professionally edited.

I wanted to share this method because it does make creating your book excuse-proof. You can record chapters in your car driving to work, while working out, or relaxing in the comfort of your own home. If you

have an injury then you can record the book while icing down.

You can also choose to type the book, but I wanted to share the speaking method first as you can literally finish your book within ten days if you commit to speaking out or writing/typing one chapter per day for ten days.

Another option is to focus on one chapter a week for ten weeks. I offer a ten-week writing program at no extra cost to our Done For You Book Publishing clients, where helping our clients complete their non-fiction book within ten weeks is one of our goals. The program has worked wonders for our clients, as 100 percent of them have completed their manuscripts within six to ten weeks through our writing program. Our clients will start each chapter on Monday and will send me their completed chapter by Friday afternoon. I will then review the chapter and provide feedback by the following Monday. Then the clients can make any revisions and move on to the next chapter. Usually our clients finish their book within six to eight weeks through this method, as this system tends to inspire them to get their manuscript completed.

One of the questions I'm often asked with non-fiction books is what should be the percentage of story vs. teaching the content. There is no right answer to this, but I recommend focusing on 50 percent story and 50 percent content. The story is critical to lead off with to engage the reader. Once you get the reader engaged in your story, then you are able to teach the content much easier.

Another thing you must do is not be afraid to be vulnerable. Readers do not want to hear about someone living the perfect life because there is no such thing. What inspires readers is to know your story, struggles, and how you have overcome those struggles in your own life to become successful.

In my books, I have covered details in my own life, including being bullied severely while growing up, my life-long battle with depression, my weight loss struggles, and how I gave up liquor back in 2016. The reason I share these struggles is because it creates a strong bond between you, the author, and the reader.

You cannot be afraid to share your struggles because that's the best way to connect with your readers, which will encourage them to join your list and then become potential clients. Even if they don't end up being

clients, they can become part of your audience, as there is no better feeling than helping someone in their journey and with their struggles; your story may inspire them to change their lives. I have heard back from many readers over the years about how my books and story have changed their lives, and it is a wonderful feeling to know the difference you can make with your own books.

## Chapter 3

# BOOK TITLE AND BOOK COVER BRANDING

**A**fter you have your outline done and have started to work on your book, you will need to think about the title of your manuscript. You do not necessarily have to have the book title done before you start on your book, but I do find that it greatly helps with clarifying your vision for your book.

With the book title, you want it to be no more than five words. Here are several examples of my own book titles: *Eat Less and Move More*, *Motivation 101*, *Positivity Attracts*, *Book Publishing for Beginners*, *The Pursuit of Happiness*, *PMA: Positive Mental Attitude*, *Just Do It*, *Book Publishing for Authors*,

*Podcast 101, Get Published, Maui, and Book Marketing Secrets.*

Each title was intended to be direct, to the point, and as clear as possible on what the book is about. Subtitles can be a little longer, and I like for the subtitles to be something that describes the book in more detail while emphasizing the benefits of the book and what the reader will get out of it.

I like to use the words “simple steps” to lead off most of my books as I want the process to be as simplified as possible. With this book, the subtitle is “Simple Steps to Create, Publish, and Market Your Book with a Proven System That Works.” Most of my titles use that format and it’s what we recommend using to our clients.

Again, the book title is what will get the attention of the reader, and the subtitle is the benefit that the reader will get out of reading your book, as the subtitle is the solution to their problem.

The book cover is critical to the success of your book. I’m a strong believer in branding, especially with connecting your business brand with your book cover. You will get a wide range of advice on book covers, and

for non-fiction authors, I cannot emphasize enough the importance of your book cover being a reflection of your business and brand.

Most of my business books will have three key colors in them. Those colors are black, gold, and red as those are the colors I have with my logo, website, and overall branding. You always want the cover to be an extension of your brand.





## Chapter 4

# EDITING AND FORMATTING

Once you have completed your manuscript, there are several additional steps to ensure that you have a final professional-looking manuscript. If you have decided to speak out the book, then you will need to find a transcription editor. We include transcription editing with our Done For You Book Publishing Service. You can also find transcription editors online through sites like Fiverr and Upwork.

I strongly recommend that you invest in a transcription editor if you speak the book out as there will be a lot to clean up. With the transcription editor, you will want to send them both the original audio files and the automated transcriptions from Otter.ai.

Transcription editing will usually take five to seven days from start to completion. Having both the audio files and the transcriptions will ensure that your files are edited correctly. Transcription editors usually charge by the hour, and a shorter non-fiction book will take two to four hours on average.

Once the transcription editing is completed, I do recommend reading the manuscript again and making any additions to the file that you may have missed initially. When you have completed the revisions, then you will want to invest in an editor. This is also one of the hardest parts—finding a great editor.

Finding a great editor is like finding the right spouse. When you do then hold on to that person for life. In eight years, I have had three editors who I have had the privilege to work with.

Our first editor worked with me from 2015 to 2019. I had a second editor work with me for one book, and it did not work out. I have worked with our third editor since 2019 and she is amazing.

Christie is always on point with her work, finishes all projects on time and often early, and gives great feedback to our clients on how to make their manuscript

even better. When you find the right editor, you will want to utilize their talents for all your books going forth.

One of the best investments you can make is in finding a quality editor. You can find them through Fiverr and Upwork. I would recommend finding an editor who speaks English as their first language as things can get missed easily when editing. With anything in life, you get what you pay for, and investing in a quality editor can make all the difference in the world with a high quality and professional-looking manuscript.

Once your book is edited, you will want to read each chapter aloud. By reading the book aloud you'll find any additional errors that you can fix as you review the book. No editor is perfect and sometimes things get missed.

After you have read aloud your book, then you can move on to formatting. You will want to get the book formatted to PDF for the paperback with a trim size of either 5 x 8 or 6 x 9 and also have it converted to ePub for the Kindle version.

Fiverr and Upwork both have many freelancers who can provide both for you. I have used two formatters over the past eight years and still utilize them. They

both do great work, with one who's based in Colorado and the other in Pakistan.

With formatting, you can utilize freelancers who are not native speakers as they are mainly formatting the text, but for editing I highly recommend having someone who speaks English as their primary language. I also taught English as a Second Language when I was a teacher, which comes in handy when providing feedback to my clients.

## Chapter 5

# GETTING REVIEWS FAST

**G**etting reviews for your book is another critical area. You have several options to get reviews. The first is to do it the old way with reaching out to all your friends, family, inner circle, network, and anyone else.

That method takes lots of time, follow-up, and persistence. It can work, but I like to be clear that it takes a lot of time and effort.

With my first book, *Eat Less and Move More*, I reached out to 150 people and ended up getting roughly twelve reviews—not the greatest ROI. Since 2020, I have used another method that I'll share with you.

There's a website called Pubby.co. Pubby is a service that costs twenty dollars per month and, in my view, is a great investment to get reviews. Once you have set up

your account, you will be able to get your reviews once the Kindle and paperback versions of your book are uploaded to Amazon KDP.

When your Pubby account is set up, then you will be able to submit a copy of your book for Pubby to approve. I recommend sending the paperback PDF version. Once approved you will be able to also include the Amazon link for your Kindle version. Once that is done and your book has been approved, then you can start getting reviews.

Pubby works on a currency called snaps. It is their own currency, where you can earn snaps through buying, reading, and leaving a review for one of their featured books, and then you are able to use those snaps to spend on having someone review your books. There are options where you can either have a reviewer buy a copy of the Kindle version of the book or you can have them download a copy of the book and leave a review.

I do recommend having people buy a copy, even though it does cost extra snaps, because then the review will count as a verified review. Verified reviews help with the Amazon algorithm to bring more attention to your book for organic reach.

If your time is short and you don't mind investing a little money, then I would recommend using Pubby as you can get reviews quickly versus having to hound people to give you reviews.

I recommend getting five to ten reviews by the end of your book launch as that will show positive momentum.





## Chapter 6

# CONVERTING READERS INTO CLIENTS

**O**ne item I would like to cover before moving on to the marketing portion of this book is to make sure that your book is optimized to have every opportunity to convert readers into clients. The first thing you will need is to have something of value to give the reader in exchange for their email address.

This is important because Amazon does not give you the contact information from the readers who buy a copy of your book. You have to acquire your customer, and the best way to do that is to offer something of value in the front of the book in exchange for their email.

In this book, I offered you a free copy of my *Get Published* book. The program I use is called Lead Pages

and I have used them since 2015. Every reader who downloads the free book is added to my email CRM, which is Mailchimp. Both services are worth looking into as I have never had any problems with either service.

At the end of the book, I always recommend adding an offer where the reader can set up a complimentary call with you to see if they may need additional support. In all my books, I offer the reader an opportunity to book a complimentary strategy session with me if they need any additional help with their book.

I do make it clear that our services are not for everyone, and that tends to filter the people who are just looking for free advice. The reader then can click on the link in the Kindle version that will take them to my Calendly page. The Calendly page is free for a basic account or eight dollars a month if you have multiple booking call options, which is what I have.

These are two simple funnels that are the foundation of my business. I find that simplicity makes all the difference, as you do not need a complicated ClickFunnels-like process to convert readers into potential clients.

## Chapter 7

# CREATING A BOOK LAUNCH MARKETING PLAN

**T**here is an old phrase that basically says that if you fail to plan, then you plan to fail. When I figured out the editing, formatting, and book cover areas for my first book, I knew I would need to not only come up with a book launch plan, but I would need to invest in marketing.

At the time, I was still a teacher and I made enough money to pay the bills but didn't have much left over every month. My monthly budget was tight and it was tough to put much money together for new projects. Once I wrote my book, I knew I would need money for the editing, formatting, the book cover, and especially the book launch.

I told my dad about the book and my struggles, and he lent me two thousand dollars so I could get the book out in the world and have funds to invest in marketing. After researching book launch marketing and Facebook author groups, I knew that investment would be key.

You only get one chance to make a first impression, and I knew I would need to invest in marketing—I have seen this is one of the main reasons that most authors fail to successfully launch their books. They do not invest in marketing, and that is one of the most critical things to do when you market a book. You have to spend money to make money.

While the virtual summit I attended was helpful, I only learned about two book promo companies during the summit: Freebooksy and Buck Books. Both book promo companies are still going strong, and we use both as part of our book launch marketing system. I also learned that social media is great for awareness but not as much for conversion.

In addition, I learned about how Amazon KDP Select works. If the Kindle version of your book is enrolled in Amazon KDP Select, then the book is exclusive to Amazon. One of the great benefits about this is that you can price your Kindle book at free for up to five days

for your launch. This is part of our book launch marketing system and we still use all five free days because they work.

We have tested many variances with our book launch and this is what we have found to be the most effective. Have your book enrolled in Amazon KDP Select for the first ninety days. You can then remove your book from Amazon KDP Select after the first ninety days if you want to.

The reason we want the books to be free for five days is because your book will generate potentially thousands of free Kindle downloads during that time. This is part of how the Amazon algorithm works, as it tracks both free and paid downloads for your launch. It also gets your Kindle version into as many hands as possible, and those people may become future clients. You may think that people who download your book when it's free may not become potential clients. I can tell you that the price point is irrelevant because your book is what will turn readers into clients and not whether the Kindle version is free or \$0.99 cents.

There was a book that I downloaded for free through FreeBooksy called *Million Dollar Coach*. I loved the book and read it several times. I ended up buying the

author's coaching program for \$1,500 and then upgraded to his Mastermind program, which was over \$20,000 per year. The reason I share this is because you never know where potential clients may come from, as I have had multiple readers who download free versions of my books become clients.

On the sixth day, you want to price your Kindle at \$0.99 cents. However, in light of recent Amazon sales ranking delays, I do not recommend using any book promos on the sixth day. You want to use that day so that Amazon updates the rankings and switches your sales ranking from the free categories to the paid categories. On day seven, stack as many book promos as possible for that same day. This is to ensure you are able to generate enough downloads to hit #1 in at least one category to achieve the best-selling author piece.

You will want to run additional book promos (we will cover specific book promo companies in the next chapter) over the next several days to ensure that your Amazon sales ranking does not fall off a cliff. With Amazon these days, sales rankings can fall quickly, so you want to run additional promos once your book has peaked with the highest sales ranking possible.

One of the questions we get often is when the book should be uploaded. When we do launches for clients, we have two weeks for the launch sequence. Those weeks are the upload week and online launch week.

During the first week, which is upload week, we upload the Kindle version of the book on Monday. Typically, Amazon will contact us within five to six hours to let us know the book is now available on Amazon. At that point we send the link to our client and ask them to get five book reviews.

The client getting five reviews as soon as possible is an important part of our process because several of the main book promo companies we use require at least five reviews prior to running the scheduled promo. As a publisher, it's against Amazon's terms of service for us to offer reviews, but we do show our clients several ways to get those reviews.

While I covered the importance of getting reviews earlier, I do want to touch on this one more time as it is important to get at least five to ten reviews for your book as soon as possible. The first option is to send out advance review copies of your book electronically via email to people who have agreed to read your book. Just realize that people get busy, and you'll need to

reach out to at least twenty-five to fifty people to ensure you have enough reviews. With my first book, I reached out to over 150 people. They were friends, family, and people in my network. All those people resulted in twelve reviews, so be persistent in getting those reviews. It can be a struggle, especially with this being your first or second book, and persistence is the key.

The second option is to find a review service as I mentioned earlier in this book. There's only one I recommend: Pubby. They offer a service where you pay roughly twenty dollars per month and then you earn what is called snaps. Think of snaps like currency you can use to get others to review your book. You start with two thousand snaps when you sign up, though keep in mind that they do offer a free trial.

You earn snaps by reviewing other people's books who are on Pubby. Typically, you earn between one thousand and two thousand snaps for every book you review. Books range from downloading a copy for free and then leaving an Amazon review to buying a Kindle copy of a book at either \$0.99, \$1.99, or \$2.99. The more expensive the book is, the more snaps you earn.



The site is [www.Pubby.co](http://www.Pubby.co) if you want to sign up for a free trial.

When I launched *Book Marketing Secrets*, I was able to get over forty reviews within a two-month period. It is well worth checking out if you need help getting reviews. Those first five reviews are critical, so make sure you have a process to get them as soon as possible.

This is also why we have the upload week—so that our clients can get those reviews and we are also able to get the paperback version of the book approved, which can take a few days. The paperback version sometimes is not approved due to a paperback book cover issue and you have to adjust the size of the paperback cover.

This is why publishing your book yourself can be a rough process, especially if Amazon is being picky approving your book cover. We sometimes have that happen with our own uploads and we are able to get it resolved within twenty-four hours.

During upload week, you get the first five reviews and the Kindle and paperback versions of your book uploaded and approved. I highly recommend always having both a Kindle and paperback version for your book regardless of genre. The final thing to do is make

sure everything looks good on your Amazon page from the book description to the cover, and confirm that your book is in the correct book categories.

During the online launch week, we are now on week two. We want to officially start the launch on Wednesday of the week. The Kindle version of your book is free from Wednesday through Sunday and then priced at \$0.99 cents on Monday.

Since 2015, we have tested multiple launch sequences, and this one is what we have found works best. You have the Kindle version of your book free for five days and then one final push starting on day seven at \$0.99 cents to hit #1 in at least one category on the paid side.

With our client launches, we use over twenty different book promo companies that we have used since starting out in 2015. All the book promo companies have been tested over time, and we have created a sequence where we are able to maximize the results for our clients. The book launch marketing system we've created has resulted in over ninety consecutive successful best-selling book launches for our clients.

We also offer our BCG Guarantee. The guarantee is that your book will hit #1 in at least one category

during the book launch. If for some reason your book does not hit #1 then we will run promos for the book again several weeks later and we will pay for the promos at no additional cost to the client. The guarantee covers Amazon glitches with their sales ranking delays and other issues and the guarantee is a great insurance policy in case Amazon has a glitch.

In terms of our sales metrics, we average between 1,000 to 4,000 downloads during the free phase and 120 to 150 paid sales during the paid phase of the book launch. Using book promos along with choosing the best book categories will help ensure that you have every opportunity to be successful with your book launch.

Another area that is critical to the success of your book launch is choosing the best book categories, and we will discuss category research later in this book.

We'll also cover two other things to do when your book launch is wrapping up. The first one is to create a press release once your book has hit #1. The second thing is to plan a podcast tour. We will also cover both later in this book.



## Chapter 8

# BOOK PROMO COMPANIES

**I**n the previous chapter, I mentioned two book promo companies. Both are companies that we use for every book launch. Freebooksy is one of the best book promo companies to use when your book is going through the free phase. They will typically bring in anywhere from five hundred to four thousand free downloads.

Freebooksy will help you with those downloads on the day you use them, and you will typically get some additional downloads on the following day as well. For the free phase, I highly recommend using them. You will need to figure out which day will work best for you during the free phase. We usually book them for the second or fourth day of this phase.

Another great book promo company to consider during the free phase of your launch is The Fussy Librarian. They are often booked weeks in advance, so make sure to book them the moment your book is available. Booking promos as quickly as possible will help get your book promos added to the schedule.

During the paid phase, you want to stack as many promos as possible. Buck Books is just one great site we use. Matt Stone is the owner of Buck Books and has been a friend of mine for years. We use Buck Books for every launch when we enter the \$0.99-cent phase. They always help us get the results we're looking for.

Another company to consider is Reading Deals. They have been around for a while and they help get results for your book. A few more to consider are Robin Reads, Bargain Booksy, Awesome Gang, and Book Zio for when your Kindle book is \$0.99 cents for that day.

Our publishing company has launched over ninety books, all of which hit #1 in at least one category. The main reason for this is because we have a proven system that works, plus we invest significant funds in paid advertising to maximize conversion with book promo companies and to ensure our clients get the results they want. The best part about book promo companies is that they have lists ranging from ten

thousand subscribers to over one hundred and fifty thousand subscribers. They either promote free books or discounted books (\$0.99 cents).

Those companies send a daily email to their list promoting those books. In other words, the book promos go straight to the reader's email address. They are not on a social media site, hoping that the potential reader may see the book and possibly download a copy. Instead, they are sending emails to readers who have opted in to their lists. The readers enjoy receiving the emails and are much more likely to buy one of the books listed in that day's email blast. This is similar to when you have your own email list, and you own the traffic; the same thing goes for the book promo companies. This helps maximize conversion. All the reader must do is open the email, look at the free or discounted book, and then get one of the books. The books are listed in the email and usually include the book cover, so all the reader needs to do is click on the link to be taken to Amazon to buy a copy of your book.

This is why we mainly focus on paid advertising for our clients' books, as results are the key. There are many other book companies to research. When I was looking at book promo companies back in 2015 with my own

book, there was already a huge variety of companies. The landscape has changed over the years and results do vary. There has been a lot of changeover with book promo companies—some companies have gone out of business and new companies have emerged.

One of the other challenges is to be able to get the book promo for your launch day. Fortunately, we have established relationships with several of the top book promo companies and are able to email them directly a few weeks prior to get our clients added to the schedule. This did not happen overnight, and it took years of bookings to build these relationships.

I cannot share all the book promo companies that we use for our book launches, as elements of our launch sequence are proprietary. However, by using the book promo companies mentioned, you definitely have a good chance of downloads and sales for your book in addition to potentially hitting #1 in at least one Amazon category.

Book promo companies will be the best way for you to get the results you are looking for. In the next chapter, we will cover how to find book categories to help ensure you hit #1 in at least one category for the best-selling author piece.



## Chapter 9

# CATEGORY RESEARCH

One of the most critical parts of marketing your book launch successfully to become a best-seller is choosing the right book categories. To hit #1, not only do you have to invest in marketing your book, but you also must make sure your book is in the right categories so that it has every chance to hit #1 in at least one category. There are over nineteen thousand book categories on Amazon, so the research can be extensive. My company has a list of over four hundred categories we use for our clients' book launches. One tip I want to share is how to get your book into additional categories.

When uploading your book, Amazon only lets you choose two categories. They typically assign a third category as well, as you are launching your book. The

additional category is automatically assigned and could be a top short (or long) reads category or another random category. This is why finding the best categories for your book is critical.

There is a program we use called Publisher Rocket that was created by my friend Dave Chesson. Dave was on the Get Published Summit in 2021 and we took a deep dive into Publisher Rocket and some of the other tech he has created for authors.

You can get more information about Publisher Rocket at [www.Kindlepreneur.com](http://www.Kindlepreneur.com); Dave has a lot of great resources for authors. Publisher Rocket currently costs ninety-seven dollars and may be one of the best investments you ever make for your author journey. The software lets you research over nineteen thousand Amazon categories for your book in all genres.

We have mainly used Publisher Rocket for the four hundred categories we use for our clients. It does take a lot of time and patience to research the different categories. One of the biggest challenges is to make sure you choose categories that generate traffic and are in your niche.

In other words, you do not want to have the top book in the underwater basket-weaving category for your nonfiction business book. There is not an actual underwater basket-weaving category, but I wanted to use that as a somewhat extreme example.

You can also get your book into an additional seven categories on Amazon. First, research the additional categories you want the book in. After you have uploaded your book to Amazon, all you need to do is send Amazon KDP a message asking that your book be added to the seven categories requested and include those categories.

I do recommend that you request that your book be added to five to six categories instead of seven. This is because Amazon has had issues over the past year with adding the additional categories to your book correctly. Even if Amazon confirms the new categories were added correctly, the book may still not appear in all the categories. This is why you want to request five to six additional categories instead of seven because Amazon will sometimes add an additional category to your book, which may remove it from one of the categories that you have requested.

In January, I was in contact with Dave Chesson about the category issues and he gave me great advice. Dave recommended that you only add two categories in each sub category. In other words, you want to have a maximum of two categories in business and money, two categories in religion, two categories in computers and technology, etc. This is because Amazon may only recognize two categories in each sub area and this is a great way to cast a wider net and ensure your book shows up in multiple categories.

This works for nonfiction, fiction, and all genres. The most important thing is to include the ASIN number and the name of your book. You can find the ASIN number under the product details section on your Amazon book page. Please note that you need to wait until you receive an email from Amazon stating that your book is now available.

At that point, you can go into Amazon KDP, click on the “Contact Us” area, then click on “Amazon Store & Product Detail Page”, then “Update Amazon Categories” and then send the message to them. They will typically respond within twenty-four hours to let you know they have added the categories. Again, make sure they are

in your genre, as Amazon can reject some of the requested categories if they are not the right fit.

Amazon is also getting very picky with categories, especially with fiction books. One of the ways to resolve this is to put the names of the categories into the seven keywords that you can enter when you upload your eBook. If Amazon rejects any of your categories, then you can mention that those categories are listed in your keywords and ask them again to please add them. I have found that method to work well.

Another challenge with Amazon is that you need to verify they have added your categories correctly. Amazon has become lax in that area, especially in November and December of 2022, as we had multiple categories missing during book launches. You will need to confirm that all the categories are listed, and the best time to do this is when the free phase begins as you tend to be able to have your book rank high during the free phase and are typically ranking in all the categories during the free phase.

If your book is not listed in the category, send Amazon KDP another email and mention the book is missing in the specific categories. This will most likely happen, so keeping on top of Amazon is critical. During book

launches, we check all the categories multiple times, as we expect for the book to be missing in at least two to three categories. This is why doing category research and finding multiple categories that your book can hit #1 in is crucial—because the more categories that you can find to hit #1 in, the better.

We have studied Amazon book categories since 2015 and the categories do change. Our publishing company is constantly keeping on top of any Amazon trends with their algorithm and with the categories, as they have been known to make adjustments consistently. If you are looking to find categories yourself, one of the best options is Publisher Rocket.

In Publisher Rocket, you can click on their category search and use their search engine to type in keywords to help you find the categories you are looking for. Select “eBook” and then type in a word related to your book. As an example, I just typed “marketing” in the search engine and thirty book categories showed up.

You are then presented with four different areas to help you choose the best category. The one you want to focus on is sales to #1. This is not always completely accurate, and they offer a link to click on to see the current #1 book in that category on Amazon. As an

example, I found the following category path: Kindle Store > Kindle eBooks > Business & Money > Industries > Nonprofit Organizations & Charities > Marketing & Communications. I then clicked on the link to see the current #1 book in the category.

After clicking on the “check it out” link, I found that *The Undefeated Marketing System* was the #1 book. I clicked on the book link to see the overall ranking and the category ranking. The book was currently #1 in two categories and the overall sales ranking was 42,000. This is a great category, so I copied the category path Kindle Store > Kindle eBooks > Business & Money > Industries > Nonprofit Organizations & Charities > Marketing & Communications and then pasted it in a Word file to use later for when I contact Amazon KDP once the book is available.

You can also Google book categories as another option, plus I like to research book categories directly on Amazon. I will search for books in the Kindle store and then scroll down to see the book sales rankings for both the book category and overall category. Ideally you want to find that the #1 book has a sales ranking between 10,000 and 55,000 overall.

This is because those categories are driving traffic. They are not the most highly competitive categories, but they are in your genre. Again, you do not want to be #1 in underwater basket-weaving.

As long as you invest in marketing and spend time researching your nine categories, you will be in a great position to be #1 in at least one category for the best-selling author authority piece. Once you do hit #1 in at least one category, make sure you take a screenshot of the sales ranking for social proof.

I've been baffled when I have had prospective clients willing to pay anywhere from sixty thousand to one hundred thousand dollars to be on The Wall Street Journal best-sellers list. Personally, I have witnessed that ninety-nine percent of our population does not care about the difference between the best-selling lists on Amazon, USA Today, or The Wall Street Journal. At the end of the day, hitting #1 is the main goal and you are able to use the best-selling author piece to promote your business and brand.

In this book, I have mentioned a few products that may help in your author journey. One thing I want to make clear is that there are no affiliate links in this book. I



mention the products because I believe in them and use them myself.

My goal with this book is to help anyone who is looking to market their book successfully regardless of genre. The concepts I am covering have the potential to be a huge help when marketing your book, both for the launch and beyond. Again, I never make any guarantees, but I can share with you what has worked for my books and our clients' books. With over ninety best-selling launches, we have the track record to show that having a proven system can make a difference for your book.

We also guarantee that our clients will hit #1 in at least one category no matter what. If there is an Amazon glitch or a screwup on their end, then we will run book promos again two to three weeks after the initial launch, and we do not stop until our client has hit #1 in at least one category. This has only happened twice, both in the month of December (2021 and 2022), and both were due to Amazon not listing the categories correctly. Both book launches did hit #1 during the relaunch, so this is something to consider should you be looking for a company to help with launching your book.

This is also why we only launch books now from Mid-January to Mid-November during the year, as I no longer recommend launching a book between Thanksgiving and New Year's as the risk of Amazon glitching has a much higher probability during that time of the year. Glitches can include sales ranking delays, Amazon losing all sales stats for a day during your book launch (that happened during one of our launches on December 7, 2021), and Amazon not adding your additional book categories correctly. We do everything possible to stay ahead of the Amazon curve, and I wanted to share this advice with you so that you can prepare your book launch accordingly.

## Chapter 10

# CREATING A PRESS RELEASE

**S**hould you end up hitting #1 in at least one book category, you will want to celebrate the achievement. For social proof, check your book's ranking on Amazon and then take a screenshot that shows you hit #1 during the paid phase of your launch. You can use the screenshot on your website or just keep it for your own records.

You should also consider writing a press release to celebrate your launch. We write press releases for client launches and then send the press release to our clients for approval. They will either ask for a few minor updates or approve the press release. Once the press release is approved, we send it over to the client in Word, PDF, and JPG.

We send the press release in JPG so clients can add it to their website and on their social media. They can also add it in an email to their list if they want to. I share this because you can do the same thing. The press release is mainly for you to promote your book, business, and brand. It is an additional authority piece for promotion.

Below is an example of how to create a press release.

Contact Name Paul Brodie  
Phone Number 469-323-6238  
Email [Brodie@BrodieConsultingGroup.com](mailto:Brodie@BrodieConsultingGroup.com)  
Website [BCGPublishing.com](http://BCGPublishing.com)

FOR IMMEDIATE RELEASE

#### Sheriff Launches Second Best Selling Book

Arlington, Texas, October 12, 2022 – American Sheriff: Rules to Live By – written by Mark Lamb has just concluded a successful book launch on [Amazon](https://www.amazon.com) with the book ranked as a #1 Best Seller in multiple categories.

Are you frustrated with the chaos that is happening in America and all over the world?

Are you looking for a more clear path to your real purpose in life and the courage to make the necessary changes?

Using his favorite poem by Rudyard Kipling entitled "IF", Sheriff Lamb outlines some of the most wise counsel of our modern times. Telling the stories of inspirational and lesser known characters of the American Revolution and founding fathers, as well as personal experiences, Sheriff Lamb shares what inspires him to fight for our freedom in America every day. Tying together his stories with the poem, the reader will be astounded, inspired, and emboldened to reach deep inside themselves to apply the principles outlined in American Sheriff: Rules to Live By.

Read about the amazing and inspirational founding fathers and what they stood for including:

- \*Courage
- \*Perseverance
- \*Faith
- \*Love of Freedom

The heroes of the American Revolution embodied the principles taught in the poem "IF" and are seamlessly woven together. They will teach, motivate, and encourage us all to find the qualities we already possess to be the best person, parent, and citizen we can be.

The book, published and marketed by [BCG Publishing](http://BCGPublishing.com) is available on [Amazon](https://www.amazon.com) in kindle and paperback formats.

Sheriff Mark Lamb can be reached at [AmericanSheriff.com](http://AmericanSheriff.com) for speaking opportunities.

Let's go through the press release areas assuming that you are publishing and launching the book yourself. The contact name needs to be your name. The phone number should be the best phone number to reach you. Add your email under email address and website for your website. You also need to put the words "For Immediate Release" on the right side.

Use a catchy headline. Think of the industry you're in. If you are a business coach, then the headline would be "Business Coach Launches Best-Selling Book." Another example is if you are a doctor, the headline would be "Doctor Launches Best-Selling Book." You want the headline to be simple with a clear objective, as in Mark's example.

Start the first sentence with the city and state where you reside currently, add the date of the press release followed by the name of your book, your name, and the fact that your book just concluded a successful launch on Amazon and is a #1 best seller in multiple categories. As another example, I would write the following:

Arlington, TX, July 5, 2021 – *Book Marketing Secrets* – written by Paul Brodie has just concluded a book launch on Amazon with the book ranked as a #1 Best Seller in multiple categories.

I will make the word “Amazon” a hyperlink to the book, which is something I also do for our clients.

The next sentence tells you more about the book. As an example, this is what I would add for *Book Marketing Secrets*: the book identifies how to market a book effectively and to maximize it as a lead generation tool for your business and brand.

Below that section, I would add a book review from my Amazon book page. On the next line you could mention the book is available on Amazon (include the hyperlink to your book page) in Kindle and paperback. On the final line you can mention that you can be reached at your website (include website link) for speaking and consulting opportunities.

The press release can be used for all genres. We have written multiple fiction press releases and always use the same format. The only difference is on the final line, where we mention that the author can be reached through their website (we include the website link) and that readers can join the author’s email list or subscribe to their newsletter.

## Here is an example of a fiction press release:

**Contact Name** Paul Brodie  
**Phone Number** 469-323-6238  
**Email** [Brodie@BrodieConsultingGroup.com](mailto:Brodie@BrodieConsultingGroup.com)  
**Website** [BCGPublishing.com](http://BCGPublishing.com)

**FOR IMMEDIATE RELEASE**

### **Young Woman Triumphs Over Saboteurs in Best-Selling Novel**

Arlington, TX, January 18, 2021 – Reconciliation: Atoning the Devil in Buried Sunshine, the second novel in the Buried Sunshine trilogy written by award-winning author, Carolyn Palmer Hartley, has just completed a successful book launch on [Amazon](https://www.amazon.com), achieving a #1 best seller rating in seven Amazon categories.

Set in the World War II coal-mining town of Bramwell, West Virginia, Adele Dawson, the lead character in the Buried Sunshine saga helps set a new course for Great Britain's demands for bituminous coal from American miners. As the unimaginable female leader in a superstitious, male-dominated industry, Adele is determined to restore the family business while America recovers from the poverty-stricken Great Depression. The more she learns about coal mining, the more she discovers enemies have concealed themselves within the family business. When Adele acknowledges her estranged grandfather's help, her saboteur stepfather forces the coal mine's reconstruction to miss critical deadlines.

*"History is in our back yards," Hartley says. "It gives us courage, even though we keep learning the same lesson over and over."*

*"The historical aspect is spot on. The characters are either lovable or persons you love to hate. I highly recommend this book to anyone who enjoys historical fiction." Net Galley*

*"Characters are vivid, palpable, and develop the story in such a way that you feel you are in the midst of the story. A captivating read." Amazon Reviewer*

*"Impeccably researched. Intellectual while heartwarming," Net Galley*

The book, marketed by [BCG Publishing](http://BCGPublishing.com), is available on [Amazon](https://www.amazon.com) in Kindle and paperback formats.

Carolyn Palmer Hartley can be reached at [www.jmerrillpress.com](http://www.jmerrillpress.com) and @CarolynPHartley on Twitter and Instagram.

Here is an example of a children's book press release:

Contact Name Paul Brodie  
Phone Number 469-323-6238  
Email [Brodie@BrodieConsultingGroup.com](mailto:Brodie@BrodieConsultingGroup.com)  
Website [BCGPublishing.com](http://BCGPublishing.com)

FOR IMMEDIATE RELEASE

**Children's Book Author Launches Best Selling Book**

Arlington, TX, January 26, 2022 – *Big Max A True Story* – written by Karen McDonald has just concluded a successful book launch on [Amazon](https://www.amazon.com) with the book ranked as a #1 Best Seller in multiple categories.

This is the heartwarming true story about Big Max, who is a mixed breed Great Dane and Labrador. He was mistreated as a puppy by his prior owner before being adopted by his Papa G and Mama K. The story shares Big Max struggles with his behavior and anxiety and how he eventually gets better thanks to the patience, understanding, and unconditional love of two wonderful fur parents.

*"What a story! My kids want me to read this to them every night. It's the best book and I would highly recommend it to anyone, young and old! You just can't help falling in love with Big Max right from the beginning. I love that it's a true story too!"*

- **Thomas P. Ludwig**

The book, marketed by [BCG Publishing](http://BCGPublishing.com), is available on [Amazon](https://www.amazon.com) in Kindle and paperback formats.

The press release is a great avenue to add authority for your business and author brand. You can also use it as a lead generation tool, as you are plugging your book and inviting the reader to connect further with you on your website. The press release is a tool that not enough authors use.

We only started using it as part of our book launch marketing service a few years ago and our clients love that we include it with their service. By using the framework in this chapter, you will be able to write a great-looking and professional press release.



## Chapter 11

# PLANNING A PODCAST TOUR

Once the launch has concluded, you have the perfect opportunity to plan a podcast tour. Guesting on podcasts is one of the best ways to promote your book organically for the long term. It does take work and persistence, and in this chapter, I will show you several ways to get booked on podcasts for long-term book promotion.

Researching podcasts should be one of the first things you do after completing your book. Look at podcasts that cover topics related to your genre. Do Google searches on those podcasts and see if you can find more information about those shows.

Once you have found the shows that you would like to potentially be a guest on, subscribe to that podcast and

listen to at least one or two episodes. Podcasts will either have guests or will be mainly solocasts, where the host is the one who is always talking. They may have a co-host, but they may not have guests. That's why it is important to do research—this was one error I made a few years ago.

I reached out to a particular show that I felt was a great fit to promote my book, business, and brand. The only problem was that I did not do enough research into the show and did not listen to any of the episodes. After I sent out an email, I did not hear anything back.

One week later, I sent another follow-up pitching myself as a guest. The host responded within one day and asked if I even took the time to listen to his show. He mentioned that if I had taken the time to listen, I would have realized that he does not have guests on his podcast and that he is the only one who does the talking on his show.

It was not a pleasant message and it reminded me to always listen to at least one or two episodes before reaching out. Most podcasts have a website that either has a contact form or an email address where they can be reached. Doing due diligence in these areas is critical. Once you have found potential podcasts,

listened to a couple of episodes, and have their contact info, then it's time to start your campaign of flattery.

The first thing to do is subscribe to the podcast. There are a ton of ways to get your podcast, from iTunes to Google Play. I prefer to focus on iTunes because similar to Amazon, they generate most of the podcast traffic. After subscribing, listen to one or two episodes and then leave a five-star review for the podcast.

Now is the time to reach out to the podcast host for your campaign of flattery. In the initial email, mention that you are a huge fan of the podcast. You want to mention that you are a subscriber and recently left a five-star review for the show. Mention a specific episode that you listened to and share a few things about why you loved the episode.

Once you establish the campaign of flattery, then mention that you would be honored to potentially serve as a guest on their show in the future. This is when you want to say that you have just published your first book and then tell the host three things that your book could help his/her audience with. Include a digital copy of the book (after it is edited) and tell the host once again how much you love the show and what

a great honor it would be to serve as a guest in the future.

Another tactic that was shared with me thanks to my friend, Jan Koch, is to offer to sponsor the podcast. Usually the investment is minimal and the billing is based on the amount of downloads. You could easily sponsor a few episodes of a podcast for under fifty dollars.

As a podcast host, the emails I am most likely to respond to are ones that flatter. If someone has told me they love my Get Published Podcast, subscribed to my podcast, left a five-star review, and are a fit for my audience, then I will book them. Being a podcast host is tough, and if you are doing something to help the show's metrics (subscribing to the show and leaving a five-star review), then I'll send a personal email response and thank you. Many other podcast hosts are the same, as we greatly appreciate subscribers and especially that you left a five-star review, and podcast reviews are just as important as book reviews, in my opinion.

If for some reason you do not hear back from the podcast host within a week, send another quick email. It doesn't have to be a long email, just mention that you

wanted to follow up to see if they received your message, as you love their show. Sometimes podcast hosts get busy and do not always respond quickly. Use this same process for all the podcasts you want to reach out to. Also be realistic about your expectations. It will not be easy to get on some of the larger podcasts because they are booked many months in advance. Look for podcasts in your genre and check to see how many reviews the show has. If the show has less than thirty reviews, they are going to be more likely to respond to your email, as they are still growing.

Our publishing company connects our clients with up to fifteen different podcasts that we have relationships with. The podcasts range from nonfiction, fiction, self-help, and health and wellness to military, leadership, faith-based, and business. We set up introductions with those shows, and our clients usually get booked on at least five to seven of the shows, as podcasters are always looking for guests. In addition, we also include a guaranteed booking for our clients on the Get Published Podcast.

I am asked often how I was able to build up a strong network of podcasts—many of them were guests on my Get Published Podcast. Another strategy you can use is

what I refer to as the Trojan horse method. The catch is that you have to have your own podcast.

With the software and with LinkedIn Premium, I was able to do searches on people who had podcasts. I would send a connection request and invite them to be a featured guest on my podcast. We got a lot of bookings this way and built many relationships with other hosts. Many of those interviews resulted in me also getting the opportunity to be on their shows.

From that point we were able to build relationships, and I would ask if they ever looked for guests. Many of them always needed guests for their shows. I mentioned what I do with our book publishing company and asked if I could send guest referrals to them if they were a potential fit for their shows. The hosts loved this and we were able to create these relationships with over fifteen podcasts to whom I constantly send guest referrals.

If a podcast host responds to you and mentions there is a booking fee, do not pay them. This is something I'm strongly against. I have had the opportunity to be on many different podcasts and I refuse to pay money to be on a podcast. This is a disturbing trend that I have noticed has increased more over the past several years.

It's also something that I refuse to do as a podcast host and will never charge one of my guests to be on the show.

By using this method and by being consistent and persistent, you should be able to get booked on a number of podcasts to promote your book for the long term.





## Chapter 12

# HOSTING A BOOK LAUNCH PARTY

**E**veryone loves a party. As someone who has witnessed multiple book signings, I can tell you that hosting a book launch party is the way. In 2019, I launched a co-authored book called the *Get Published Business Book*. I had seventy-five co-authors in the book, many of whom resided locally here in the Greater Arlington area.

As part of the package, I mentioned that we would have a book signing party—besides being a lot of fun, it would be a great way to celebrate the book launch. Through a few networking connections, I was able to hold our book launch party at Texas Live, which is our new entertainment district in Arlington.

Texas Live is within walking distance of the Dallas Cowboys stadium and both the new and old ballparks for the Texas Rangers. One of the locations inside is a nice bar and restaurant, and I was able to book it for free. I booked it for a slow traffic day for the location, which was a Tuesday night when the Rangers were on the road. The management knew that we would be bringing in at least fifty people to the event, and they loved the idea. It was a huge success. We had over fifty people in attendance and it was a lot of fun. I also created a program for the evening, and it became a template we use when advising our clients about their own book launch parties.

Six o'clock p.m. was the check-in time when all attendees would arrive and sign in. We set up a table in the front with two people who signed everyone in. On the form, we asked for their name, their business, phone number, and email address. You always want to get as much information as possible. We also had a fishbowl on the table and asked every attendee to put their business card in the fishbowl for a drawing for prizes at the event.

The check-in process went well and at 6:15, I started the event by welcoming everyone and thanking them

for supporting our book launch party. Attendees were happy and ordering drinks and food, and we got started with the program. I walked them through the program and gave them details about the book, including how we had seventy-five people ranging from eight years old to eighty-two years old take part in the book. I shared their stories on topics like growing your business, building relationships, overcoming adversity, and the power of faith.

I then defined what a book launch party was. In addition, we were also having a book signing party in a couple weeks at the Greater Arlington Chamber of Commerce, and we plugged that event as well. At that point I introduced the general manager of Texas Live, who gave a brief presentation about the new venue.

The restaurant has a small stage and they gave us a microphone and speaker system to help us with the event. I was also able to have them put my company logo on every screen at the restaurant, and it was quite the visual. We had a banner created for the event and we had several sponsors ranging from a digital marketing company that livestreamed the entire event on Facebook for awareness, to a video producer who created a promo video of interviews with co-authors of

the book. Our friends at 3DI-Sign + Design created a beautiful banner for the event with all of the sponsors on it, and we were able to use it as the background on the stage.

Another thing we did at the event was to host an author panel. I served as the Oprah of the panel and asked questions to six of our co-authors. I had our eight-year-old and eighty-two-year-old on the panel to create the connection with the age range, as well as two of my business mentors, the CEO of the Chamber, and a business coach. It was a great panel and was well received by the audience.

I asked each guest four questions:

Question 1: Tell us about your chapter.

Question 2: How did you create your chapter? (I.e., typed on the computer, dictated the chapter via audio recording, question and answer method.)

Question 3: What advice would you give to an aspiring author who wants to share their story?

Question 4: How do you feel now that you are a published best-selling author?

After question 4, I opened it up to the audience to see if they had any questions. To close out the panel, I asked if there were any final comments from our author panel.

The panel took thirty minutes and then we had our group picture taken. We also sent the picture to all the authors, and many of them shared it on social media and on their websites.

After the group picture, we gave away several door prizes chosen randomly from those who put their business cards in the fishbowl. Multiple gifts had been donated, from Texas Rangers tickets and wonderful coffee from Salters Bros. Coffee Roasters to amazing food from Prince Lebanese Restaurant. Additional gifts included a couple copies of the *Get Published Business Book*, a massage from True Balance Therapeutic Massage, and tickets from Timeless Concerts.

When we concluded the event, I took a moment to thank every sponsor who supported our event and explained how they helped us. Attendees raved about the book launch party for many weeks after the event. Our co-authors loved it and all had a great time.

The main point of having a book launch party is to celebrate your book. Restaurants are a great location to have them, and by finding a low traffic day, you can easily get a restaurant to offer to host your event.

## Chapter 13

# AMAZON ADS FOR LONG-TERM MARKETING

If you want to have long-term sales for your book, there are two ways to do so. The first one was covered when I showed you how to plan a podcast tour. The second option is to use Amazon Ads.

Amazon Marketing Services is literally the ultimate Tom Sawyer effect. I'm sure you are familiar with the story of Tom Sawyer. When I was a teacher, I used to have a multi-week unit about Tom Sawyer for my English as a Second Language students. One of the hooks to get my students' attention was asking them to identify and explain how Tom Sawyer was a hustler.

The best example in the story was when Tom got in trouble and had to paint the fence outside his house.

Tom didn't want to paint the fence; this is similar to how many people hate marketing and having to pay to market an event.

Tom came up with an idea to make painting the fence look fun so that others would do his work for him. He went out of his way to make it look like so much fun that other kids in the neighborhood stopped by to see what he was doing. He said he was having a great time painting the fence and made it look so fun that the other kids wanted to paint the fence. Not only did Tom see this opportunity to get others to paint the fence for him, but he decided to earn some revenue with it.

He had the kids wanting to paint the fence so badly that they paid him. They either gave him toys or money for the privilege of painting that fence. Tom ended up sitting back, relaxing, and playing with his new toys while the kids all did the work, and the fence was painted quickly.

This is literally how Amazon gets you to pay for the privilege of marketing your book through their Amazon Marketing Services. You are paying for ads so Amazon will promote your book on their platform, and Amazon is getting a percentage of your royalties. It's



frustrating to have to pay for the privilege, but it is a necessary beast.

In the past, I have spent a significant amount monthly promoting all of my books. When I started using Amazon Marketing Services in 2017, there was not a lot of competition. I found a service that would create all the ads for Amazon and I would give them a percentage of the royalties. At first, many of my books were highly profitable.

In 2017 and 2018, I made five figures in royalties each year thanks to Amazon Advertising. I would end up spending around five hundred dollars per month on advertising but would make a lot more in royalties.

Starting in 2019, there were more authors than ever who were advertising their books with Amazon Marketing Services. The market became bloated and there was a lot more competition. My profits were becoming less and less to a point where I parted ways with the agency I was using to advertise on Amazon.

At that point I managed the ads myself, but the results were not great. I was barely making a profit as we entered 2020. At that point, I removed my books from Amazon Advertising and focused more than ever on

giving away copies of my *Get Published* book. In 2021, I started using Amazon Advertising again, but only with two books.

The first book was *Virtual Summit Secrets* and the second was *Book Marketing Secrets*. I work with Alex Strathdee at Advanced Amazon Ads and also refer clients to him as well, as his core values align with mine. Alex studies Amazon Ads daily, and the advertising I have done with him has made a profit. As I am focusing on the back end with those books in particular, any profit is nice. His website is [www.advancedamazonads.com](http://www.advancedamazonads.com) if you want more information.

Alex markets books in all genres, and I am impressed with his systems-based approach. I also like that he stays current with the trends and is not afraid to try different things with ads. He has earned my trust and respect and that is why I mention this in the book, because if you need help, I highly recommend reaching out to Alex.

You can track the profit margin of your books through a stat called ACOS (Advertising Cost of Sales) in the Amazon Marketing Services Dashboard. The lower ACOS you have, the better. During the *Get Published*

Summit, I had three experts who spoke about Amazon Marketing Services: Brian Berni, Marc Reklau, and Alex Strathdee.

Brian and Alex both run Amazon Marketing Campaigns for their clients. Marc only runs ads on his own books and has generated hundreds of thousands of dollars in revenue for his books. I have studied Amazon Advertising myself and also bought Mark Dawson's Amazon Advertising course so that I could learn more about the process.

I suggest doing your research and if you want to do this yourself, check out Mark Dawson's Amazon Advertising course. If you are like me and want to outsource this, then I recommend reaching out to Alex at Advanced Amazon Ads.



## Chapter 14

# SECOND EDITION BOOK LAUNCH

**T**here is one final method that I recommend for marketing your book into the future. One of the services we offer clients is our second edition book launch marketing service. With this service we have our clients update their current book. Usually you only need to add around ten to fifteen percent new content.

We also recommend creating a new book cover, but it is not necessary if you absolutely do not want to change your book cover. What we then do is update the book (and book cover if needed) and upload the book to Amazon as a new book. After Amazon sends the email that the book is now available on Amazon, we unpublish the original first edition, go into Amazon

KDP, and send a message to the Amazon KDP department.

In the email we state that we just uploaded the updated second edition of the book and that we unpublished the original first edition. We ask Amazon to please transfer over the reviews and the book categories. As an additional step, we send Amazon KDP another message asking that the book be added to the seven additional categories similar to how we covered this process earlier in this book. Within two days, Amazon will move over all the reviews and transfer the book categories to the second edition of your book. When you then go to your Amazon book page, you will see a new publication date, which will most likely be one day prior to when you uploaded the second edition. This means that you have a fresh start with your book.

You can literally treat the book like a brand-new book launch as it is the ultimate second chance. It will also be eligible to be considered part of the Amazon hot new release list for the first thirty days after the publication date. You have created some new content and now you have a second shot to market your book.

I started this method in 2018. In January 2016, I published my fourth book, *Book Publishing for*

*Beginners*. It was my fourth best-selling book and sold well for a year and a half. By the end of 2017, sales slowed down, and I wanted to give it an update.

In January 2018, I updated the book with ten percent new content, had another great-looking book cover created, and went through the process I mentioned a few paragraphs ago. We launched the book again in late January 2018 and it hit the best-seller and hot new release lists once again.

It gave my old book a big push and we made sales and added new clients. Think of a second edition book launch as the equivalent of adding a new paint job to a car. It is well worth trying out.

You can also do it every three to six months—I know authors who have a fifteenth edition of their book. That may be a little excessive, but it shows how you can keep your book's momentum going; we have done many second edition launches for our clients.





## CONCLUSION

**T**he main things we have covered in this book include how you can use simple steps to create, publish, and market your book and to help you gain increased authority so that you can grow your business and position yourself as a subject matter expert.

We discussed how to optimize your book by having a lead magnet and core offer. Those pieces are critical to your launch, as they have a role in building your email list.

In this book, we answered the question about whether social media helps with a launch. While it is great for awareness, we have seen little conversion for sales, and again this shows why having an email list is critical to the current and future success for your book, business, and brand.

We covered how to create a book launch marketing plan, the importance of getting reviews during upload week, and making sure everything is correct on your Amazon book page for the online launch week with the free and paid phases of your book. I also shared some of the book promotion companies we use and how they can help with your launch, as their email blasts go to an engaged audience that will help with conversion for your book.

Having a launch plan is critical to the success of your book. Category research is another critical area, and I showed how you can search through over nineteen thousand categories through Publisher Rocket. I also showed how to find the categories in your genre that will help ensure that you hit #1 in at least one category during your book launch.

We then covered how to leverage your best-selling book by taking screenshots of the book hitting #1 and how to create a press release to celebrate your launch. The press release is ideal for your website and social media for exposure and for that authority piece of becoming a best-selling author.

Planning a podcast tour is one of the best ways to market your book organically for potentially months

after your book launch. As part of the chapter, we showed how you can connect with podcast hosts in a way that will help you potentially get booked on those podcasts by supporting their show before you ask to be on it.

We wrapped up the book by showing you how to host a book launch party, get help with Amazon Ads for your book, and create a second edition book launch. We covered a lot of information, and by implementing the frameworks I have mentioned, the odds of having a successful book launch will greatly increase.

At this point you will either attempt to do this yourself or get help. However, if you want to work with me to market your book to be a #1 best seller through our proven system and to have someone as your personal guide, then I do invite you to set up a complimentary strategy session, which you can book in our next section. The main thing I want to know on the call is about your book and how you want to use it to grow your business and brand and to serve others in their journey.

The main point is that we want to help make sure your book has the greatest impact possible. If you do need additional support, then I strongly recommend that

you book a complimentary session with me on the next page. I want to make clear that it is a no-pitch call. All I want to do is talk with you about your book and how we can potentially help you. I hope you enjoyed my book and found it valuable, and I wish you all the best in your author journey ahead.

## STRATEGY SESSION INVITATION

I hope that you have enjoyed reading my book. This was truly a labor of love, and it was an honor to help you in your journey to publish and market your book.

If you would like to discuss getting help with your book, then we would love to talk with you.

In celebration of our twenty-first book, I would like to extend a personal invitation to you for a complimentary strategy session.

It is a no-pitch session—all we want to do is find out more about you and your potential book to see if we can help.

This is not a sales call.

Our only intention is to see if and how we can help you.

Due to time constraints, the call must be limited to thirty minutes.

Are you ready to get started?

Go to [www.BrodieConsultingGroup.com](http://www.BrodieConsultingGroup.com) to book your complimentary strategy session today.

## MORE BOOKS BY PAUL

“Quick and inexpensive reads for self-improvement, a healthier lifestyle, and book publishing.”

Twenty-time best-selling author Paul Brodie believes that books should be inexpensive, straightforward, direct, and not have a bunch of fluff.

Each of his books was created to solve problems, including living a healthy lifestyle, increasing motivation, improving positive thinking, traveling to amazing destinations, starting a podcast, and helping authors get published, market a book effectively, share their story, and grow their business and brand.

What makes Paul's books different is his ability to explain complex ideas and strategies in a simple, accessible way that you can implement immediately.

Want to know more?

Go to [www.BrodieConsultingGroup.com](http://www.BrodieConsultingGroup.com) to check out Paul's books (available in Kindle, paperback, and audiobook formats).



## ABOUT THE AUTHOR



**P**aul Brodie is a multi-time best-selling author and CEO of Brodie Consulting Group.

He helps medical professionals, attorneys, coaches, consultants, speakers, and business owners share their story with a proven system through book publishing and virtual summit creation.

What makes Paul's books different is his ability to explain complex ideas and strategies in a simple, accessible way that you can implement immediately.

Paul is a lifelong learner and earned an M.A. in Teaching from Louisiana College and a B.B.A. in Management from the University of Texas at Arlington.

In his spare time, he loves to read and write books, travel (especially to Maui and Las Vegas), and is an avid sports fan.

Paul is a proud Rotarian and holds membership in the Corporate Leadership Council of the Greater Arlington Chamber of Commerce. He also serves on the Board of Directors for the Greater Arlington Chamber of Commerce, Rotary Club of Arlington Highlands, Timeless Concerts, and River Legacy Foundation.

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Please leave a review for our book, as I would greatly appreciate your feedback.

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