

Quick Start Guide How-To Books: Your Gateway to Success in Any Field or Hobby

Unlock Your Potential with a Wealth of Knowledge at Your Fingertips

Summer 2017 Edition
Author Marketing Experts

Master Amazon & Sell More Books

THE ULTIMATE QUICK START GUIDE

YOUR BOOK TITLE

Your title is an author's best marketing asset for this book. It sets the stage for your reader's expectations and gives you an idea of what the book is about. It also helps you stand out from the competition. Think of your title as the first step in your marketing plan. It should be short, snappy, and easy to remember. It should also be unique and memorable. Think of your title as the first step in your marketing plan. It should be short, snappy, and easy to remember. It should also be unique and memorable.

YOUR BOOK COVER

Your cover is your first impression. Get it right or you'll miss out on potential sales. Consider a book cover makeover and reach out to a designer or design group. Changing your book cover is one of the easiest, least expensive ways to skyrocket your sales to another level of success.

YOUR CATEGORIES AKA: SUPPLY

Amazon keeps expanding its category options. So keep digging! Factors include settings and character type, and across the board you have options to narrow it down by release date. The goal is to be in a category with minimal supply. With less competition, each book you sell skyrockets your ranking. And before you know it you're a bestseller in your category!

YOUR KEYWORDS AKA: DEMAND

To simplify terms, your keywords should match what readers are searching for. Amazon is used to search for keywords and gives you suggestions. Use the suggestions to find the most relevant keywords for your book. Use the suggestions to find the most relevant keywords for your book. Use the suggestions to find the most relevant keywords for your book.

UNDERSTANDING AMAZON = SELLING BOOKS

YOUR DESCRIPTION

After your books are live, it's time to optimize your listing. Use the tools and features that make your listing stand out. You can even include a few high-quality images. Check out Amazon's free tools. After you've got it all under your description, it's time to optimize your listing. Use the tools and features that make your listing stand out. You can even include a few high-quality images. Check out Amazon's free tools.

YOUR BIO & AUTHOR CENTRAL

Your bio on your product page should serve a purpose. Include information that would interest your target market and appeal to your connection to the genre or area of expertise. Don't include empty space. Author Central is where you can get more detailed. In fact, it's encouraged to utilize all the features and tools available to you.

YOUR PRICING

If you have control of your pricing keep it competitive. Again, check out bestsellers to figure out where the sweet spot is. You won't make your money back faster by increasing your book's price - you just won't sell any books.

YOUR PRE-ORDER

Amazon and most retailers are looking for ways to increase your pre-order numbers. If you do this you'll give your books the opportunity for more visibility. Make Amazon and your retailers aware of your pre-order. Get it all under your pre-order. Get it all under your pre-order.

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Kindle Giveaways are a fantastic sales and marketing tool. You get 2 days to discount your books every 90 days, one 2 or 3 days at a time and spins them out. The key is a successful free or discounted book is promotion. There's no reason to drop your price if you don't tell anyone. So have a plan! There are numerous sites out there to promote discounted and free books you can find a list on your blog. Use social and have author friends promote your discount in exchange for promoting theirs. Get creative and watch your ranking skyrocket! BONUS: Gradually list your book back to full price over a week or so to catch late comers!

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★ ★ ★ ★ ☆	4.2 out of 5
Language	: English
File size	: 725 KB
Text-to-Speech	: Enabled
Screen Reader	: Supported
Enhanced typesetting	: Enabled
Print length	: 27 pages
Lending	: Enabled



In today's competitive world, mastering new skills and expanding your knowledge base is paramount. Quick Start Guide How-To Books provide you with the essential tools and guidance to unlock your full potential and achieve your goals.

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How To Grow Your Very Own Fruit Trees: Quick Start Guide ("How To" Books) by HTeBooks

★★★★☆ 4.2 out of 5

Language : English
File size : 725 KB
Text-to-Speech : Enabled
Screen Reader : Supported
Enhanced typesetting : Enabled
Print length : 27 pages
Lending : Enabled



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