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***REVISED OCTOBER 26, 2014 EDITION WITH NEW RESOURCES for PROMOTING!**

Why should you buy and read THIS book on promoting? Because these ideas are the result of my own effective experiences selling my books on Amazon. Naturally, I'm going to toss in the caveat that your results may differ from mine, and I'm so sure that you'll find at least two things in this book to say it's worth the price, that if you don't agree, you have 7 days from the purchase at Amazon to get a FULL REFUND from Amazon.

My background is in sales. I've owned two successful businesses in my working career and had plenty of failures too. But my success was built on the premise of every good business; have a good product, do what you say you're going to do, and *promote* it.

At IBM training for sales people we were taught that for every "no" you get, you're one customer closer to a "yes." (Remember this, because I'll come back to it in a minute).

I'd been writing mystery books for over 25 years when I discovered that Amazon could publish and sell my e-books (and yes, NY Publishers had looked, considered, thought about, and then passed on my books).

I thought I would have to settle for a small press to publish, because, after all, no one trusted a "vanity press" book. But in 2011, with some trepidation, I decided to load my first book up on Amazon. My first book, *A Dead Red Cadillac* stayed up at #1 for one whole week, and remained on the Top 100 for several more weeks. Amazon made a believer out of me!

So, now it's 2014—and things have changed. But do I recommend that you remove your books from Amazon, try something else, stop promoting? No, I don't. I believe, and there are plenty of people to back me up on this, that Amazon is going to stay at the top of the heap for years to come. I'll explain Amazon and why you should love it too, later on.

Am I offering you the secret to instant success? No one can do that, and the idea that your book will be an instant best seller in this market is ridiculous, but I can show you how to get new readers and reviewers in this tight new market and best of all, GROW YOUR FAN BASE. Because, isn't that what you want? Readers? Fans who will buy your next book, and the book after that?

That IBM message is still true: For every customer who says *no*, you're that much closer to a YES. *BUT YOU HAVE TO ASK FOR IT IN ORDER TO GET IT.*

I make money every single month because I write, and promote.

I use a combination of paid, and free, promotion and I have listed these ideas in my book. My ideas are simple and concise, and you should be able to find enough gems in here to be glad you invested the time it takes to read it.

If you disagree, you have 7 days from the date of purchase to get a full refund from Amazon.

Are you ready for success?

The Basics – writing/editing/publishing.

New to writing? Join Sisters in Crime (25% of membership are men) and join either a state chapter or the Guppies for an on-line critique group

CAUTION: there are all sorts of fake deals out on the internet. Use only services that are recommended (see my list on DIRT CHEAP MYSTERY READS at Author Resources) free, and/or come with a money back guarantee. Make sure these services have an e-mail address to answer your questions. If they don't respond, don't do business with them.

NOTE: all prices listed for programs or apps were current as of this updated publication date. Please check with the seller before purchasing.

1: Text Aloud: (Find this online @ \$39.00.). Why? Because after a while even your friends and family won't want to hear your revisions.

2: AutoCrit: <http://autocrit.com> I've just changed my mind about this sort of software. At \$45.00 it does a nifty job of catching the things I miss.

There are others, too:

[Edit Minion](#)

[ProWriting Aid](#)

3: Get your book edited. This is critical to your success! If you are an Indie or small press author, I have a short list of editors listed at [DIRT CHEAP MYSTERY READS](#) [allmysterynewsletter.com](#).

Look at the top bar under Author Resources, or try LinkedIn and Facebook and Twitter for pro editors. Still after it's all said and done, no *one* person can catch all the typos. Start collecting a "street team" of enthusiastic fans who will beta read and edit for you before publication. Want to know how to get 'em? Read on!

4: Get your ebook and print book formatted correctly: The following are my recommended sites:

Debora Lewis: [Arena Publishing](#)

Book Nook: <http://www.booknook.biz> has an excellent reputation

5: Get a pro book cover designer. Your cover is the FIRST thing your readers look at, and the first, and perhaps the only chance you will have to impress a new reader. Make sure it's as professional as your writing.

Most promoting sites, as well as [DIRT CHEAP MYSTERY READS](#), will reject an amateur cover. The following are highly recommended—based on talent, diversity and reasonable prices!

I use **Karen Phillips:** [PhillipsCovers.com](#)

The Book Designer (Joel Friedman): <http://www.thebookdesigner.com>

The Book Cover Realm: thebookcoverrealm.weebly.com (note: Fantasy and Sci-Fi. Fabulous original, and photo art, reasonable prices)

Author Marketing Club: <http://www.authormarketingclub.com/> has a program that includes cover design.

Or look at the book credits for books you admire.

What should you pay if this is your first book? \$100.00 to \$300.00. MORE if you're writing Sci-Fi or Steam Punk.

6: GET A GOOD WEBSITE: What should a web design cost? Anywhere between \$300.00 and \$600.00, plus annual maintenance.

There are plenty of web designers on Twitter and Facebook, but boy, howdy, this can be trouble unless you ask the right questions. Ask yourself:

- 1) Do I want to sell books from my website or just redirect readers to Amazon or B&N?
- 2) Do I want to do a blog from this website?
- 3) Is this where I want readers to sign up for new releases and news about my books?
- 4) Do I want to run contests on my website?
- 5) Send all of the above to as many Social Media sites as possible? Yeah! You can do this.

Best practice is to look at author websites that you like, and ask the author if they would recommend the designer, and what the cost and yearly maintenance fees are.

What should a web design cost? Anywhere between \$300.00 and \$600.00, plus annual maintenance.

I use **Wowsers Web Design:** <http://wowserswebdesign.com> for both **DIRT CHEAP MYSTERY READS** and [RP Dahlke](#), my author website.

Author Marketing Club: <http://www.authormarketingclub.com/> in the premier program, or ask other authors for recommendations.

THERE ARE 5 ELEMENTS THAT WILL GET YOU SALES and FANS!

1) BOOK TITLE: Got a catchy new title? Be sure to try it out on Amazon, and Bowker. Bowker is the ISBN listing of all books in print, and it's available on-line or in book form at your local library. If there is even one other author with this title, I don't recommend using it. NOTE: I had Hurricane Hole written, checked both Bowker and Amazon, no such title, so had the book cover designed and ready to go, but the day I went to publish it on Amazon, BAM! There was another book titled HURRICANE HOLE. Did I step back and redo the cover? No, I did not. I would have redone it if it was written by a NY published, or bestselling author.

>look at the bestsellers — titles are best when they are three words, four at the most.

>Consider your genre: Write Mystery? Using key words like "Murder" "Dead" "Killer" in your title will help readers.

2) BOOK COVER: Yes, I reiterate this again, because it's the most visual thing you can offer, and it's the one thing that will hook your reader. DO NOT use anything but the most professional cover, and certainly not your best friend's painting/drawing/sketch art. I've seen too many of these amateur covers that are out of perspective, monochromatic and/or boring.

3) BOOK BLURB: This term used to refer to short reviews for the book jacket. It's now synonymous with the short description you will use at Amazon and to promotion sites to describe your book.

*I read submitted book blurbs every day. Yet, many authors are forgetting that the book blurb is one of the most critical elements to their success. You can do this! Let me show you how.

First, let me explain what your book blurb is and isn't:

1. It is NOT a synopsis

2. It does NOT contain hyperbole, e.g. "You'll be amazed!" "A Thriller for the ages!" "Non-Stop action!" "You won't regret reading this book!" Or my favorite: "You're going to love this book! *Leave the accolades to your reviewers.*

Here's what your book description/blurb must have — most of these are for fiction:

Short description of the book in two to three paragraphs.

Start with:

a. Who: Your main protagonist: male, female. Name.

b. Where: City or Country

c. When: if this is a contemporary novel include a day of the week, or month of the year, fall, summer, winter or spring, if it's relevant. If this book is not set in the present, that is, if readers will not recognize the time frame, and that time frame is relevant, then give the date or the period.

d. What: In one or two sentences, what has happened to change this person's life?

e. What is your protagonist's problem? It has to relate to both the protagonist and to the story. Ask: What's the worst thing that can happen if the protagonist can't resolve the problem in time?

Work on this, again and again until it's smart, pithy, funny, scary, frightening, chilling, thrilling—whatever relates to your book.

Go to Amazon and read book blurbs by your favorite authors. Notice anything? Yes! All of the above elements are in their descriptions. How long are they? Two or three paragraphs.

Here're some examples of well-thought out book Blurbs:

The Pot Thief Who Studied D. H. Lawrence ~J. Michael Orenduff: Kindle:

<http://www.amazon.com/Pot-Thief-Studied-Lawrence-Mysteries-ebook/dp/B00HO12CWC/>

"Eighty years ago, D. H. Lawrence moved to Taos to make a home for himself in the mountains of New Mexico. To welcome the famed writer, his neighbor brought over a stew and left the container as a gift. But this was no Tupperware — it was a handcrafted pot made in the ancient tradition by one of the finest craftswomen of her generation. Decades later, the neighbor's great-grandson wants it back, and there is no one in New Mexico better at stealing artifacts than Hubie Schuze.

In exchange for three priceless pots, Hubie agrees to search the Lawrence ranch for the long-lost stew vessel. But when a blizzard descends on the estate, trapping Hubie and other guests indoors with a killer, the pot thief finds himself facing a mystery so shocking it would make Lady Chatterley blush."

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Murder Deja Vu by Polly Iyer: Kindle:

<http://www.amazon.com/Murder-Deja-Vu-Polly-Iyer-ebook/dp/B006UYD0NY/>

Wealthy architect Reece Daughtry spent fifteen years in a Massachusetts prison for a murder he didn't commit. Released on a technicality, he now makes his home in the mountains of North Carolina, building rock fireplaces for a waiting list of clients. His self-imposed solitude is shattered when author Dana Minette asks him to build a fireplace in her new house. Dana becomes more than a client, and for the first time in twenty years, Reece longs to be with someone other than himself.

Then a local woman is murdered in the same savage manner as the murder that sent Reece to prison. More than one person wants him to take the fall, including Dana's ex-husband, the local prosecutor, who's determined to convict Reece in the high-profile case. But Reece won't be railroaded again. Four men were with him the night of the first murder. One of them is the killer. Reece goes underground to discover who's setting him up and why. Dana insists on going along, and against his better judgment, he relents. With both the police and FBI on their trail, it's a race against time and a crafty murderer who will kill again.

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Hurricane Hole by RP Dahlke: Amazon/Kindle

<http://www.amazon.com/Hurricane-Pilgrims-Progress-A-Romantic-ebook/dp/B00FT1EI1C/>

"Marooned in Baja, Mexico, a Chechen arms dealer is waiting for the right diver to retrieve the deadly cargo lying at the bottom of the Sea of Cortez. But when Leila Hunter Standiford, on hiatus from her TV contract happens to admire the handsome captain aboard a beautiful vintage Alden, she doesn't realize the boat will soon burn to the water line, or that a dead body will be found below, or that the captain has been targeted as the sacrificial diver, or that meeting the captain will forever change her life." Hurricane Hole by RP Dahlke, Note: Yes, this is one of my books.

*Did you notice the book links? For promotion, anything after your ASIN# and a backslash is redundant, aka unnecessary, but wait! There's more!

4) Get yourself a UNIVERSAL BOOK LINK. Readers in the UK, Japan, India, etc. want to read your book, but your book link from Amazon has to be individual links for each country, right? NOT ANYMORE! Do it once, post it to any promotion sites, and your all set! You can get this on-line. I use SmartURL <https://manage.smarturl.it/>

5) GET REVIEWS BEFORE YOUR BOOK GOES TO PUBLICATION? Yep!

Not everyone starts out with a fan club and you have to start somewhere. Get friends, relatives, colleagues to write a short review for your book before it's published. Amazon requires only 20 words. Did you have experts that you will credit in your book? Ask them, then e-mail them with the link to the book when it goes live on Amazon.

Note: I do not recommend adding "Other" for contributors in the set up of your book on Amazon. That includes anything other than the author(s). It will confuse readers and Amazon will delete any reviews by these people.

So, where *do* I get reviews?

The Book Reviewers Yellow Pages <http://www.stepbystepsselfpublishing.net/reviewer-list.html>

(yes! There really is one!) Do yourself a favor, buy the PDF download of Indie reviewers for only \$19.99 (as of the date of this publication). With free Adobe Reader you can then sort the listings by your genre, and then print out the list you need. The publisher also has a Kindle version to buy, but I liked the PDF so I can print it and mark it up. As long as you buy the first one, the publisher will periodically send out new reviewer names:

Indie Book Reviewer: huge list by alphabetical order, including links:

<http://indiebookreviewer.wordpress.com/index/>

The Indie View:

<http://www.theindiewview.com/indie-reviewers/>

Pippa Jay's Book Reviewers list:

http://pippajay.blogspot.com/p/blog-page_14.html

Galley Cat's list of other reviewers:

http://www.mediabistro.com/galleycat/best-book-reviewers-on-twitter_b11136

Midwest Book Reviews, other reviewers list:

http://www.midwestbookreview.com/links/othr_rev.htm

Two sites offer to help you discover new reviewers for your kind of books. Some are free, some not:

1) Publishers Review Accelerator. Note: They do not sort by genre.

<http://www.warriorforum.com/warrior-special-offers-forum/755037-att-kindle-online-publishers-tool-removes-your-biggest-publishing-problem-completely-automated.html>

2) Author Marketing Club offers a review aggregator through their premium program, \$105.00 per year.

3) Manic Readers has a list of reviewers and you can submit your book for a potential review. (no promises for either a review or a good one). They also will list your book.

4) The Kindle Book Review: Not to be confused with KindleBookReviews (see promotion sites).

5) World Literary Café: www.worldliterarycafe.com/ has a forum for readers/reviewers to find each other

6) Twitter: I've found lots of reviewers here.

7) Facebook has a lot of groups dedicated to reviewers and bloggers.

8) GoodReads: Groups for authors and reviewers and bloggers to connect. You can even do book giveaways, print only, even though Amazon now owns it.

9) LinkedIn: Do a search for book reviewers. I've found two good ones this way. Also, join groups for your genre, then look at their lists to get recommendations for bloggers, reviewers, book cover designers and industry help. It's about marketing with creative content, but *not* the place to promote your book.

10) Bloggers: Got to love bloggers! The bulk of bloggers, are writers, reviewers and readers, and if you do this right, following and commenting, you'll get invited to participate in a blog hop, usually through a group of bloggers. This is work for you and the blogger, but many authors love it, and don't forget to thank the bloggers.

11) **Library Thing:** I LOVE Library Thing! Join, then read the directions for their book giveaway program. Authors can now giveaway digital copies (way cheaper to do mailing out hard copies) to readers for review. Best of all, Library thing will run your book give giveaway, and at the end of the promo they send you the list of all the winners with their names and e-mail addresses. Send out an e-mail to all, congratulate them on their win and ask which version they would like to have: MOBI, e-PUB, or PDF. Make up a spread sheet for the names and dates sent. Ask them to send you a copy of the review, or their handle on Amazon so you can personally thank them. Keep the ones who read and review and put them on your personal list. These good reviewers will now be part of your street team!

Paid Review sites: This is when you have a new book, you're a new author, or when sales are stalled—because after awhile you will run out of friends, family, and writers willing to exchange reviews. The following, are my recommendations for "Paid" Reviews.

NOTE: These sites will *not* guarantee you 5 star reviews. The only guarantee is that your book will be put in the hands of readers who read your genre and they are required to give an honest review. And sometimes the reviews are brutally honest. But if you're willing to pay a few bucks, these can be a good, if not great, deal. I've used both of the following sites.

1) InkSpand: <https://www.inkspand.com/> You post your entire book here and ask for reviews. The publisher will "gift" your book with one free "slot" and reviewers can pick up your book. After your one free "slot" there is a fee of \$25.00 (as of this issue).

Note: Reviewers must agree to read and review the book in 45 days or they're removed from the list of readers. InkSpand will contact you when you have a new review, which you can chose to have posted to Amazon, etc. or, in the case of a poor review, keep as private. You are not allowed to connect with reviewers, but you can contact the publisher and pass along a message to a reviewer.

2) Kindle Book Reviews: <http://www.kindlebookreview.net/>

This is a paid promotion site. You will not automatically be accepted, but if you are, they will submit your book to qualified readers. You can submit one book for one free review, or there

are additional, reasonably priced, packages. Are you guaranteed a 5 star review? No, absolutely not. Is it worth it? I've used it and recommend it

3) Choosy BookWorm Review program: <http://choosybookworm.com/read-review-program/> new as of this publication date! \$30.00 gets you 20-30 names and emails. They will promote your book on their site and blog. I personally like Choosy. Honest promotion, reasonable prices.

Have you already got 4-5 star reviews for your last book?

Anytime a stranger gives you a nice 3-5 star review, reply with a nice thank you note. Do this in the comment button below their review. *Never, never respond to a negative comment.* Instead, if you believe that this review is malicious, contact Amazon and tell them. Better yet, ask your friends and fans to click on the “Not Helpful” button below the review.

Here's some samples of what I've said to on-line reviewers!

- 1) "Nothing tickles an author so much as getting words of praise from readers like you! In doing so, you've helped other readers make the decision to purchase this book. And because I believe in rewarding reviewers, I'd like to offer you the gift of my newest (or next) kindle book. Contact me at: *****"
- 2) "Thanks so much for not only reading this book, but for taking the time to leave a favorable review. Reviewers like you are worth gold here on Amazon. If you'd like to be on my private list to get the next book, *hint: I give away free stuff, e-mail: *****"
- 3) "If you'd like to get a pre-published read of my next book, e-mail: *****"

I get good response on the above, and this is how I'm developing a following of loyal readers.

So what to do with all those nice five (or 4 or even positive 3 star) reviews at Amazon? Copy and paste those reviews into a database for later.

Then post your good reviews at your Facebook author page, GoodReads, and twitter — not just once, either. Be sure to spread them out over a week (you'll get more people seeing them).

NOTE: I used all of the above to get a list of reviewers. What has it done for me? It has sold more books. Favorable reviews are like Gold on Amazon! Every time a new reader responds to

your offer to request to read your next book, GIFT it to them. You don't have to pay for the book at Amazon, you can send them the MOBI aka PRC. Reviews sell more books! Good Reviews sell a lot more books!

NOW, some ideas on posting your great reviews for maximum effect

>**Postplanner:** <http://www.postplanner.com/>

FREE as of this writing and can schedule your FB posts over time.

>**Sendible:** <http://sendible.com/pricing/>

is a scheduler for Facebook/twitter/Google+ and several other social media sites. Sign up is free, but to get all the benefits, there's a monthly charge.

>**NextScape:** <http://www.nextscripts.com/>

As of this publication date, it's free for one website. It will post from your website (wordpress and Blogger) to EVERYWHERE — Twitter/Facebook pages and groups, Pinterest, Google+. Note: If you're not a techy have your webmaster do it for you.

>**Google Alert:** I've found totally new readers/blogger/reviewers who've mentioned or reviewed my books through this nifty little feature on Google. I found a German blogger who loves to read and review my books! *Note: You may also find book sites who're illegally selling your books. I did, and I notified them, but never heard back.*

MY LAST WORD(S) ON REVIEWERS: Please remember to thank the reviewers. Even if it's not a 5 star review! I have had some 3 star reviews that are still very complimentary. I acknowledge their review and thank them for taking the time to review. And, yes, I've picked up more reader reviewers this way.

NOW — What's so special about Amazon anyway?

Amazon at Author Central: This is where you put up your game face, your best pre-publication reviews, any awards, pictures of you signing books, or you at book conferences. This is also where you put your Metadata for search engines. Got an interesting background? Post it here.

KDP Select program: What is it? You agree to sell your book with only Amazon for a 90 day exclusive program. Here's what you get

FREE day promotions. Free days may not work for you and no amount of advertising is going to help if:

- 1) *You have only one book published on Amazon*
- 2) *Your book doesn't have many reviews*
- 3) *Your cover, or your book blurb is sloppy or amateurish. (what to do about this? Get a pro cover made!)*

Kindle Countdown: You now have the option to use either FREE days or Kindle Count Down days (you can't combine them).

What is Kindle Countdown? If you chose Amazon's Countdown, your discounted book will still earn 70% instead of 35%. of the sold price. Really!

Example: The countdown feature starts out at 99 cents and you can chose to increase each day there after it will increase until it's back to its regular price or you can leave it at 99cents for the entire promotion.

And here's the kicker! If the book was at the retail price of \$2.99, you will be paid 70% of 99cents, not 35%.

Note: I recommend, selecting 99cents for the entire promotion. Just put in 99cents in all the options. Why? Because you will get more options to advertise more days at this price, and a lot of ads linger—think retweeters on Twitter. Give them the chance to buy your book.

Remember: *This is meant to advertise your book(s), get new readers and new reviewers. If this is your only book, and it's fabulous, you're going to get lots of great new reviews—which will help sell more books. If you have a series, readers will read your next book, and the next, and the — well, you get my point!*

Kindle Premium: Allows readers who're in this program to "borrow" one book a month. It's also for shipping and discounts on other items, but it has been so successful, the Amazon just recently unveiled the following: The author gets paid from a fund and is based on how many subscribers there are in it every month.

Kindle unlimited: This is a subscription service similar to Scribd and Oyster, only it's from the world's largest book seller. Readers sign up for \$10.00 a month and get 10 books to download per month. IF they read 10% of the book the author will be paid from a fund which has been running \$1.31 (as of this printing--and it has gone down from \$1.53) per month as of this printing. If the reader tosses your book back to Amazon without reading up to 10% you don't get paid. NOTE: downloads do nothing for your ranking, but I am now a believer in this program. It has more than doubled my monthly income.

**Now there's a compelling argument for making sure that your first sentence, first paragraph, first page, and first 10% of the book is a winner!*

So the book is free or 99cents, but how can you get to the TOP 100 on the FREE or Bestseller Chart?

Do the following during your promotion:

>Watch your ranking on Amazon Kindle. If your book is in the Top 100, great. If not the Top 100 over all, is it in the Top 10-25-50-100 under Adventure, or Travel, Romance, Memoir, or women sleuths?

USE it to:

>Post your free days to Twitter, FB, Good Reads and tell everyone that you're #68 (or #1) in the Top 100 FREE on Kindle. NY Times publishers pay thousands to advertise their authors. It costs you *nothing!*

>Places to post your books for either FREE or at 99Cents (the 99cents is to accommodate all the authors in the new KDP Countdown. Here's a trick I learned: You can tweak the price at Amazon yourself and get into sites, sort of like ghosting along in the wake of all those participating in this program without having to follow the rules. Okay, that may be a stretch, but consider it.

The following are sites that will post your promo for either FREE or a small FEE.

NOTE: ALL PROMOTION IS WORTH IT! FREE promotion can be effective, but even a small fee will get your book attention. If they don't buy this book this time, they will the next time, or the next. There are millions of e-reader fans out there. Make sure they can find YOUR book.

Some charge, most are free listings for FREE e-books as of this printing.

1) **Great Books Great Deals:** <http://greatbooksgreatdeals.com> – FREE promotion as of this writing. Here's the link to the form: <https://greatbooksgreatdeals.wufoo.com/forms/gbgd-authors/>

2) Book Sliced: <http://BookSliced.com>, FREE to promote. Daily list. Nice site.

So far I have to use the contact button to let him know I have a free book coming up. Contact the owner directly to get your book into the newsletter: Matt Kraft e-mail:<matt@booksliced.com>

3) Pixels of Ink: <http://pixelsfink.com>, (as of this publication they are now reworking to charge and aren't accepting submittals). This was FREE to authors for years. Huge site. It appears that they are gearing up to charge authors to promote. No available details as of this publication.

5) Author Marketing Club: <http://authormarketingclub.com> – 10 or more sites to advertise your FREE days. Sign up for the club.

6) 100 free books: <https://ohfb.com/kindle-book-advertising-for-authors-and-publishers.html>/ From FREE (if they chose to promote you) or \$75.00 - \$100.00. Multi-platform promotions

7) Book Goodies: <http://bookgoodies.com/submit-your-free-kindle-days/highlight-your-free-kindle-days/> \$10.00 per day. You can promote up to 4 days.

8) E-Reader News Today: \$25.00-\$100.00 Fees are by genre.

9) Digital Books Today: <http://digitalbooktoday.com/7-promote-your-book-on-its-first-free-day-with-a-paid-promotional-boost/> FREE books are free to authors, or \$30.00 to get a 3 day boost. Note: their requirements are higher than most. 18 reviews and 4.0 average is required. They do have a place for newly published books with no reviews. Lots of other promos.

10) Choosy BookWorm: <http://choosybookworm.com/authors/> \$5.00, nice site, multiplatform promos, easy to work with.

11) eBook Habit: <http://ebookshabit.com/for-authors/> \$20.00

They promote ONLY free books, but they have a pay for tweeting service too

12) eReader Café: <http://www.theereadercafe.com/p/authors.html> post your FREE and 99cent books at no charge

13) The Kindle Book Review: <https://www.thekindlebookreview.net/advertise-books-2/> \$5.00 to post free books. \$10-\$40 ad options

14) 15) Daily Cheap Reads: <http://dailycheapreads.com> FREE Two women started this 3-4 yrs ago. They still don't take money for promos, but you can put your info in their contact box to get their attention for an upcoming free promotion.

15) Daily Cheap ReadsUK: <http://www.dailycheapreads.co.uk/> UK company of above.

16) Good Kindle: <http://www.goodkindles.net/p/submit-your-book.html>, \$8-\$20 fee includes listing and one promo per entry. Thereafter it's fee based promotion. I know, it looks like you can repeat this whenever you have a promo, but it's one time only. I'm not crazy about their wording.

17) Kindle Nation Daily: http://indie.kindlenationdaily.com/?page_id=705

Note: this is the *exact* link to the \$29.99 highlighter service for your FREE days. This is their BEST deal. (otherwise you get to scroll through all the other choices).

18) BOOK BUB: <https://www.bookbub.com/partners/pricingHuge!> Divided by genre. Expensive, but very effective. Mystery is now \$320.00 plus 5% if you want UK promotion. YES! You want UK promotion=\$336.00. (DIRT CHEAP MYSTERY READS also has UK readers--just not 100,000 of them)

19) Bargain eBook Hunter: <http://hotzippy.net/feature-your-book.html>, \$15.00 for free or discounted days. They have discount deals if you submit to be on more than one of their sites.

20) Read Cheaply eBooks: <http://readcheaply.com/advertise/> ***Do Not Confuse with Daily Cheap Reads (#14-15).*** Two different companies. Free to promote as of this printing. Growing. Does a nice job. Will accept your book every 4 months

21) eBook Deal of the Day-UK: <http://ebookdealoftheday.co.uk/submissions/> UK readers anyone? They do a nice job! \$5.00 confirms your post

22) Awesomengang.com: <http://awesomengang.com/submit-your-book/> FREE books get free promotion, but guaranteed posts are \$10.00 Nice newsletter, easy to work with.

23) Fussy Librarian: <http://www.thefussylibrarian.com/for-authors/> \$10.00 for Mystery as of this printing. Nice site, and will post based on genre. Easy to work with.

24) Free Booksy: <http://freebooksy.com/for-the-authors/> \$75.00, large readership. Easy to work with. I've used them, but I haven't seen that their price is worth it.

25) Bargain Booksy: <http://bargainbooksy.com/> by genre. Part of FREE Booksy. Mystery is \$50.00

26) Kindle Books and Tips: <http://fkbooksandtips.com>, large readership. \$25.00 for FREE and discounted books. If your book has a lot of 5 star reviews, they will consider it. They've been in the business for awhile, easy to work with. Nice promotion site.

27) Book Marketing Tools: For \$14.95 they will do an auto post to 30 sites for your FREE books: <https://bookmarketingtools.com/>

28) Kindle Book Promos: FREE books and Kindle Countdown books:
<http://kindlebookpromos.luckybinda.com/>

Promotion dates for either Kindle Countdown or FREE days are set, now what?

At least 2 weeks in advance, send in to the following places to schedule your time.

If it's FREE promotion, some are now offering a guaranteed listing for a small fee. But the longer lead time (AND the more reviews) you give a site the more likely you will be promoted. Some of these sites also tweet and will post your free day on their Facebook page. Note: many are now offering to guarantee your post for a small fee. NOTE: many of these will go out of business, and others will take their place. The ones that are free to post may now be charging.

Twitter: I use Pluggio: this has several levels because I promote authors on Twitter, so I pay to use their bulk scheduling (note: use their easy data form as an excel file then upload as a CSV file — easy peasy!) Pluggio also gives me the ability to see who's following, and I can DM (Direct Message) from a list. You can use Hootsuite (free).

NOTE: If you're a mystery writer, use #amen1 and our gang will RT for you!

Facebook: find groups that allow you to post your free book days.

[DIRT CHEAP MYSTERY READS](#): Home page/Author Resources had 100 places to promote your books.

Rachelle Ayala has a long list of paid and free promotion sites by Alexa Ranking:
<http://www.rachelleayala.com/>

Got a blog? Schedule it to come out the first day the book is live at 3 a.m. if possible. If you have the kind of blog that will link to other sites, link to GoodReads, Facebook & Twitter, LinkedIn, etc. do that too!

One day or a week before: post or schedule an Event or send it from your blog to Facebook and Good Reads (costs nothing), also if you have a program like Pluggio or HootSuite, etc, you can schedule your tweets and Facebook to go up any time.

Twitter: ask the tweepsters to RT (ReTweet) this announcement. Don't be shy! And don't forget to do this for others!

Note: If you sell to Amazon international stores, be sure to put in your universal link for Amazon. They want to read, too!

A lot to remember? YES! Use Google calendar or Yahoo to set up your schedule for free days. Remember to schedule a month in advance. Google has colors for each campaign, and you can get it to send your e-mail reminders, but that's only if you use gmail. Yahoo has one too.

Twitter: outside of Amazon, and the few sites above, twitter is your best friend for making new sales, but not unless you work at it. If not every day, then four times a week.

NOTE: Do not say *BUY MY BOOK!* (You have to be sneakier):

1. Make yourself a page (convert to csv file for pluggio) of one-liners about your books. Use a piece of dialogue, or a character description, new review, or a great new review and put a link to the book or the site at the end. Twitter will shorten or use BiteLy (Pluggio will do it for you). Estimate the 140 characters that you'll need, then plug them in with a schedule... two, to three times a week per book. Or, you can do 2-3/short one line reviews, with a buy link (make sure it's been shortened. Use BiteLy) Don't forget to use your International link!
2. Always RT (ReTweet) for others and tell tweepsers that you will RT for them, and then do it! Don't forget to thank the people who RT for you
3. Look at profiles before you follow or follow back or you're going to get gang-bangers and 'hos from Jersey who want to take your money.
4. Twitter makes suggestions, but try to limit your followers to readers or people who are willing to RT for you. They don't have to have a gazillion followers to be an effective tweeters.
5. Use a twitter helper like HootSuite, or Pluggio. I use Pluggio because it has "how-to" videos.

Advantages:

- A) Pluggio: Remember, you don't have to shout "Buy my Book." And don't send them to your website. Send them to where the book can be viewed and sold. Amazon, B&N, Kobo, Smashwords, or Facebook or GoodReads.
- B) You can make lists of groups: reviewers, authors, fans, pals for twitter

C) You can schedule your tweets a week in advance with Post Planner or Sendible. This is great for your one-liners and any book promos.

D) Can't think of anything interesting today? Twitter/Hootsuite/Pluggio have lists of news you can post, too.

E) For newbies at twitter, there're friend finders. After you have 2,000 followers you can turn it off.

F) Pluggio not only offers you new friends based on your interests, but it will also suggest deletes the non-followers. You should keep some that are not going to ever follow you, like celebrities, but please note: in case you're not aware of this, Twitter now requires that tweepsters have a higher percentage of follows to followers. This is because businesses were following but not following back so they could post ads to you. Pluggio helps me keep my ratio high so that I can accept more followers. With the help of Pluggio, I have a 99% follow to followers, and that means I can follow more. Confused? Don't be. This is only to show you why Twitter may say, "You have reached your follow limits."

6. Flush the unfollowers through programs like Tweepi. It will give me a list of the tweepsters and I follow and, in the case of Tweepi (or others) how often they tweet. I've found some that have followed me and don't even tweet! If I see people that I know and like, but they aren't following me, there's a button with @ in it and I can send them a note. "Sorry to see you're not following me? Follow back, Please?" If they don't, I Flush 'em now! Sometimes it brings them back. It also can give me the list of my favorite author's followers. I can check the ones that look like prospects, and follow them too.

7. <http://www.rainysbookrealm.com/>

If you set up your own posts, on this site, they go to twitter.

8. Get **Round Tweet** and learn how to use it. It can ReTweet based on interests and hashtags.

Your FREE and Kindle Count Down days are over and finished.

Uh-oh — now what?

What and where to advertise to keep my name and book out there for readers:

Paid ads must become part of an author's campaign.

Paid ads must become part of an author's campaign.

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Paid ads must become part of an author's campaign.

Did I say that enough? Still not convinced? I know an author (who will remain anonymous) who spent well over six-figures with ads on Facebook for one book. In 18 months she sold over 100,000 books priced at \$4.99 and got a publishers contract. Facebook ads are fine, but you don't have to spend this kind of money — or go right ahead. This is the beauty of self-published promotion!

I promote my name and books and I have a monthly budget of 10-20% of my income. When I publish a new book, I double that. I have made very good money on my books because I write, promote, write!

When I pay for an ad for my books, I know I have all the things to attract new readers: Yes! You read it here: a colorful interesting and professional looking book cover, edited, formatted interior, and those reviews so needed to get new Amazon readers to buy my book.

I want a company that offers as much for the buck as I can get. Do they have a lot of followers? Do they have multiplatform promotion, e.g., a newsletter, Facebook and twitter, Google+ Pinterest, and/or giveaways, etc?

Note: There is a reader aversion to anything with "Indie" in it, and I've noticed that the promotion sites with Indie in it are rapidly dropping by the wayside. I'm just saying, and this is my opinion only... if you're going to spend money on ads, leave off the ones with the word INDIE.

**Note: Please be aware that many new sites will claim to have hundreds of thousands of readers, but they either can't substantiate their claim, or they're simply fakes that will fall off the radar. Check with Editors and Preditors if you're considering. Also check their Alexa rank.

Groups to join:

Yahoo groups: Lots of writer groups here

Good Reads: Thousands of Groups. Remember that all GR groups are looking for interaction from YOU.

Note: Amazon now owns GR—but so far the only change (as of this edition) I'm seeing is that you can now post your review from your kindle GR.

Shelfari: Heavily loaded with readers, but self-promotion is limited or only with permission of the group managers.

LinkedIn: There are good author groups here. I belong to more than twenty. I can switch between them without having to log in again. Need an expert? This is the place to find one. But in my opinion, "you're preaching to the choir" if you promote your books there. NOTE: others do, I just find it annoying.

Book Giveaways for Reviews:

Good Reads: Print book only even though it's now owned by Amazon. *I guess Amazon doesn't want the competition.

Library Thing: There is a section for giveaways in both print and ebook format. And it's all FREE and you get to keep the names of winners.

Book Cartel: FREE to set up your author profile. Digital and print. There's a fee.

InkSpand: One "slot" per book. After that you must buy them at \$25.00 each. Reviewers post at InkSpand and you can chose whether to allow the review to be posted or not. Reviewers will list where they post.

Book Likes: FREE to set up.

Blogs and sites that help authors:

Here's something you can use to find bloggers who talk about your book:

<http://TalkWalker.com> - Sign up is free. Note: I found a German blogger who reviews every one of my books. I would never have know about them, if it hadn't been for TalkWalker.

Jenny Milchman:

<http://jennyMilchman.com>

Jane Friedman:

janefriedman.com/

Joel Friedlander:

thebookdesigner.com/

his new video on self-publishing:

Author Marketing Club:

<http://Authormarketingclub.com>:

Yes, I'm listing this again because it's a site that promotes your free and discount days along with a slew of other helpful ideas and promos. Offers author publishing services and links as well.

The Digital Reader:

<http://thedigitalreader.com>

Indie and book industry info.

Digital Book World: all the best news on publishing. E-mail:
<mailto:newsletters@digitalbookworld-hub.com>

Questions? Comments: e-mail me!

rp@rpdahlke.com

NOTE: If you bought this little e-book and liked the ideas in it, please leave a positive review. I will thank you (yes! I do what I preach) it's just good karma.