

Book Promotion Pro

**Build Your Author Platform With Free and
Low Cost Resources!**

The information presented in this Product is intended to be for your educational and entertainment purposes only.
We are not presenting you with a business opportunity.

We are not presenting you with a distributorship.

We are not making any claims as to income you may earn.

We are not presenting you with an opportunity to get rich.

Before embarking on any endeavor, please use caution and seek the advice your own personal professional advisors, such as your attorney and your accountant. Where income figures are mentioned (if any), those income figures are anecdotal information passed on to us concerning the results achieved by the individual sharing the information. We have performed no independent verification of the statements made by those individuals. Please do not assume that you will make those same income figures.

Please do not construe any statement in this website/product as a claim or representation of average earnings. There are NO average earnings. Testimonials and statements of individuals are not to be construed as claims or representations of average earnings. We cannot, do not, and will not make any claims as to earnings, average, or otherwise. Success in any endeavor is based on many factors individual to you. We do not know your educational background, your skills, your prior experience, or the time you can and will devote to the endeavor.

Please perform your own due diligence before embarking on any course of action. Follow the advice of your personal qualified advisors. There are risks in any endeavor that are not suitable for everyone. If you use capital, only "risk" capital should be used. There is no guarantee that you will earn any money using any of the ideas presented in our materials. Examples in our materials are not to be interpreted as a promise or guarantee of earnings. Many factors will be important in determining your actual results and no guarantees are made that you will achieve results similar to ours or anybody else's. No guarantee is made that you will achieve any result at all from the ideas in our material. You agree that we will not share in your success, nor will we be responsible for your failure or for your actions in any endeavor you may undertake.

Please understand that past performance cannot be an indication of possible future results. Materials in our product and our website may contain information that includes or is based upon forward-looking statements within the meaning of the securities litigation reform act of 1995. Forward-looking statements give our expectations or forecasts of future events. You can identify these statements by the fact that they do not relate strictly to historical or current facts. They use words such as "anticipate," "estimate," "expect," "project," "intend," "plan," "believe," and other words and terms of similar meaning in connection with a description of potential earnings or financial performance.

Any and all forward looking statements in our materials are intended to express our opinion of earnings potential. They are opinions only and should not be relied upon as fact.

Why You Need an Author Platform

So what is an author platform? Put simply – it's your audience as a whole, the people who pay attention to you on **a regular basis**. It's slightly more than that, however. It's also the technology you use to communicate with this audience:

- The books you write
- Social media (Facebook, Twitter)
- Email lists
- Blogs/websites

In essence, it's how you consistently drive traffic to your books, without needing to beg/borrow/steal/pay for it from another source **you don't own**. The key words here are traffic, consistency, and ownership. You own the platforms (your Facebook page, twitter account, email list, blog/website, etc.) and the audience listens to you.

This means you can make sales of your new books without relying on anything else. You release a book and then email your list, post on your blog, and send a message via Twitter, having hundreds or thousands hitting your new book page. What happens? **Sales**.

But more than that, those sales come in consistently because Amazon sees the success of the book. Your rankings increase, people find you via keywords and "also bought", and other

avenues through Amazon. It's a cascading effect that explodes your book income.

Now, I know that this flies against the natural instinct to “just write books and upload.” **It sounds like work, right?** I mean you have to build this platform, manage it, and maintain it and who has time for that?

Luckily, you do. Why? Because it takes less than 5 minutes a day (if that) to build this up. **And why less than 5 minutes a day?** Well, the way you're going to build up this platform is natural.

As you release a book, you'll use free and cheap traffic sources to pull people into your platform **through your book**. In essence, you'll only make a few changes to what you're already doing. These changes are minor but add up to make a huge impact! Each book you release builds your audience and within a few book launches you're making thousands as you promote your book to your audience and add more people to that audience.

Are You Tired of Having Inconsistent (or No) Sales? Feel Like You Have No Control over Your Book Promotions? Then Pay Attention...

(Warning: Rant and tough love coming! If you are fully committed to promoting your books then you can skip this section. If you still want to just “write and upload”, then this is for you.)

You know...I hear it all the time and I'm sick of it. I hear indie authors complain about lack of book sales. So I ask a few a questions:

- Are you building a list (or better yet, an audience with a blog, list, and social media)?
- Are you promoting your books?
- Are you doing anything other than just putting them on Kindle?

The usual answer – no, no, no. So the next question:

“Why not”?

- I don't have time.
- I don't know how.
- I don't have money.
- I just want to write.

“Uh huh”. So you're telling me that **you don't have any time** to make (more) money on the effort you put into writing the book? You just spend loads of time writing for...giggles. If you're not making any money on your efforts (and I assume you want to be), then you're wasting your time **writing**.

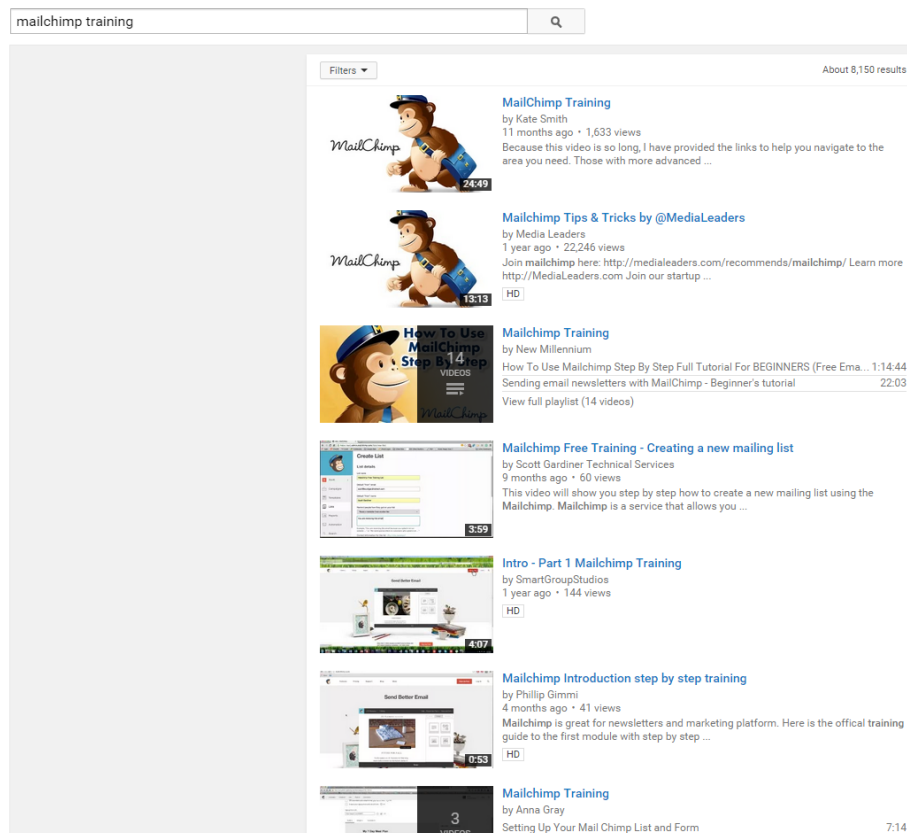
The honest truth is this – the amount of time needed to promote and build up an audience is WAY LESS than the actual writing. You only need a few minutes a day to make it work. So why not go

the extra mile? You've already put in the time making the book, spend a few more minutes helping yourself **make money** with it.

Of course, you might say you **don't know how**. I say "hogwash". If you don't know how, then take a few minutes to educate yourself.

Let's think about it – right now, at your very fingertips, you have access to the total and complete expanse of human knowledge. Anything you want to learn or know, you can. Usually within minutes and completely free.

Don't know how to work **Mailchimp** (email list provider, we will talk about it more later)? YouTube results:



I spotted several full blown multi series courses covering Mailchimp and that took me all of 3 seconds searching YouTube. The same goes for anything else you need to learn. There is no excuse. If you don't know how, then change that. **Learn how!**

About 60% of my programming education came from YouTube. Same goes for my music composition training. Then of course there is the books I ordered online. And marketing training I've read (for free from blogs/videos) and stuff I've bought.

But no money? You don't need money.

- Mailchimp is free for the first 2000 subscribers. And guess what? With 2000 buyers, you can make 4,000 bucks a month or more. With a free mailchimp account!
- Blogging is free. Get a free wordpress account and use that for your author blog.
- Facebook/twitter is free.
- Of course uploading and using Amazon, Nook, IBookstore, and other platforms are free.
- And I'm going to show you several low cost and free promotion platforms that will send you traffic!

Okay, but you would still rather just write and collect the money? So would we all. :/

But let's drop that perception right now, shall we? It's not going to happen. How about we look at this guide I'm writing right now. Sure, I could just upload it to my website and that's it.

No one will buy it. No one will know about it! So I just wasted my time. **Why bother if no one is going to share in the experience of your words?**

Unless you're writing for pure pleasure, which I doubt (because you bought this guide and you upload your books to ebook sellers such as Amazon), **then just writing and forgetting isn't working.**

So we go back to the beginning. By just adding a few minutes of promotion to each book launch, you will start making money and you'll be future proofing your book launches...by, gasp, I dare say...turning this into a **business?!**

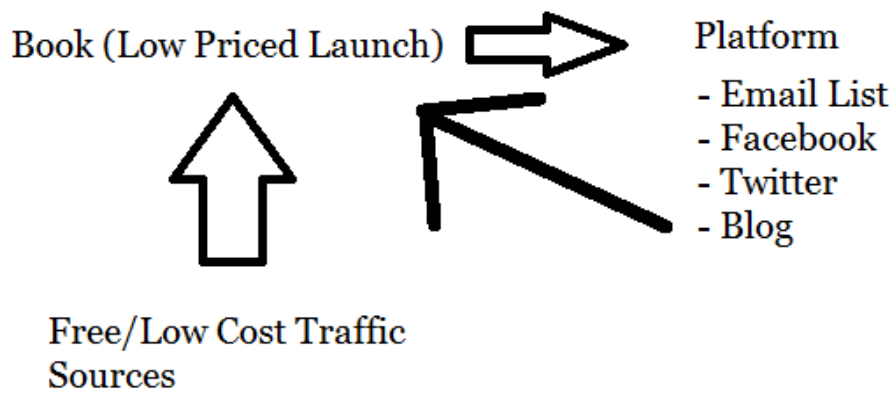
I want to apologize for what appears some beating over the head. I know that not all of you needed to hear this, but some do. I have a lot of authors on my list that have excuse after excuse why they can't do any more than a tiny amount of promotion. Let's change that!

Let's start today – if you want to be free of the job, if you want to finally make writing a fun and full time experience, giving you the freedom to be your own boss, then now is the time to commit to it.

The Platform Building Strategy

Let's begin building reliability into your book selling business. This strategy I'm going to cover is simple and builds your platform with each and every book you launch, from now until the day you die. (Or stop writing books)

The strategy is actually rather simple. Let me draw you a pretty picture.



(Award Winning Art)

Simple.

You launch your book at 99 cents. (After gathering reviews) You then utilize the free/low cost traffic sources to bring traffic to your book.

At the beginning and end of the book, you include your platform information. In short, where they can sign up to follow you.

In the past, I would recommend an email list almost exclusively. I still do recommend an email list and we will cover that, but I now think it's wise to also include "easier" ways to follow you that doesn't require giving away an email list.

Twitter and Facebook are super simple. They click a button, like or follow, and that's it. It's less commitment than giving out an email but still allows them to follow you. Ideally, you should focus on moving them up the chain, getting them on an email list eventually.

In fact, you should get them to sign up for everything they can.

- Facebook
- Twitter
- Blog RSS Feed
- Email list

In this way you can hit them multiple times. You can email them, send out a Tweet they'll see, a blog post notification, etc. The more

times they hear your message, the more likely they will come and buy!

You probably also noticed that each launch you want to send people back from your platform to your book. That should probably be a given.

This Strategy Constantly Increases Your Platform Size

Every time you launch a book, your platform increases. More people are added to your audience at each launch since you are bringing new traffic in as well as using your current platform to make more sales.

The result is a rapidly growing business. The only limit to growth speed is **how fast you can release your next book.**

Alright, so now you know the basic strategy, let's start covering the nitty details.

Pen Names, Book Series, Genre's, Fiction and Nonfiction

So we're here at the starting point and there is already confusion, I can sense it!

"How should I organize my pen names? Genres? Book series? Do I build a platform around a pen name, a book, a series of books...what?"

This is a great question – how **do** we build our platform? The problem stems from the great flexibility books and the way we categorize them.

This is actually easy enough to solve once you think about it. A platform is built around an **author**. You. Well, sort of you. Your pen name in the niche or genre that you operate in. That pen name might be your actual name or not, but regardless, you build your platform around you, the author, and your pen name.

I organize everything like this:

Fiction -> Sci-fiction/fantasy = 1 Pen name.

Nonfiction -> Romance Help = 1 Pen name.

Nonfiction -> Business (This niche) = 1 Pen name.

Each one has a different pen name and each audience/platform is **completely different from the others.**

One platform for my fiction books. A different platform for my nonfiction romance/relationship help. A different platform for my business/kindle help and each with their own pen name/author that the platform is built around.

To me, this makes the most sense and is the easiest to organize. That way, if I write a series of books (or even multiple different series) in one niche/genre, I can promote it to that single platform.

You will note that I don't mix platforms or pen names. There are several reasons for that, some due to business organization and tax benefits. However, the biggest reason is to lessen buyer confusion. For example, my platform for fiction books knows if they get a message from me about a new book, **they know without thinking that this new book would interest them.** And to be honest, I want people to love me to the point they purchase without thinking! (And so do you)

This is how I recommend you set up your pen names and platforms. If you write books in multiple, widely different niches (nonfiction biographies vs. kids books, for example), then separate them via pen name.

Starting Point: The Book

Now that we have the pen names and platforms out of the way we need to dive into organizing promotions based on books.

As you already know, each book is promoted and the buyers are added to your platform for future promotions. Now, the next question is, what about book *series*?

It doesn't make much sense to do individual, outside book promotions to books in the middle of a series. If you pay for book promotions or do free book promotions to middle books, then you have new buyers coming in half-way through a series and that will be confusing. (Unless you write each book in the series as a standalone – which takes place in the same universe but not the same story arc/timeline)

So how do you drive new traffic to this series?

This is where promotion funnels come in and there are all sorts of ways to do this. I'm going to recommend two methods, the free lead and the low priced lead. Before I explain these, however, let's define some terms.

Lead or Front End: The book which a new reader is introduced to you.

Backlist: Other books in the same genre/niche that get sold to your platform. (Note: Some or all of your books on your backlist could be their own lead! Why? All of your regular buyers are part of your platform, but an individual buyer, who we'll name Bob, only came in from one book lead. Bob bought To Kill a Zombie, but didn't know you had Alien Invasion, which is a related sci-fi apocalyptic book. To Bob, Alien Invasion is part of your backlist.)

Funnel: The process of taking your platform and promoting your backlist.

Series: An arc of related stories. From a marketing perspective, the first book is your Front End that you promote heavily, while the next books in the series are the backlist or the funnel.

Event: A reason for running a new promotion. Typically the introduction of a new book.

So here is how this works – say you are a new author who is writing a book series, Zombie Flesh, and you are going to have 3 books in the series:

- Zombie Flesh
- Zombie Flesh: Regurgitated
- Zombie Flesh: Digested

Zombie Flesh would be the lead book. Obviously you would promote that book when you launch it. But what do you about book 2 and 3?

If you promote book two to brand new people and they buy, they are jumping into the story a third of the way in! And that's no good.

But you want new people to come into your platform at each book launch, even if they are in a series. How do you do this? Simple. Do a series tie-in.

So as you launch your second book, you would also lower the price of the first book and do another round of promotion for that book **while also mentioning that book two of the series is also available.**

In this respect, the first book becomes a low priced lead. The next book in the series becomes the **event** – the reason for doing another promotion for your first book. Then, of course, you promote Book 2 to your platform, because you know that most people in your platform probably own Book 1.

This is your **funnel**. Bring people into your book series from book one, then promote book two and three to your platform.

Promotion -> Book One -> Platform -> Book Two/Three.

Of course, another way of doing it is offering Book one as perma-free and constantly be promoting it regardless of the launch of your next books.

If all this sounds too complicated, just forget it and simply promote your first book in a series every time you launch the next book, letting people know that book 2/3 is also available.

Make Sure Your Book is Found

Yes, even though we are promoting our book with the resources I'm providing here shortly as well as to our platform, we still want to optimize our landing page so that it is found inside Amazon. Those are free buyers Amazon will send you and they will join your platform, so to neglect this is to leave money on the table.

I'm not going to go into detail here, because this has been covered a million times. If you want more information, this is an excellent [product on the topic](#).

You want to make sure your book can be found before you launch. Use your primary keyword in the title and description.

For fiction books: "Zombie Flesh: A Post-Apocalyptic Survival Story" (Assuming the keyword you want found under is "post-apocalyptic")

Nonfiction: “How to Flirt: A Shy Guy’s Guide to Flirting”
(Assuming the keyword is Flirt or Flirting)

Make sure the book cover is professional looking and fits the genre well. It’s the first thing people searching sees and will grab their attention.

Of course, I recommend you get a few book reviews first. If you can, five to ten verified reviews before you launch will go a long way to helping you sell, assuming they are positive reviews.

This is pretty much it for the book itself. Let’s move on to getting traffic.

Grabbing Traffic – Stage One of the Strategy

Alright, from here on out, it gets really easy. The hardest stuff, organizing your plan, is out of the way. The rest is simple and by the time we're done, you'll be ready to dominate!

Right now, I'm assuming you are starting from near nothing. You might have a book or two finished (or in the works) but are without an email list or social media following. So we need to get those!

In order to do that, we need to sell a book and get those buyers to join our platforms. So the first order of business is getting exposure and sales for our book and we are going to cover that here.

Free Resources for Book Promotion:

#1 Resource: BuckBooks.net

Sign Up Here: <http://buckbooks.net/buck-books-promotions/>

(Note: They open and close periodically. At the time of this writing they are accepting submissions, but you have to be an affiliate of theirs, which you can [sign up here](#).)

For indie authors, I have found nothing but raving reviews for this service. It's completely free and they will promote your book if you follow these guidelines:

- Your book doesn't suck
- You price it at 99cents (Their biz is centered around "books for a buck")
- You join their affiliate program.

That's it. If you follow those rules, they will work in a promotion for your book.

They are growing incredibly fast, due to their genius business model. You join their affiliate program and you promote them. They then promote you. Since all authors are also affiliates (who make a dollar per email sign up), their **email list** is exploding in size. (Notice I emphasized email list...more in the next chapter)

Considering they are:

- Free to get into
- Have much lower requirements than BookBub
- Pay authors affiliate commissions to send subscribers

It won't be long before they overtake BookBub. Yes, they will overtake BookBub as the king of promotions, and I hope they do soon.

They can send hundreds of sales, as seen by the many success stories, which you saw some of the on the sales page for this guide.

This is just one of the starting points. Get a promo in with them, get hundreds of sales, and build your platform.

#2 Resource: [Author Marketing Club Free Submission Tool](#)

They call it a “tool” and an “app” but it’s really just a list of the top book promotion sites that don’t require payment, gathered in one spot for ease. Just click the logo and enter your information.

Between these two resources, you have enough to begin building your author platform. But we shouldn’t stop there, as there are a load of affordable promotions you can run for dirt cheap.

Paid Resources

In my opinion, paid resources are far better than free resources. Yes, those above (especially BuckBooks) can send you hundreds of sales in just a few hours, for free, there is only one problem.

Competition.

By paying a small bit of money, you remove 60 to 80% of your competition and have far more control over your promotions than just relying on good timing.

Now, I know. Paying for promotions might seem like a lot to ask for. But if you are now feeling the “ugh, I don’t want to pay for anything” vibe, I suggest you reread the first chapter.

Or, if you would rather not do that, then I’ll sum it up again here.

So you are saying you don’t want to invest 5 to 10 bucks in promotions to help you get free of your job and make writing your full time profession?

Yes, just 5 to 10 bucks, and no, I’m not talking about “Facebook ads” or “Google ads”. I’m talking about Fiverr gigs and low cost book promotions from promo sites. These are the ones that **email their list** about your book, which can **send dozens or hundreds of sales to your book quickly**. (Noticed I emphasized email list again...think I’m building up to something?)

In any event, don’t be afraid to spend a few bucks to promote your book. This is money well spent (and not a lot of money either) because these people aren’t just buying your book, they are also going to be signing up to your lists, following on twitter, liking your fan page and so forth.

#1 Resource: Fiverr

There are a ton of fiverr gigs that help authors become a success story. Here are a few I recommend. (Note these gigs have either been tested by me or I’ve found others who have used them successfully)

Of course, there is the legendary BKnight, which I've mentioned before:

<https://www.fiverr.com/bknights>

Another HUGE one:

https://www.fiverr.com/marketing_ebook

While this is for free days (an excellent strategy if you are brand brand new), it's an excellent gig.

<https://www.fiverr.com/melrock/promo-your-kindle-free-days-to-my-huge-social-network-twitter-fb-pin-and-blog>

Another free or perma free promo:

<https://www.fiverr.com/thedesertgirl>

There are others, of course, but those above are the top gigs that have worked for me and others.

#2 Resource: Book Sites

These are website that are **affordable**. Which, to me, means the least risk involved. I don't want you dishing out 400 bucks (*cough* BookBub *cough*) if you are first starting off.

ENT (Ereader News Today) – Almost 5 years old and responsible for the success of hundreds of authors. Their prices are a bit higher than I would like for an author starting off, but they tend to be worth it.

[Price List](#)

[Submission](#)

TweetYourBooks

Twitter promotion service. I've seen some successes with this (though I've never used them, yet). While they seem to be spendy, one look at what they offer shows they are **super cheap**. With a twitter list of 550,000 book buyers and readers. **49 bucks gets you 70 tweets per day or 59 bucks gets 7 tweets per day for a month!**

I would coordinate a free or low priced day (no more than 99 cents) and utilize scarcity to get better results. (Only available Free/99 cents Until XYZ)

[Submission](#)

ManyBooks

This site is rarely talked about but is usually highly considered among those who pay for promotions. In other words, they tend to get results. On top of it, they are very affordable! Basic package is 20 bucks and the top package is 35.

[Submission](#)

Building the Platform – Stage Two

The traffic needs somewhere to go, and for our purposes, the target is your book.

Now, you could send traffic to the platform first – an email landing page, your twitter, blog, etc. And there are good reasons for doing this, but we aren't going to focus on that. Instead, we want *buyers* to join our platform.

It's more than that, though. In order to join the platform, they must do something else besides just purchase.

1. They must open the book.
2. They must click a link.
3. They must either enter their email or agree to follow or like.

These extra actions weeds out people who are not as enthusiastic about us and our books, leaving us the hardcore fans. So while you might send 1000 people to your book, only 5 or 10 will join your platform from every one hundred buyers.

Now, that might sound discouraging. But don't let it be. Those 10 people will buy just about every book you release. And each book you release, more people will join your platform.

That adds up quick.

If you have 5 books in a genre, and each book sells about 500 copies a month (which can easily be done in most niches if you actively promote your books like I recommend in the last chapter), you will have sold close to 30,000 copies in a year.

That should result in about 3,000 people in your platform. And most of those people will buy each new book you release! Can you imagine selling 1000 to 2000 copies of a brand new book upon release?

You'll be launched with super high book rankings (top one hundred best sellers), causing even more sales to pile on, which of course adds to your platform.

It grows rapidly with each book.

Platform Book Placement

We want people to join our platform. To do that, we need to link the various platforms in our book.

For simplicity, I recommend Twitter and an email landing page.

I love the how simple twitter is – link to your page and they click “follow”. The barrier of entry is low and it takes no time to follow you. Then you can tweet a message and your followers see it. Place the link in both the front and back of the book.

You also want a way to people to give you their email address. If you use Mailchimp then you can set up a landing page hosted by them.

You will want to place that email link in both the front and back of the book. Provide an incentive to join – for example, extra content or help with their problem. Or if the book is fiction, extra content about one of the characters as bait to join.

As your traffic grows, so does your sales and so does the followers/subscribers.

The Power of Email

I’ve mentioned email marketing several times. In short – if you aren’t doing it, then you’re missing out.

Email marketing lets you send an ad for your books (or other books) to your email list, which in turn makes you more money. Email marketing is flexible and smart. It’s a valuable resource that you can turn to at any time and make money with it.

It allows you to:

- Promote your books and sell a ton up front. (Amazon likes this and will promote your book if you hit enough sales early on, which is easy with a list)
- Promote other books and related products for affiliate commissions
- Have other authors pay for ads to promote their book
- Leverage your list to gather attention from other authors so they promote YOUR book (in hopes of you promoting theirs).

As you can see, the benefits are large.

“But Rob! I hear that email marketing is dead or dying!”

People have been saying that for years. I remember first hearing it in 2009, over six years ago and email marketing is still around and still super strong.

The benefits of email will allow it to carry strong for many years. Some people think Facebook and other social media will destroy email. The thing is – email has advantages over social media.

- Email and email clients keep mail better organized. Messages and posts inside Social Media are not.
- Emails are more personal and private.
- Email messages have no limit on length, you can embed media into email (images, audio, and video), and you can attach anything to them. Not so with social media.
- Email requires no “setting up”. Social media requires you to fill out a profile, have a picture, and more.

These are just a few reasons why email isn't going anywhere!

Email Signup and List Maintenance

This is probably the biggest stumbling block that is holding most authors back from really exploding their sales. The question of...

- **How do I build an excellent email landing page?**
- **How do I keep my list happy?**

Luckily, the solution is not as difficult as you might think.

List “maintenance” is all about emailing them. Send them emails about your products, books, others, opinions on the marketplace and anything that can help them.

That's it.

Seriously. Email them.

A lot of guides have all sorts of suggestions regarding email times, quantity, quality, size, etc...I've found this one thing to be true:

If you email your list regularly, they will pay attention. If you stop emailing them, they won't.

Don't get caught up in the minor details. Yes, if you do things "perfect", you can get higher open and click rates, along with more sales.

But if you gather these people from your book sales and they are a fan, they'll like hearing from you. So just email them daily if you can, let them know about you and your books. They will enjoy the emails and buy more!

Stage Three – Profit

Now is the time to profit. You have your book, you have your traffic sources, and you have your platforms gathered – Twitter and Email (and possibly others).

So now is the time to profit and grow.

The first small order of business is moving people from Twitter to email. Twitter followers can be a powerful resource, but in an email list, it's much better.

So one of the first orders of business is to get people from your Twitter list to your email list.

This is easy – again, offer something of value in exchange for an email sign up. Build a landing page with Mailchimp and send the link out as a tweet.

You will get people who will sign up! That's what we want – moving up the promotional chain.

The Promo Chain

I call this the chain because it's like a chain. Each chain link is a more powerful promotional tool.

Here is what it looks like:

- Twitter: Easy to get people to follow because all they have to do is push a button AND they don't have to give you the trust of their email.
- Other social media: Facebook and others. Similar to twitter.
- Blog: Also easy to get people to follow. I recommend that you send people from your twitter list to your blog.
- Email: The most powerful but also requires the most work to get into. Unlike just "clicking a link that says follow", the user has to actually trust you and then type their email into the box.

This means email will convert the least – but the people who join are the most passionate of followers.

Your goal is to get people up the chain, first by starting off at Twitter or other social media and working your way up.

This is also why I suggested Twitter as the first link in your book. While you can also include an email sign up newsletter, you give people the choice of Twitter meaning you will get more sign ups.

If given the choice between Twitter or no way to capture them at all, I'll take twitter all day long. While not as powerful as email, you still have a chance to message them.

Multiple Modalities

If you have people on a Twitter list, Facebook group, blog, and email list, then you have the chance to hit them up through multiple channels.

I heard a while back that it takes a person 7 interactions with you before they purchase something. That may or may not be true – but I do believe that it's true that the more they see you, the more inclined they are to buy.

Imagine this: your audience sees a tweet from you, then gets an email from you, then sees an ad on Facebook...what do you think they are going to do?

An increase the chance of them buying for these reasons:

- Those who wanted to buy your book but forgot will now do so.
- Social Proof: Seeing you everywhere will translate to “important” in the eyes of your prospects. It's like branding – you are etching you and your book into their mind.
- Some people pay attention to some channels over others. Some may not bother with Facebook but will see you in their email. Some may not pay attention to email but will notice your tweet.

This is why I advocate having as many platforms as you can. Social media, video, email, etc. All these are important for visibility and owning mental real estate of your customers mind.

So work on building up all your platforms, while funneling into an email list – you won't regret it!

Troubleshooting

Having problems with something? A question? I might have it answered here!

Q: How much does it take to get an email list going? Isn't it super time consuming both to set up and manage?

A: To set up? Minutes. Places like Mailchimp and Aweber you build your own landing page using their system. If you build your own, there are tons of tech to help speed the process along.

There are wordpress themes like OptimizePress, ThriveThemes, InstaBuilder and tons others.

If you don't want the hassle of building a landing page yourself, then there is LeadPages.

Management is simple. How long does it take you to write an email or two a day? That's it, really.

I mean, sure, there are other things you can do, like cleaning out old useless leads, and working in an autoresponder funnel, but those are usually one time or once in a while things. Most of your management is simply sending an email!

Q: Okay, I'm convinced. What email provider should I go with?

A: Mailchimp is free to start, just realize that they don't like affiliate marketing, so don't send emails with affiliate links in it.

Aweber is an industry standard and so is GetResponse. There are others, though, and some can be quite expensive. If you are just starting off, just go with Mailchimp and later on you can move to Aweber once you are ready to start mailing as an affiliate.

Moving over to Aweber is simple – just upload your list from Mailchimp.

Q: So I've given this a try – and it didn't work. I didn't sell very many copies and I've only landed a few people on my twitter/email list. What now?

A: Just a warning – if you think I have a precise answer for you, you're going to be disappointed, but the real answer is easy.

Try again. And again. And again and again and again. Keep trying until you land a success.

I'm not going to sugar coat it. You're going to have flops. Maybe more flops than successes, but that's the nature of all business. Some products will do exceptionally well, others won't.

If you rundown my products, you'll see this mix:

- About 20% flops
- About 20% huge success
- About 60% "average"

Standard bell curve. Since 20% are homeruns, I want to get through flops and averages. So I work on creating more stuff and selling it. It's that simple.

The other reason is learning and experience. As you experience flops and then successes, you'll start to discover what makes each different, and you'll begin to develop a formula for success that works for you!

The good thing, though – even if you flopped and only sold a few copies and only put a few people on your list...that's still not a total flop. You still gathered leads. You might have even made a few bucks.

Build off of it! Start mailing to those 4 people you added to your list. The next time you create a book, those 4 people might buy immediately...which is like guaranteeing sales! That might push your rankings and this next "flop" adds 20 people to your list.

See where I'm going? It's okay if this process takes a bit – but if you keep at it, in under a year you'll have a viable book selling business!

Join the Back to Back Platform Building Class!

If you haven't joined this yet – you should.

I'm hosting a two day, back to back webinar class in which we are going to cover all the stuff inside this guide and more.

Examples, case studies, in depth strategies and more, in front of a live audience of you and your peers. Come get your questions answered and more!

[Click here to join.](#)

There will be replays available, which everyone who joins can download for free!

See you soon!