



Action List: Achieve Amazon Bestseller

While it's great and all, the title of Amazon Bestseller should not be the main reason to write your book. It is useful, though, to signify your author credibility. Bestseller status does come and go, so while your book is launching, be sure to take advantage of it. It's just one strategy among a heap of other strategies that you can use to impact your new book's success.

While the 'new book' competition is fierce, most novice authors don't take these simple actions and plan their book marketing. Don't be daunted, over time you'll be able to pick it up.

These strategies work best for Kindle, but taking these actions for the ebook version may well mean your print book starts achieving the same status. While no strategy always works without fail, these actions have worked for my author friends to get to bestseller status.

Firstly, create a book with specific information that solves a problem a specific group of people are crying out for. Structure it logically for those people and don't assume they have prior knowledge or know the jargon.

Your book needs these elements:

- **Title and Subtitle** – best to use a keyword known in the category your book is in e.g. 'abundance' is in one of my titles. Do not use your title keywords again in the 'keywords' section, that is considered keyword abuse.
- **Front cover** should be compelling, still visible when made tiny size, and designed preferably by a graphic designer with a great track record of covers.
- Write a proofread **description** on your Amazon book page and the back cover of your book which speaks directly to your ideal reader. Include any endorsement in the correct section.
- A **call to action** – to review, download a gift (collect their email), or contact you.
- Include one of these minor requests inside the first 15 pages (included in the free sample view). It might trigger a reader's curiosity.
- **Look Inside the Book**. If not there, you can set this up once by going to the KDP Help and doing "Search Inside" email submission.

Pre-Launch:

1. Pick the correct two niche categories. There are over 500 categories, so choose the right one for your book and market. Keep drilling down on the topic matter.
2. Start sending email teasers out some 4-6 weeks before launch. Try LinkedIn messages if you have no email list.



3. You can get your book listed on Amazon before you do the official launch – it's called a Preorder. Try to get 5-10 reviews in that month. Either give a free copy and ask for an honest review with a link to the page, or set a low price, like 99 cents. The advantage of setting a low price is that they become a 'verified purchaser' when they give the review. Amazon prefers verified purchaser reviews and it gives the review more chance to be approved as well.

Launch Phase:

Amazon has a 90-day kindle program called Amazon Select, that is just for ebooks exclusively sold at Amazon. The KDP price promotion allows you to select 5 days of FREE promotion on Amazon worldwide. This is not allowed if you have shifted the price in the past 30 days. If you do tick Select, **you can't publish anywhere else, including your website.** During these 90 days Amazon promotes on their lists – especially if you get to Bestseller Status. Set up promos on other marketplaces at the same time to build on it. The Kindle Countdown Deal is only run in US and UK. Advertising is only for Amazon US.

1. Choose a 5-day launch period to run a promotion – on the first two days, you'll need to keep a close eye on the launch. Set up scheduled posts (Facebook) to promote your book, a blog post, and LinkedIn updates.
2. Best to launch both print and ebook at the same time.
3. During the launch period, you need to tell everyone about it. Spread the word throughout your social media profiles and send emails, particularly on day 1. Always explain the book's premise as people may not have heard of it and wonder if it's for them.
4. Your aim here is to get sales and **reviews** – aim for 5-10 reviews. Ask for the reviews from your email base or on a facebook page where you are promoting it.
5. Check the sales status regularly and take a screenshot, especially if now at bestseller. Let your followers know how the ranking is going and ask them to share with their friends. This creates momentum.
6. You can use Kindle countdown deal – you set the price at 99 cents or 1.99 for a couple of days, increase a bit, then go to regular price. Amazon puts a timer and your potential buyers can see it counting down to a price increase. You can only set one Countdown deal per 90-day period per marketplace.

Post Launch Phase

7. Slowly increase the price.
8. Thank all who bought and gave reviews either in the prelaunch or during the launch



phase. Let them know you reached Best Seller.

9. Use a screenshot of reaching Best Seller to market your other books or programs, giving you lots of credibility in your market.

Bestseller success depends on:

- The category/categories you choose – Dave of Kindlepreneur says to choose the narrowest niche and even ask Amazon for a sub-genre if there is none.
- The number of orders you get
- The number of reviews
- The size of your email database, followers on social media that engage, etc.
- Marketing consistency and the amount of time you invest
- Whether your audience and network cares about your topic and you enough to help you reach Amazon Best Seller. If you give a lot usually, then you might expect more help come launch.

OTHER TIPS:

- Do not pay for a free book to be promoted, especially if still in testing mode.
- If you already have your book on Amazon, you can choose to follow the launch phase or run a contest for an item around \$100+. Revise your book & its sales page to be the very best possible and then run your contest only for those who both purchase and give a review. It must have a valid prize and must be clear it is a contest and not a bought review. Announce the winner by email and make a fuss on your social pages.

Rafflecopter allows you to run contests and give away prizes, optionally via Facebook, with a free plan available. <https://www.rafflecopter.com/>