

# BECOMING AN AMAZON BEST SELLER

Wouldn't it be great to be a best selling author? Becoming an Amazon Best Seller is not far out of reach. In fact, it's much closer than you might think.

Don't worry, you don't need to be famous to be a Best Selling Author. Follow these simple guidelines and you'll be on your way to the top of the stack in no time.

# PLANNING YOUR APPROACH

## GROW YOUR AUDIENCE

**This is the best way to ensure your book is going to land its stage dive.** The more people know about your book before its release, the more readers, reviews, and sales it can generate. You can start this process while you're still writing. The sooner, the better!

### Establish Credibility

- Have an author website
- Maintain an email list
- Talk to people! Respond to comments and answer questions.

### Play To Your Strengths

- Choose social media sites that you will actively use
- Find your audience - what hashtags or pages do they look at?

### Get Their Attention

- Announce that you will be running a contest at launch, wherein reviewers will be entered to win a prize.
- Make a video of you reading an excerpt from your book.



Enjoy connecting with your potential readers. Build interest and trust!

## HAVE A GREAT LAUNCH TEAM

**Behind every successful book launch is a solid launch team.** Launch teams are built from your audience. Ask your most active and enthusiastic supporters if they would like to help you launch your book.

### A launch team will

- Review your book
- Spread the word on social media
- Support you through your book launch

# LISTING YOUR BOOK

## CHOOSE WISELY

**Amazon's Best Seller Lists are split up by category.** Your goal here is to choose a less-competitive category, and get to the top.

### STRATEGY:

Look for categories with books ranked #10,000 to #30,000 in popularity. You can choose two categories per book, so make them count!

## KEYWORDS MATTER

**Amazon gives you the option of adding seven keywords or short phrases.** These will help people find your book, and should relate to the content.

**Use keywords to describe themes, setting, or tone.** If you have the perfect book for hikers seeking Bigfoot, make sure they can find it on their first search for "north american cryptids!"



## LAUNCH AT A SALE PRICE

When your book first hits the Amazon Marketplace, **set the price low - either \$0.99 or (gasp) for free!** Don't panic, you will raise the price up after a week. For the first few days, you want to sell as many copies and garner as many reviews as possible. Remember, your launch team is there to help amplify your impact!

## RUN A CONTEST

Nobody likes writing book reports. Incentivize your readers to leave a review! Good or bad, all reviewers will be entered into a drawing for a prize (pick something irresistible!)

# THE AMAZON BEST SELLER LIST

## GETTING THERE

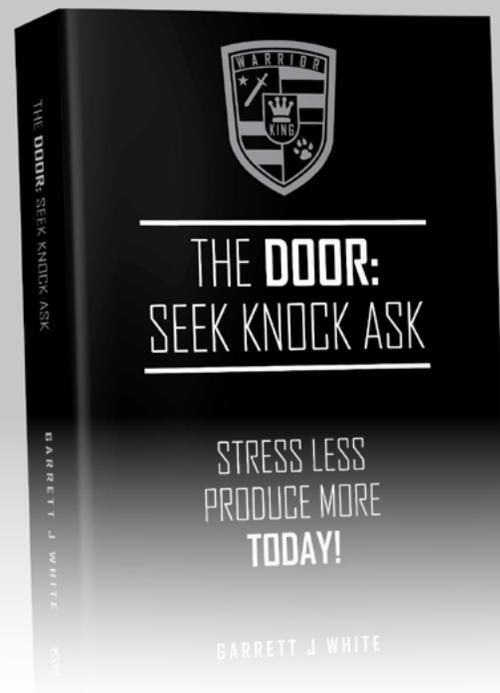
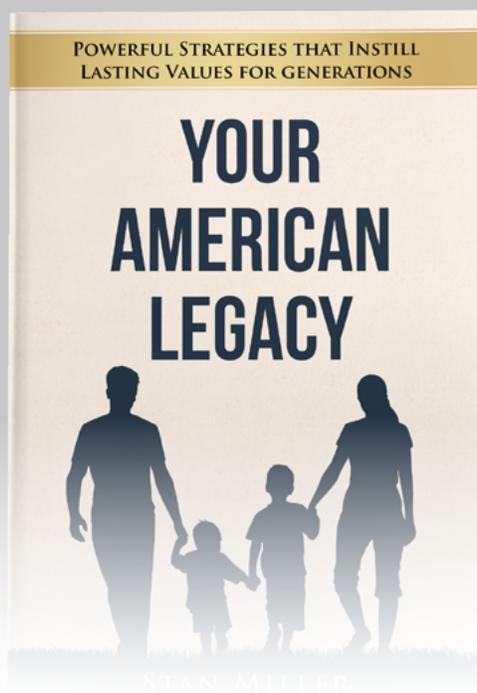
**Your goal is to have consistent and ongoing sales - and plenty of reviews.** Although a big flood of sales in the first few days is exciting, a steady stream of purchases throughout the week is better. Amazon favors consistency and engagement. See our checklist for more details.

## STAYING THERE

**After your initial audience has read your book, their feedback will bring more readers.** Send out an email or post reminding your readers that the sale price is ending at the end of the week, and remind readers to write a review if they haven't already.

## IT'S NOT OVER

**You will still need to promote, promote, promote!** Believe in your book, and be its biggest cheerleader to get it to the top of the charts!



## GO GET 'EM, BEST SELLER!



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