

Rob Kosberg: Welcome to the call, everybody for Module II of Launch Your Bestseller. As you guys know, this is going to be a five-module course that we're going to be doing together. This is the second module. What we're going to discuss in detail, the set up phase of launching your bestselling book. What I'm going to be sharing with you over the next five modules starting with the one from last week are the exact steps that we take, me and my team to promote our Done For You clients' books to bestsellers status guaranteed.

As you know, we have a number of clients, 80 to 100 authors that we're working with right now either in the launch phase, meaning their books are already completed. We're making them bestsellers or their books are actually being done from scratch in our Publish Promote Profit Trademark Program. The things I want to be sharing with you guys are everything that we do so that you can then in turn take this information to do it yourself, launch your own book and make it a bestseller.

In Module II, our focus is going to be on the set up phase. As you may remember, the set up phase has to do with these four key things. This is what we're going to be discussing today. Number one, we're going to talk about KDP which is Amazon's Kindle Direct Publishing. We're also going to discuss CreateSpace. I'm going to leave the PowerPoint presentation. We're going to go live into MyAccounts, so that I can show you some of the basics of setting up KDP and CreateSpace for your own books.

We're also going to have a number of other materials, videos, PDF documents, et cetera that are going to be in the set up phase page, so that literally everything that you need is going to be right there to answer your questions. Number one, KDP, CreateSpace set up. KDP again, stands for Kindle Direct Publishing.

Number two, we're going to talk briefly about the basics of pricing strategies. There are a couple of things that we do in strategizing prices, racing and lowering prices, et cetera. I'm going to discuss that with you.

Number three, we're going to talk about what goes into a successful cover design. I'm also going to show you a couple of accounts and places where you can get your cover designs, really high quality cover designs done. Relatively inexpensively one more expensive than the other but quality is tremendous.

Then last but not least, we're going to talk about book reviews, how to get your book reviews, where to get your book reviews and contest strategies as well if you're interested in running your own purchase and review contest. I'm not a lawyer and so I'm not going to give any legal advice but I am going to talk a little bit about how I run my contest. There are a couple of things you need to be

aware of regarding being compliant with the FTC and compliant with Amazon's rule.

I'm going to share with you how I do that but if you're thinking of doing it a contest for yourself then again, since I'm not an attorney, I'll at least say you should get some advice from an attorney regarding FTC compliance especially.

Those are the things that we're going to hit today and go into great detail. Of course, if you have questions then feel free to type them in the question box and I'll have some Q&A time at the end to make sure that we answer all of your questions really, really specifically. So, let's jump right in.

There's our good friend, Wiley Coyote with his help sign. I want to talk about first the big potential problems that you face if you don't do the set up phase correctly. There are really three big potential problems that you have if you don't do the set up. Problem number one is your book ends up in the wrong place at the wrong time, a little like this referee ended up. You don't want to be in the wrong place at the wrong time.

We've had many clients who have come to us with their books already done and yet were miscategorized. A simple change of category in a couple of cases took our clients' books all the way to bestseller status without much work on our end. Now, we still ended up doing launch and we're going to talk about all the details of what goes into the launch in the next module.

You need to make sure that your book is in the right place at the right time. You don't want your financial book to be a hot new release in the erotic/thriller's category. Maybe you do but I would highly recommend that it not be there. You need to have your book categorized and set up properly. That's problem number one if it's not done right.

Problem number two is you won't get the attention that you would otherwise deserve for your book. Think about this process of see-like-buy. Your clients need to obviously see your book in the right place at the right time. They need to like your book. So, the title and the hook, the cover, it needs to be attractive for that particular audience. It needs to speak to them. So, they need to see it, they need to like it so that they can buy it. Your problem if again, set up phase is not done correctly is that you won't get the attention that your book might otherwise deserve.

Then last and obviously a big problem is you won't get the sales that you should be getting. So we want to do everything in our power to avoid that. We started with the foundation. I was very detailed on some basic things because as I tell all of my clients and had three new clients start yesterday and one new client start today. As I was on the phone with a couple of those clients, I was explaining, "We're going to go into great detail on the foundation because the foundation has to lay squarely, strongly so that it produces the result that you want on the back end.

Obviously, book sales are a part of that but everything else that you want to try to do and accomplish has to lay well on that foundation and part of that is having your book set up properly.

We're going to jump right in to number one which is understanding and setting your account up properly in Amazon KDP or Kindle Direct Publishing and CreateSpace which is an Amazon company, Amazon's sister company which does print-on demand and fulfillment so that people can buy your books literally all over the world.

Now, a couple of things. I'm going to go over some of the main issues in dealing with KDP and CreateSpace but when this video is posted which will be in the next 48 hours or so after the recording is done, then on the page, you're going to have a bunch of other resources that you can draw from.

One of the things that we're doing is I had my technical director, Steve do a separate video that's about I think somewhere in the range of 15 to 20 minutes that discusses in detail how to properly format your book so that your book looks beautiful on KDP, on Amazon and on CreateSpace. That's really important.

There are some basic things like font size and book size and indentation and et cetera that Steve is going to discuss with you in detail as far as you getting your book formatted properly. We're not going to really go into that in this video because I'm doing a whole separate video for you on that.

We'll also have a PDF form that talks about the steps you need to take to create your accounts. They're pretty simple to do but there are a couple of tricks. So we're going to have a document on the video, this video page, Module II page that's going to outline specifically the steps that you need to take and the things that you need to be aware of like setting up your bank account, banking information, payment information, et cetera which is a requirement before you can even download a book.

We're going to jump right in to my account and we're going to talk a little bit about the set up for both KDP and CreateSpace. So this is one of my accounts that has a couple of my books, my first book, Life after Death. Obviously, the book is already on Kindle Direct Publishing but I'm going to go into the account so that we can look at some of the things that you need to be aware of when you are formatting and downloading your book onto Kindle Direct Publishing. We'll go into my book here and we're going to go through the book, the rights and pricing and the KDP Select benefits.

First and foremost, you won't see that on this screen but somewhere up here at the very top, you're going to see a place for you to enroll in KDP Select. You want to do that. You want to enroll in KDP Select because the launch, the five-day promo launch that we're going to do, it's going to be required that you are a member of KDP Select. So you're going to enroll right in there and there'll be a button or something and maybe a small paragraph of information explaining.

From there, fairly simple and straightforward, you have your book name, your title and you'll have a place right here below for a subtitle. Here's what we recommend. We recommend you put your title and subtitle right there in the book name. Don't worry about this subtitle area. You can put something in if you like but we prefer to have the entire title because of the keywords and how keyword rich it is right here in the book name.

You go below that. You're going to see whether or not this book is part of a series, if there's an addition number, who the publisher is. If it's self-published then it can be the name of your company or it can be in your name directly. Either way is completely fine.

You're going to have a place to put in the description of your book. Obviously, they give you a lot of room, several thousand characters for the description. So you want your description to be part of your sale of the book. If you want to put in testimonials or short book reviews, that's fine. Obviously, anything about yourself is very helpful as well.

Book contributors, obviously, this is where you would put your information as the author or you can add additional contributors as you can see for people that are editors who wrote the forward, illustrators, introduction, et cetera. You can add all contributors right here in this area not just the author themselves. Obviously, the language of the book. The ISBN is optional.

At this point, you're not going to have an ISBN unless you've already done your book on CreateSpace first. When you do your book on CreateSpace which is the physical version, your soft cover version print-on demand, they're going to assign ISBN numbers to your book. You don't need an ISBN number for the digital version but if you get it from CreateSpace first, then you can go ahead and put it in here. It's not necessary though. So that's your basic book information that you need to be aware of.

Number two, you want to verify your publishing rights. Basically, this is, "Do you hold the publishing rights or is it a public domain work?" Obviously, if this is a public domain work, you need to list that but what we're talking about and who this is for is specific to those who have written their own work and the authors of the book that you are publishing. In this case, this is not a public domain work and we hold all necessary rights to publish it. That's the one that you want to click there.

Number three is your target and those are the categories. This can be a little bit tricky, so we're going to dive into it. Basically, you get to choose two categories in which your book will be listed on Amazon. You want to make sure that you choose them properly. When we go into categories, what you're going to see is you're going to see a wide variety of categories, everything from antiques and collectibles, drama, education, family, relationships, law, significant number.

Here's the challenge. Oftentimes, when you click on looking at the subcategory because you can see there's nowhere to check health and fitness. If you click on health and fitness, you're going to see there's general acupuncture, aerobics, allergies. There's a significant number. Then there are subcategories based on additional categories where there are significant number of books. So diet and nutrition is a huge subcategory under health and fitness and diet and nutrition. So you could have diet and nutrition and diets as your particular category.

Oftentimes and you need to spend a little bit of time really considering where the best categories are for your book but oftentimes, you'll see under there subcategories, there are choices that may even be found in additional categories. I don't have an example for you right at the moment but as an example, say education, there are considerable number of categories in education, perhaps even categories having to do with ... Here's one, finance for education. Yet, there's a completely separate, you can see business and economics, personal finance, money management.

You could be in a finance category under education and yet, you're really miscategorized because it's not so much about education, policy and reform or an instructor-type handbook. Your finance book may be having to do with personal finance or budgeting or money management or something along those lines. So you need to do a little bit of digging. Don't just come in here for five minutes and fine the category that you think works. You want to spend a little bit of time and make sure that you're in the right place.

Something you'll also see when you go back to Amazon and I won't do it at this moment but when you go back to Amazon, if you were to type in Amazon Kindle bestsellers, then you'll see dozens and dozens of categories of bestsellers. Here's the unfortunate thing. Those categories that you see on Amazon don't necessarily exactly match the categories that you see right here.

So you need to do your very best to find the general category that you want to be in and then from there, look for the best fit of the subcategory that you want to be in. Again, in our example of a finance book, if we were talking about personal finance then perhaps business and economics would be the way to go. Then from there, you could look at something having to do with finance. For example, here's a finance category right there.

Again, spend a little bit of time and go deep. You also have fiction and nonfiction examples here. So, if your book is strictly nonfiction then certainly just start there rather than going into all. Again, it can be a little bit tricky but all you need to do is spend a little bit of extra time to really consider what the general category is you're looking for and then you niche it down from there to the subcategories.

Now, this is fairly new actually just within the last few weeks but Amazon is asking age range and US grade range. This is really much more specific to children's books. Even though you see age range all the way to 18+ or you see grade range to 12<sup>th</sup> grade, primarily what they're experimenting with is for children's books and whether or not they should have an age range because so many children's books are on the market. For most nonfiction or even fiction books, you're not going to worry about this. You're just going to leave that blank and not be concerned about it.

Next is your keywords. You're allowed seven keywords. This is your opportunity to tell Amazon not so much the category but what it is about your book just like you would with a Google search engine. Amazon is nothing more than a buyer search engine. You want to make sure that you have keywords that fit as closely

as possible the topics that somebody would be typing in in looking for a book regarding the subject of your book.

For mine, Life after Death I have, “How to get out of death?” By the way, they’re not single words. There are phrases that you can use as well. “How to get out of death?” even though it is six words, it’s considered one; it’s just one phrase. You can use as many as seven words or seven phrases to tell Amazon what keywords, search keywords most closely relate to the content of your book.

Next, select your book release option, if you’re ready to release your book now. This is also fairly new. You can see that Amazon now has a category to make your book available for preorder. If you want to go ahead and ... For example, if you have your cover already, you have your description, you have all your details then you could in essence make your book available for preorder even prior to your book being downloaded and formatted and ready to go. We haven’t done that. This is a fairly new release of Amazon. So everything that we do for our clients is those that are ready to release their book right now.

Next is to upload or create your book cover. There is a Cover Creator option. It’s in Beta as you can see. It hasn’t been terrific. I mean, it’s fine for really basic but we’re going to talk about cover creation in just a little bit. I’m going to give you some great options for that. As I’ve said, your cover is super, super important. You don’t want to have great content covered with an ugly or unsophisticated or unattractive cover. Spend a little bit of extra time and money to make sure that your cover is just right.

You’re just going to have an image. The best quality image that you can to download into this section. Of course, you’ll do it in a PDF or a JPEG or any type of picture. I think maybe .pic, I’m not sure form.

Upload your book file. You want to make sure that you do not enable Digital Rights Management. When you enable Digital Rights Management, it basically gives the option for people to share your book and share your information. So we don’t enable Digital Rights Management. We leave it as it is.

From there, you can download your book. You can see the upload and conversion was successful. They’ll even do a spell check for you automatically which is a really nice feature. Then you can preview the book if you want which I’m not going to do because I don’t want to take the book offline at this point. You can preview the book and see what the book is going to look like after you formatted it, has it formatted properly. Maybe there’s a page or two that are off.

You need to go back and reformat it. We always do the previewer to make sure that our clients' books are formatted properly.

That's step one of the book and I covered the key areas. Everything else is pretty self-explanatory. Let's go to step two which is rights and pricing. The first thing, we always look for worldwide rights all territory. We want our book sold in as many places as possible. I don't see any benefit for you not to do the exact same thing.

When you set your pricing and royalty, there's basically two things that you need to look at. Number one is whether you want a 35% royalty or number two, whether you want a 70% royalty. Here's the deal though. Of course, everybody wants 70% royalty but Amazon will only give you 70% royalty if your book is priced at \$2.99 and higher. You can see price must be between 2.99 and 9.99 for the 70% royalty.

If I click on the 35% royalty, you can see that is for any 0.99 books or all the way up to very expensive books. When you do that, it will automatically reset what the prices are based on the price that you list here in US dollars. It will price it in Amazon.co.uk. It will price it all over the world based on what price you list here.

We're going to talk about pricing strategies in a little bit but once your launch is done and all the steps have been taken to make your book a bestseller and now you want to price it at your full retail price, whatever that number is and we'll talk about some different options for you, then at that point, you're going to be looking for 70% royalty because we always suggest 2.99 to 9.99 for the digital version.

Obviously, you can do whatever you want but during the review phase and that initial kickoff phase, we suggest 0.99 which means you're only going to get a 35% royalty. As I tell all of my clients, the money, the income, the impact, the independence, all the things that you want from your book does not necessarily come from you getting a 35% or a 70% royalty. It comes from what the book leads to. Again, those are your options with pricing and with royalty information.

Now, Kindle MatchBook is kind of cool. This is fairly new as well. What Kindle MatchBook does is it allows those that have purchased your book through say, CreateSpace, a physical version to also get a digital version of your book at a reduced price. Let's say that your book was priced for 19.95 on CreateSpace, the physical book and people ordered that but they also wanted a digital book for their iPad or their Kindle. You could enroll your book in MatchBook and allow



them to get your book at a discount. If my normal regular price is \$5.99 then they could get a discount and get it for 2.99 and you'll still get a royalty of 2.06 on there.

I actually want the book in as many hands as possible, so we enroll personally in Kindle MatchBook and if anybody's purchased the physical version then we give them the digital version for free. Whatever you decide to do is totally fine. If you don't want to enroll your book in that, you want someone to pay the full retail price for both the physical book and the digital book, you have every right to do that. Again, if someone's already purchased it, it's certainly a nice perk to allow them to download the digital version as well.

Number 11, Kindle book lending is cool. Basically with KDP Select, people can borrow your book and when they borrow your book, you still get paid a royalty for borrowing your book. We always allow Kindle book lending as well when it comes to our rights and pricing.

Last but not least, KDP Select benefits. You have two options here for KDP benefits. One is your Free Book Promotion and the other is your Kindle Countdown Deal. The Free Book Promo Period allows you five days every 90 days to offer your book for free. It's a great way to get a lot of attention to your book. It's how we launch our clients' books. It's how many New York Times and Wall Street Journal books are launched as well. It's something that they allow every 90 days, only 90 days so that you can draw new attention to your book, relaunch your book.

Kindle Countdown Deal is fairly new as well. Basically, that allows for a countdown for a promotional price. Let's say your regular retail price is 5.99 like mine. If you did a Kindle Countdown Deal, you could offer the book for \$1.99 for the next seven day and would countdown those seven days to give anybody that purchases it the benefit of receiving the book at that discounted price.

That is your basics of Kindle Direct Publishing. When you click submit under rights and pricing, generally speaking, it will tell you that, "Your book will be available in 12 to 24 hours. However, we found that your book typically is available a lot faster." At least ours and our clients usually are live within just a couple of hours.

Once all of those steps are done, done simply, done correctly and it shouldn't take you more than probably 30 to 45 minutes to do that even if you have to dig deep into the categories shouldn't take any more than about an hour to get all of

that done really properly. Make sure that it's formatted correctly and go ahead and get your book live on Amazon and have the opportunity for it to literally be sold all over the world.

So, that's Kindle Direct Publishing. That's all what we're going to discuss on that. As I said before, I have several videos and PDF documents that you're going to see on this page that are going to help you with outlining the steps to set up your account as well as dealing with formatting issues, et cetera. All of that is going to be available to you.

Let's jump over to CreateSpace for just a second and we'll walk through some of the details of CreateSpace as well. You could see I got a little bit of royalties there. Even in Great Britain, I got £4.5, £4. So, that's great. I don't know why people are buying my book in Great Britain but fantastic.

With CreateSpace, CreateSpace is your print-on demand version of being able to sell your book all over the world where you don't have to buy 100 or 1,000 copies and keep them stored in your garage and then ship them out. CreateSpace will literally do everything for you. So I just want to walk through a couple of intricacies in regards to CreateSpace so that you can be aware of what to do. Again, you're going to find on this page some other details helping you with CreateSpace and formatting and what not.

Let's walk through the set up. Here, you have your simple title information that's necessary just like KDP. By the way, if your book is already set up in CreateSpace, you can ... We've never done this but you can click a button and have it set up for you in KDP as well. We prefer to go the opposite direction. We always set our clients' books up first in Kindle and then CreateSpace later. We do that for a couple of reasons but primarily because our launch focuses on the internet and using all these digital properties to get downloads. We still get residual physical book sales but we're not as concerned about that.

Title information, very self-explanatory and simple. The ISBN number as I mentioned to you, your book gets assigned an ISBN by CreateSpace directly. Your ISBN, of course it cannot be changed as it says here. That will be assigned for you via CreateSpace. They'll take care of that.

Regarding the interior and I can't touch anything here or it will take literally 24 hours for this to be back online but you'll upload your document, PDF or otherwise. You'll have an opportunity to check and make sure that the formatting is correct. If there are any formatting mistakes then you'll be able to

change those formatting mistakes but the submission is important because this is your physical book and you want it to be done properly.

When it comes to the cover, you can choose a matte or a glossy finish. There's a little bit more to do with the cover for CreateSpace because obviously, your cover with the digital book is just one image; it's the front. With CreateSpace, you have a cover, you have a spine and you have the back cover of the book. You'll need to think through what you want in those different elements.

If you're not sure then the two things that you can put on the back cover or you can put any reviews of the book or an explanation of what people said about the book or you can put a description of the book itself on the rear. Plus, you'll have at the bottom, you'll have your ISBN numbers and price and publishing details, et cetera.

Once you do that, you choose that and upload it, your set up is complete. If you make changes, typically speaking, it does take about 24 hours during the review period before CreateSpace will have it back online. You can go here. You'll be able to through the Digital Proofer review your book. You can download a custom-generated PDF. You can see it in a 3D view of your digital version so you can see what the spine looks like, the rear cover, et cetera. All of that is allowed within CreateSpace and they make it really, really easy.

Let's talk for a second about distribution and the channels that you have with distribution. I don't know why you wouldn't select all of these but basically with distribution, you want to select Amazon.com, you want to select Amazon Europe, you want to select the CreateSpace E-Store, you want your book to be available via bookstores and online retailers, libraries or CreateSpace direct.

You want your book regarding channels to be available in all of these places. There's no reason why you wouldn't because it's free to have all of that done. Select of all those so that your book can be available in as many places as possible.

Now regarding pricing, what we suggest to our clients depending on the length of the book, we suggest for the physical version the book be priced no less than \$15.95 and usually no more than about \$24.95. We suggest that for a couple of reasons. Number one, if a client is looking to use their book for lead generation and let's say they're going to give away physical versions of their book, then we want the book to be priced as highly as possible.

So that if someone were to go and look at it and think about buying it, they see, “Wow! Someone’s giving me a book and every day price is \$24.95.” We want the value for that free book to be significant because it’s not free for you to print and have done and it wouldn’t be free for them to buy. Again, that’s for lead generation purposes.

If all you’re trying to do is sell books and sell as many physical books as possible, then you may consider a price adjustment. It will also of course share with you what your royalty will be which is cool. amazon.com, the royalty for a 15.95 book is \$7.42. For CreateSpace E-Store, it’s 1.61. Expanded distribution, Amazon Europe and Great Britain and Continental Europe, you can see what the prices are. You can choose what your pricing will be but those are the suggestions that we give our clients 15.95 to 24.95 as suggested.

Cover finish, we’ve already looked at that. You have a choice of matte or glossy. Again, description, that’s information about the book itself, author biography and search keywords much like what we saw on KDP. Then you have the option to immediately publish your book and your cover and your interior file. As I said before, you can submit your files to KDP. We’ve never done that because we always do it in reverse. We always do KDP first. So I can’t tell you what bugs there may or may not be in submitting your book first to CreateSpace.

Again, I know it took me maybe 20 or so minutes to go over those two and I did in a cursory fashion. As I said, we have another video that talks about formatting and download. We also have some PDF documentation that’s going to be available on this page that will show you all the specifics on getting your account set up. Of course, your project manager will be available to get any questions answered.

If he can’t answer those questions then someone on our tech team can certainly help you with those questions but that’s Amazon KDP and CreateSpace and those are the primary things that you need to be focused on and know when it comes to that.

Let’s jump right into number two which is pricing strategy. I’ll share with you some general things what we suggest our clients about pricing but it really didn’t have to do with the launch. What I want to do is I want to spend a few minutes talking to you about how we price our books and the way we think about pricing when it comes to the actual launch of the book.

Here are the four steps in pricing that we take. Number one, during the review phase, we want to price the book as inexpensively as possible, so we priced it at 0.99. In some cases, it has to be priced a little bit higher depending on how large the book file is. If the book file is a little bit larger then it will have to be priced at \$1.99 but most 95% of all books we do are priced at 0.99 for the review phase.

Why is that? It's simple. When you do review exchanges with other authors, they don't want to pay full price for your book just like you don't want to pay full price for theirs. You're doing them a favor; they're doing you a favor. Number one, we want the reviews to be Amazon-verified reviews which means there has to be some price attached to it.

Number two, we're primarily concerned about getting a review. As long as it takes us to get seven, eight, nine, five-star reviews, usually for us that's no more than two to three weeks, we're going to go ahead and have it priced at 0.99.

The next step is we're going to schedule our launch. The day before the launch, we're going to raise our price for that one day to the highest price we can \$9.99 prior to the five-day promo launch. Why do we do this? We're tricking the system just a little bit. There are tons of websites that deal with Kindle books and good quality books, books that are well-reviewed that go on special. These books are set up or these websites are set up in an automated fashion to alert these website owners to books that have been discounted.

So when you raise your price to \$9.99 and immediately the next day or let's say two days later, your book is under the five-day free promo period then many, many websites are going to be alerted and notified of your book being on special going from almost \$10 to free for five days.

Besides all of the paid traffic and advertising that we're going to do or that we do for our clients, we also want to pick up on any additional book selling sites that maybe keen to or geared towards looking at discounted offers. So we raise the price for one day, sometimes two days to take advantage of those sites that are looking for discounted books.

Number three, we go through the five-day promo period which I explained very briefly and there'll be another video that explains how to sign up for the five-day promo for your book launch. At the end of that five-day promo period early on day five ... Most of our launches start on Monday. So we have Monday, Tuesday, Wednesday, Thursday, Friday is the fifth day. We can have a full 24-hour period where our book is on promo.

What we do is we end our promo early. So we're in California, we would end it probably at noon or earlier on day five and we price it at 0.99 for one week. There's couple of reasons for that. When we talk about next week your strategies for advertising, press releases, social media, et cetera, we're going to be driving an enormous amount of traffic to the book on day one through five and on day five, more press releases hit as well as advertising hits.

At that point, people are going to be looking for promo of the book. If the book is now at 0.99, in many cases, it's not going to matter to them. If they're already interested in the book and they've already gone to the side for that then we're going to get some downloads and we're going to get featured by Amazon oftentimes as a hot new release or a top-rated book simply by ending early on day five and keeping at 0.99 to get all that residual traffic as purchases.

Then number four, from there, after all the fiddling with price, we want to raise our price to the full retail, whatever that number ends up being. We recommend somewhere between \$2.99 and \$9.99 for the digital version. As you can see here below, the note is our physical soft cover book should be priced 15.95 and 24.95 on it says form day one but it should say from day one, from the very beginning.

Again, somebody looks at the physical version of the book, they see it's priced 19.95. Then they look at the digital version, they see it's priced 0.99. You're going to say, "Well, gosh! I'm going to lose all that money if someone's interested in it." We're not really interested in the money during the launch period.

What we're interested in is getting the book as much attention as possible, making the book a bestseller, getting it as a hot new release and a top-rated book, getting Amazon's attention. The higher price sales will come down the road. So don't worry about that. That's your basics on number two which is your pricing strategy.

Number three, we want to go into and talk a little bit about your book cover and your book cover design. As we've talked about before, books are judged by their cover. Many, many times books will be purchased just because the cover is cool. So we need to really make sure that we're not spending two years writing down our heart and soul of material for a book and then we get cheap or quick when it comes to the cover because they'll never get to your heart and soul and the heart of your material if they can't get pass the cover and if the cover is not awesome. So really, really important part.

Here are five things that I want you to consider regarding the cover and then we're going to jump over into a couple of really cool options. I'm going to show you the different websites where you can get very inexpensive to a little more expensive book cover designs done and also some tips and tricks regarding those cover designs.

Here are five things to consider. Number one, always start with the foundation which is consider your audience demographic. Obviously, we talked in great detail in the foundation stage about knowing your audience intimately. That's really important for your book cover because you're going to speak to a 20-year-old female college student differently than you're going to speak to a 55-year-old financial planner.

That is different not just in the wording but it's different in the colors you use, it's different in the imagery you use. So first and foremost, know your audience. Do a little bit of research. Go on Google. We have literally the world's information at our fingertips. So do a little bit of research on who your demographic is, what their likes and dislikes are as far as different books.

Along those lines, you want to also do some research of other books in your demographic that are popular. You can see, "Is there some theme when it comes cover colors or imagery or wording?" Not that you're going to knock anybody off but if there is a theme, then you want to as much as possible follow that theme.

Number two, your title which we talked a great deal about and your type. It needs to be large. You're dealing with 90 pixels here when it comes to the digital version of your book. Your type needs to be large. It needs to be very clear, what somebody is buying, what somebody is interested in. You can see many of these examples that I have below here. Guy Kawasaki is one of the best there is. You can see his name is huge because his name is a brand and the title of the book is huge because the title is what he wants to get across. So title and type, very, very important.

Your image, the biggest thing I would say about your image is you want to make sure that your image is not too busy because again, it will get lost in 90 pixels. One clear image typically is enough.

Number four, colors and I'm going to share another document that we're going to have on this page is going to deal with power colors and how to look at it. I'm going to look at it briefly on the next slide with you. Don't worry, that document will be available on this page in the next 48 hours for you to review.

Then number five, personal preference. Look, what you desire and what looks good to you is really important. As an example, whenever we have our authors fill out one of our Cover Creator forms, we ask them, “Give us three covers even if they’re in different genres that you really love and tell us why you love it. What do you like about the colors? What do you like about the image?” because we want to create something that fits in the top four but also really fits with your personal preference, something that you really love and are going to be proud of.

I know that sounds basic but it’s important. You don’t want to go completely 180 degrees different from what your preference is when it comes to the cover design.

Now, power colors. Let’s just hit this really, really briefly but it’s important. Your color selection is a key component of your book. Number one, power color. Red is your primary power color. It gets people’s attention and holds it. It is the most popular color for marketing. More red books are sold than other colors. That’s just a fact. That doesn’t mean that all of you need to have red books because obviously, it won’t speak to your demographic necessarily. So you need to consider your audience first.

Blue. Blue is a great color to be viewed for trustworthiness. It’s a great color if you’re looking to do coaching, counseling, consulting, that kind of thing. Pink, vine for the attention of a young female demographic. You can’t go wrong with pink. Obviously, it’s fun. It’s a totally female color. Yellow is a power color but you need to be really careful with yellow. You can make a lot of mistakes with that. We generally avoid yellow. Green, pretty versatile, warm and inviting.

I’m not going to go through each of these. As I said, this document is going to be available for you but I share this with you in this training because I want you to understand how important color is. Maybe you’ve already considered what colors you want but if you’ve already had a graphic designer design your cover and you haven’t considered all of these things then you need to go back and not even worry about scrapping it but you need to go back and make sure that it really fits not so much with just your eye but with all the other things that we just talked about. As I said, this document is available and will be available right here on this page.

Here’s what I want to do. I want to look at a couple of great options for you to have your cover design and I want to share a couple of tips and tricks regarding those options. The first I shared on the initial webinar which is 99 Designs. 99



Designs is wow, just a fantastic place for you to get great graphic design work done. As you can see here, [99designs.com/book-cover-design](https://99designs.com/book-cover-design), it's really simple. If you don't have an account, you need to get an account set up but you can see 920,000 designers create dozens of designs for you.

The cool thing about this is that you can have literally hundreds of images of different kinds of designs designed for your book cover. You can see here, this is a \$799 contest because that's how they're done. It's contest. They got 284 different entries. I'm going to share with you how to work the entries so you can get the most out of it possible.

Here's one, 244 entries. This was only a \$300 design, 225 entries \$499 design. Again, it's topnotch. The stuff you're going to get from them is really, really topnotch but you're going to pay a little bit more. Quality is going to be high but pricing is going to be high. For a great design, you're going to pay on the low-end 300 and on the high-end probably 1,000 bucks. If you want additional material designed along with your book cover like maybe you're going to do some speaking or tradeshows and so you want billboards designed or displays design, et cetera, then they'll charge you a little bit extra and create those for you as well.

I want to just pop in to one of these and talk a little bit about some keys on what to do if you're going to use 99 Designs, a couple keys because I've used them to create everything from web pages to the materials that I use for logo and branding. It's a great, great spot to do that. Let's just pick one here.

These are already designs that have won but I want to look at the general and give you some general tips on it. This was one. The title of the contest was Create a Stunning Book Cover for Nonfiction Corky Christian Series The Starving Church. When you create a contest, you're going to do a couple of things. You're going to price the contest. Usually there's a low-end limit on that and I think that's 2.99 for a book cover. Then you're going to give them some basics of what you're looking for and they're going to get started.

Here's the deal. In the very beginning and let's see, let's look at all the different designs here. In the very beginning, you're going to get some things that maybe completely off what you generally were looking for. As you can see, here's some of the basics of the initial designs and you can see who the designers were. You got everything from looks like a hamburger to someone with a brain. Obviously, it doesn't look anything like the end design.

Here's a couple of keys. Number one, feedback is super, super key. When you start getting designs with 99 Designs, they're going to ask you to rate the design and to give feedback on the design. Let's say that one of these is totally off base but you like the color or you like the font that's being used. You can give it a two-star review. We can't do it here because it's not our contest but you'll give it a two-star review and you'll type in some feedback. "Hey, really don't like the design but love the font, love the color. Maybe try to go in this direction."

Then there might be another one where you don't like the colors but you like the idea. Maybe like this, "Okay. I don't like the colors but I like the knife and fork or something having to do with food as a quality." I don't know. I don't know what they said. I think you get the point. Though the point is the more feedback you start giving, all the other designers will jump in and start attaching to that feedback.

As you can see, somewhere down the line, maybe it was right here and here's where you can see that it can be rated, somewhere down the line, they saw something like this and they said, "Wow! I really like that. That's cool. How can that be put in the book?" They gave it a four-star and they said, "That needs to be implemented."

Then others came along and started to create things that were similar to see if it was attractive to them. All of these designers then jump in because everybody wants to win the contest. You could create six designs and if you don't win the contest, you've spent maybe two or three hours creating designs if you're a designer and you got nothing out of it.

The key is once the feedback is given by you, by me then all the designers jump in and they start latching onto that feedback to give you exactly what it is that you're looking for.

The keys: Number one is feedback. Number two is you want to guarantee your contest, guarantee your contest. What does that mean? It might seem risky but I've never had a problem with it. When you guarantee your contest, what you're saying is you're saying, "I am going to pick a winner no matter what and someone is going to make this money."

When this contest run and you don't guarantee it, if you don't see anything you don't like then you don't lose any money. You don't pick anybody and nobody won. The problem with that is designers know that and you own a track as many high quality designers to your contest if you don't tell them, "Look, somebody is

going to win this.” So you have to take a little step of faith. What we recommend is guarantee your contest, guarantee that someone is going to win it. I have never had a problem with having poor designs. All the designs, once I guarantee the contest, there’s a flood and rush of great designers that are interested because they know somebody is going to win that.

Again, 99 Designs a little more expensive but the quality is very high because you’re dealing with dozens and dozens of different designers all working on your project. The keys are you need to give feedback and that’s how many star rating and also a very specific feedback on what you like, what you dislike and you should guarantee your contest. That’s 99 Designs. That’s a little bit on the higher end, if you will.

Here’s a lower end option, Fiverr.com. Many of you have probably heard of Fiverr. Basically, Fiverr is a place that you can go to get people to do all kinds of things for five bucks. Now, you can’t get a great book cover for just five bucks but you can with some really specific you know what you want and you can explain that and even show images, et cetera. You can get some pretty decent designs for maybe 20 bucks, 30 bucks, et cetera because they’re going to give you some different options.

Here are a couple of keys. First, Fiverr is cheaper but you’re going to get one shot at this. They’re not going to make you 284 designs. You’re going to get one shot and if you like it, great; if you don’t like it, okay, then spend another five bucks and try it again. The keys that you need to look for with Fiverr is number one, when you do a search, like for example, I did e-book cover search, what you want to do is you want to search by highest rating.

You have an opportunity to search by the newer ones, you don’t want that, recommended ones which is totally fine. I like to search by highest rating because these are the ones where people have gotten four and five-star ratings and have literally, in many cases done thousands and thousands of covers. So because you’ll only get one shot, you need to pick the right person, that’s the key and you need to sort by rating to make sure that you’re dealing with somebody that can really help you.

I mean, let’s just pick somebody here. Let’s pick the first one and click on it. What you’re going to see is you’re going to see a bunch of different covers that this particular designer did. You’re going to see he has over 3,000 buyers that average-rated him almost five stars, so that’s fantastic. Six days on average, there are 88 covers currently in queue, orders in queue.

Obviously, you see different types of covers and they want to show you, this person wants to show you his full range of being able to work. My suggestion is that if you're going to use Fiverr and you want to try to save a little bit of money here and get the cover done for 50 bucks or 20 bucks instead of for \$300 to \$1,000 then you really need to make sure you pick the right person. As much as possible, that has to do with the genre.

Go through the different covers that they have here. See if there's anything that you like. Maybe it's a book, a nonfiction book in this industry and you go, "Wow! That's kind of cool." You can tell them, "Here's what I like and here's why I like it." Because you're just dealing with one designer and that designer is going to give you one cover, you need to make sure that you are as specific as possible with them.

Now, it's Fiverr and it's only five bucks but you can see you can add to your gig as they call it. They'll optimize your cover for Amazon, that's 20 bucks. They'll send you the editable PSD file. You always want the PSD file, that's 20 bucks more. They'll create the back cover and the spine, you're going to need that, that's \$20 more. They'll send you a 3D image, 20 bucks more.

As you can see, yeah, it's Fiverr but you still could very easily spend 50 or more dollars by the time all is said and done. Fiverr is a great inexpensive choice but you need to make sure that you really know what you want entering the equation with Fiverr.

If you don't then I would suggest you spend a little bit more money and go with 99 Designs because even if you don't know what you want with 99 Designs, you can give them a general idea and they'll just start rushing you with different options and you can tell them, "I like this. I don't like this. I like this. I don't like this," and that will start to form what it is that you want and they can run with it from there. With Fiverr, you don't have that option. You're going to get one shot at this.

Hopefully, that was really helpful for your cover. Those are two great options for your cover. Obviously, if you have your own professional graphic designer like we do here in house, then that's the simplest way because you can get done exactly what you need and you can send it back to them a hundred times if need be. If you don't have that kind of person then these are two options for you to get things done relatively inexpensively especially for something that is so important.

Let's go to the next phase here and that is book reviews. I know we've been going close to an hour, so we're going to wrap it up here in just a couple of minutes. We're going to talk about your book review strategy. Rather than taking the time to go over 50 different social media options for your review exchanges, what we've done is we've created a document with every site, every Facebook page, every Twitter account that we use to do review exchanges with other authors.

On this video page, on this Module II page, you're going to see the document that gives you every single option, every page you can join, every Twitter account, et cetera where you can connect with hundreds of thousands of other authors, many of which are looking to do review exchanges. That's going to happen in the next couple of days once this video and all the other resources are available.

What I want to talk about is not that because you'll have that as a resource soon is number one, the way we get reviews for authors, it's a little ... The way I describe it is it's a little clunky because you need legitimate, real reviews. It's a little manual laborish meaning that a review exchange means you buy someone else's book and you maybe read it or give it a cursory read and figure out what you like about it and make a review on that book. Then ask and require that and then follow up with the additional ... with the other author to make sure that they do the same for you.

Obviously, this can take a couple of weeks but as I've described in other places, the review period is really important. You need seven to 10 five-star reviews just to get things rolling with Amazon. So you want to make sure you get that done. Review exchanges, you'll have all of the resources for that.

What I want to take a minute to discuss with you is our review contest strategy. What we do besides the review exchanges is every week, we run a review contest for all types every couple of weeks and that review contest, that's what I call it ... It shouldn't be called that. Let's call it a purchase contest because of Amazon's guide, I want to explain that we're interested in doing something like that.

As I've said in the beginning of this video, I'm not giving legal advice regarding FDC contest. You should do your research and speak to an attorney necessarily if you want to do that. I want to share with you what we've done to the client with FDC and with Amazon in regards to the review contest. This is our review page. It's [bestsellerpublishing.org/free-kindle](http://bestsellerpublishing.org/free-kindle).

On this page, I do a video and I can run through that just for a little bit. On this video, I explained the Kindle review contest rules and I do that for both the benefit of Amazon and to be compliant with them and the benefit of the FDC and to be compliant with them.

When you run a contest, when it comes to government regulations for a contest, there has to be A, a freeway to enter. We've created a freeway for people to enter our purchase and review contest. There's a paid way but there has to be a freeway for people to enter. Otherwise, it's considered a lottery and only the government can be involved in those types of things. We can't. That's a whole another argument if you want to get into it but we have to be compliant with what the government wants.

Number two, with Amazon, Amazon does not want you incentivizing people to give your book reviews. They don't want that. So you have to do things in such a way to explain to people you don't have to give me review if you don't want to. You have to give them the option whether or not to give a review.

Now, I'm not going through this video but my suggestion to you would be for you to go through the video. It's just a few minutes long and you'll see within the video how we basically get people to purchase our clients' books. You can see here are four that we're launching right now and we're in the review phase of these four.

You'll see from the video how we get people to buy the books for 0.99 and offer review in exchange for the opportunity to win a Kindle Fire HD which is worth a couple of hundred bucks but for my clients and for me, it's worthwhile to give away a couple of these a month to get as many legitimate reviews of my clients' books as possible.

This is something if you have a list or if you have a social media presence or are interested in building one that you could perhaps do to A, get your book sold and many of our clients get on the bestsellers list even just during the review phase because so many people buy the book and download it. You could even become a bestseller just during the review phase. B, you want as many reviews as possible. We have clients who are approaching 100 reviews in less than a year. That shows tremendous opportunity and success for other people that are interested.

Something's wrong with the sound, strange echo, I'm being told. Sorry about that. This is all being recorded. The recording will be perfect. I've found that

even when the internet seems to have an issue, the recording turns out well. Do me a favor and let me know if the sound is still bad. We're at about the hour and four minute mark, so you'll know when it comes to ... if you need to watch the recording of this.

That's our review contest. I'm not going to go in to great detail about it because you can watch the four or five-minute video, see how we do it and know that that is a great way for you to get a lot of attention and get a lot of downloads for your book.

Let's go and let's wrap this up. Let's talk a little bit about your homework now that we've done the set up phase. Let's talk a little bit about your homework. Here's where you should be at right now, whether that's right now or right now or whether that's you know you're going to be ready in two weeks from now.

One, you should have your KDP and your CreateSpace account set up. Even if your book is not ready, go ahead and get your account set up, familiarize yourself with them, start doing some category research. Number two, put your calendar together for your launch. You need a calendar for it so that you can put in place all of those pricing strategies.

You know that your review period is going to start let's say that your book's going to be ready to go next week, your review period is going to start immediately, so you're going to have it at 0.99 for the next two to three weeks. Then you want to go ahead and schedule your promo, et cetera. Go through a calendar and schedule out your entire launch and pricing.

Next, if your cover is not done or you want a new one then check out options on Fiverr and 99 Designs. Get that ordered and get that started with 99 Designs. A typical contest is about seven days. It's going to take you a little bit of time to get that done. If your book is ready to go, then go ahead and start your review strategy.

As I said on this page you'll find several different resources. One particular is going to show you the 50+ places that we use on a regular basis, Facebook pages, Twitter accounts, et cetera where you can find other authors, connect with other authors and do a review on their book and ask them to do a review on yours. In other words, to get a review exchange.

On this page, you'll find the other materials we talked about. You'll find the video on formatting and all the things that you need to know regarding the

formatting of your book. You're going to find documents on setting up your account. You're going to find the list of the social media resources, reviews and the book launch. You'll find the document on the power colors, so that you can have that as well and there'll probably be two or three other things that we'll have there.

That is your homework for the next week. As I've said, all of this is being recorded, so don't worry about a thing. I know that the sound tweaked just a little bit at one point, so don't worry. In the next two days, this recording and all the resources will be up and everybody will have a link to that.

Let's go ahead and spend a couple of minutes and see if you guys have any specific questions regarding the material we discussed and I'll open it up here for questions right now. Let me see. There are a couple of things regarding sounds. Let's see, "I logged out, logged in again but you happen to answer whether CreateSpace is preferable to Ingram.

I did not answer that Noreen. What we do is we actually use CreateSpace and IngramSpark. I prefer CreateSpace to IngramSpark. However, we use them both for a couple of reasons. One, with Lightning Source and with Ingram, you can actually do a hard cover book. With CreateSpace, it's soft cover only. Ingram is fantastic and has great opportunity but Amazon is still the 800-pound gorilla in the publishing business.

If you choose to use Ingram, do so but do CreateSpace as well. Don't do just Ingram and not CreateSpace. Always do KDP and CreateSpace. You can also add Ingram. What I will do for you guys and thank you for asking that question because I meant to mention this is I will have a video up on this page as well on how to get your Ingram account set up because there are some intricacies when it comes to file size and formatting.

We had quite a bit of difficulty initially with ever one of our books being rejected by Ingram because our formatting was not what they wanted. I'll have that video up for you as well for any questions to be answered regarding Ingram. As I've said, KDP Amazon, CreateSpace, always have those two set up and then you can have Ingram for additional distribution as well. Good question though.

Any other questions? I know I went through a whole bunch of material and we've been going for quite a length of time, so if you don't have any questions, that is totally fine. Obviously, we will be back for the next session, the next module one week from today, next Tuesday and we'll be discussing that. If you



do need your project manager then by all means, e-mail or call the office and Rebecca will get you set up with John to get any project manager details done.

Some of you have asked, "Hey, my book is not ready yet. It will be ready in a few weeks. Should I go ahead and get started with my project manager?" I would say in general, no. You don't need to get started with your project manager if your book is not ready. However, if you're stuck and you need some help then your project manager can help you to get unstuck.

If at any time you find that you don't want to do some of these things then call us and we can see if we can in an ala carte fashion handle some of these things for you. If you get stuck on any of them then ask us and we're happy to help in any way we can. Noreen's asking if we're going to be meeting the week of Thanksgiving. We are. Yes, we are. It's going to be Tuesday and I will be doing a webinar that week as well.

We're going to go all the way through and finish I think the first week of December. Of course, all these materials will be available to you forever. You'll have the option to come back and review this material.

I'll give you 30 more seconds here. If you don't have any other questions then we'll go ahead and sign off. I think you have plenty of homework to do to get your books ready. As I said before, in the next 48 hours, all the materials I shared about as well as this video will be up. You will all get links to that so you can go back through this if need be.

It doesn't look like there's any other questions. Guys, thanks so much for being on the call. Hopefully, this was helpful for you to see all the steps that we do for our clients that come to us and ask us to launch books for them. This is as I said, the set up phase, module number two. We'll hit module number three and deal with that next week. Thanks so much, guys. Have an awesome week and talk to you next Tuesday.