

A Quick Guide to

PUBLISHING

and

MARKETING

your eBook



Dwayne McMillan

A Quick Guide to Publishing and Marketing your eBook

Tips for Achieving the Earliest Success

Written by: Dwayne McMillan

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**A QUICK GUIDE TO
PUBLISHING and MARKETING
YOUR EBOOK**

Tips for Achieving the Earliest Success

WRITTEN BY

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Contents

[Chapter 1: Pre-Publishing Checklist](#)

[Chapter 2: Uploading your Book](#)

[Chapter 3: Writing a Book Description that Sells](#)

[Chapter 4: Marketing Basics](#)

[Chapter 5: How to Get Book Reviews](#)

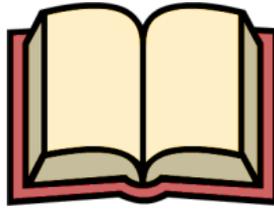
[Chapter 6: Building a Website](#)

[Chapter 7: Don't Forget About Social Media](#)

[Chapter 8: YouTube](#)

[Conclusion](#)

Chapter 1



Pre-Publishing Checklist

Are you ready to publish your book to the world? It's okay to get enthusiastic about this. It's a huge achievement! So let's get to it.

Our first step is what I refer to as the pre-publishing checklist. This is a checklist of things that we have to do before publishing our book. These are things that many people tend to ignore.

I'm going to let you in on some awesome knowledge. While not exactly a secret, but these tips are extremely useful. Here are two important factors:

1. Your book's category (you will need to come up with two)
2. Buyer Keywords

Let's get started.

Increasing your Book's Discoverability

Writing and publishing a book is an easy process. However, selling your book is an entirely different story. This starts by increasing your book's discoverability.

Discoverability begins with categories and keywords – the two items on our pre-publishing checklist. They are not the end though. In other words, you are not going to be able to just set this stuff up and then sit back and do nothing. However, these two things are necessary if you want to achieve the highest level of success. They will make it easier for readers to find you.

1. Choosing a Category

This requires a lot of research and really never ends. You should always keep track of your book's progress on a weekly basis. Let me start by explaining how Amazon categories work.

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If you browse Amazon's book section, you will see that there are several main categories. Each main category can have several subcategories. Every time you click on a category or subcategory, you are given a list of books. These books are ranked in terms of popularity. That popularity is determined through sales.

You are allowed to place your book into two categories. So this is an important decision. You want two things to happen:

1. You want to choose a category that readers search
2. You want to choose a category that has a low competition

Let's assume that you have written a science fiction novel. You might be tempted to place your book into the Action, Adventure, or Science Fiction categories. However, these would be extremely tough to rank in. So try finding a more specific category like 'First Contact' or 'Post-Apocalyptic'. These would be easier to rank, which means you would have to sell less copies to get on the first page.

Finding the perfect category can take a lot of research because you need to browse through categories that you can associate with your book. The good news is that you can change this at anytime so don't worry if you choose incorrectly the first time. Sometimes, marketing requires a trial and error approach.

Each category has a best-sellers list. You really want to get your book on this list. That's why choosing a category that you can actually compete in is such a big deal.

Amazon doesn't sit still and neither should you. In other words, do not become complacent. You need to constantly keep up with your sales page to see how your book is fairing in each category. If you are seeing no success, then check to see if your category has become more competitive. This will show you whether you need to focus more on your marketing strategies or your book's category.

Also, Amazon is constantly adding new categories. Be sure to keep an eye out for new categories that are relevant to your book. These are typically easier to get ranked in.

2. Choose your Keywords

While Kindle Direct Publishing (KDP) will only allow you to select up to two categories for your book, keywords give you more possibilities. Let me explain.

There are two ways that readers search for new books. One way is to browse through categories as we just discussed. The other is to use Amazon's search feature and enter a search phrase such as "Science Fiction Books". This is known as a keyword search. When a reader searches for a book in this manner,

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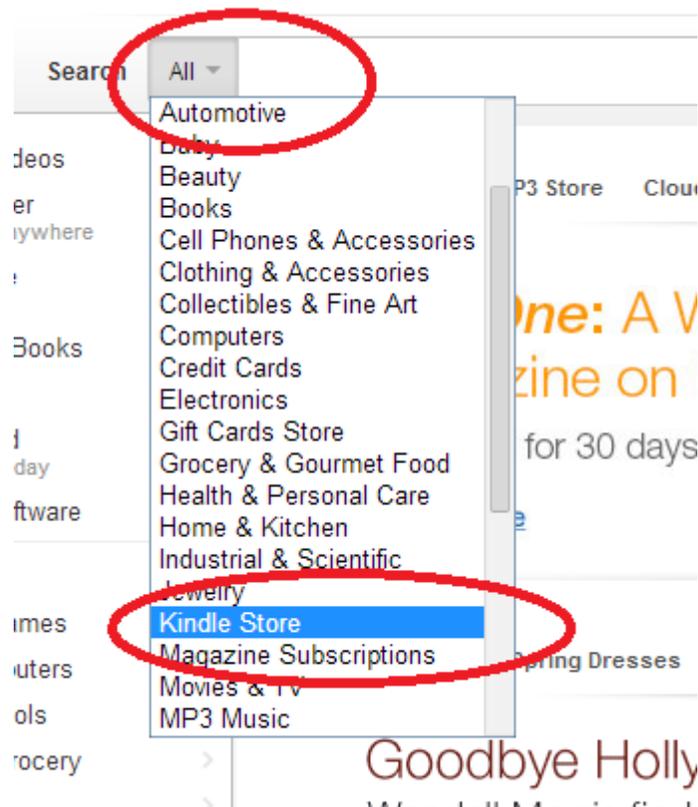
Amazon considers **Book Title**, **Book Description**, **Author Name**, and **Keywords** when compiling the list.

This is where keywords come into play. You are allowed to enter up to 7 through KDP. These phrases are used during searches. Since most people search for books in this manner, your book's keyword is an extremely important factor to consider.

I'm going to let you in on a little trick that the experts use to find the right keywords. You may already understand how SEO works. However, SEO tactics that you use for a website will not work towards selling your book. We need **buyer keywords** for this. A **buyer keyword** is one that is used by an individual looking to make a purchase. It is a very different concept from **search keywords**, which are generally used to find free information.

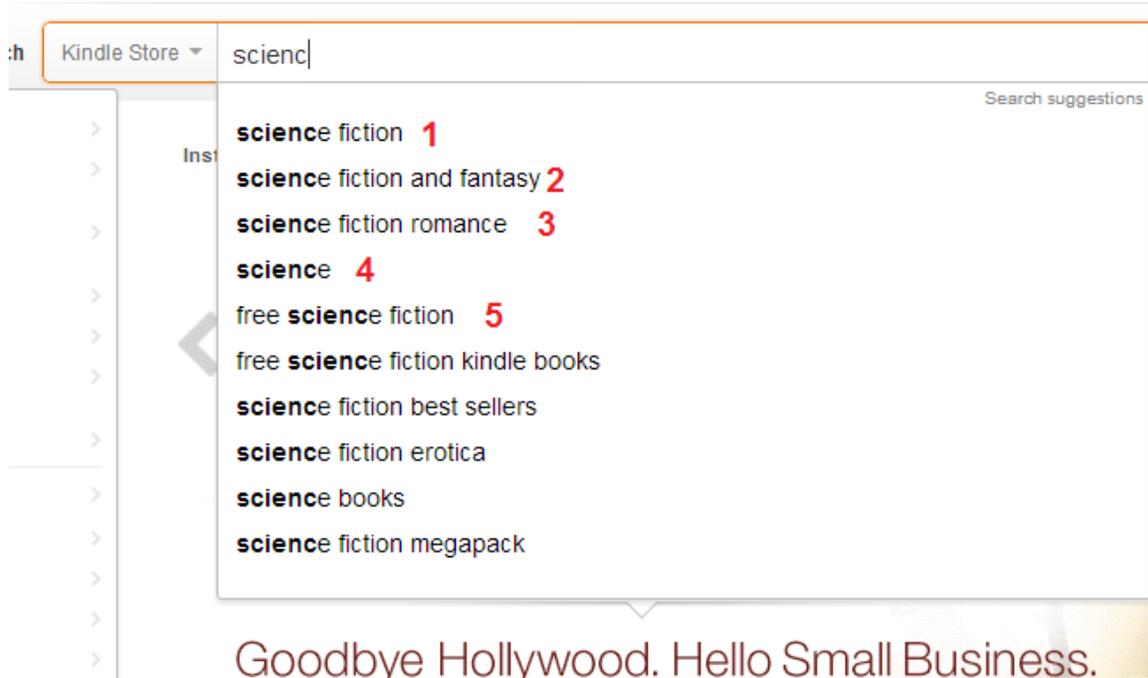
Here's how you find buyer keywords:

1. Think of three genres that you could use to classify your book. For example, Science Fiction, Fantasy, and Post-Apocalyptic could work for our example above.
2. Now visit Amazon and change the search option from **All** to **Kindle Store**.



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3. Start typing the first term into the search bar but stop after 3-4 letters. Notice how Amazon automatically reveals a list of options? This is not by accident. This is by design. Those keywords in your search bar are the most commonly searched terms that buyers search for before making a purchase. They are known as *Buyer Keywords* – or keywords that people search for when looking to buy a product.



Write down the top five *Buyer Keywords*. Now we have a list of keywords that we know buyers are searching for. The only thing we are missing is a number of searches.

4. Visit Google Keyword Planner at the following link:

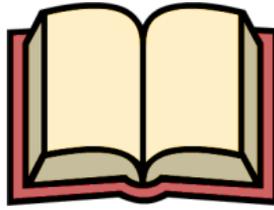
<https://adwords.google.com/KeywordPlanner>

Use this tool to research those buyer keywords that we just generated. This shows you the number of searches they gather on Google. It's not foolproof, but it gives you an idea of which phrases are the most searched. Try and find buyer keywords that get a high number of Google searches.

5. Repeat the process for all three genre keywords you started with.

By now, you should have a list of keywords that you know buyers are searching for, as well as the number of monthly searches they get on Google. The higher the volume of searches, the more powerful the keyword phrase is.

Chapter 2



Uploading your Book

Now we are going to upload our book onto the three major platforms: Kindle Direct Publishing, Smashwords, and CreateSpace. Each of these actually require quite different formatting.

Kindle = MOBI file. Although you can upload a PDF or Word file, it's always best to upload the MOBI version of your book. The reason is that more complex formatting will be lost with a PDF or Word file.

Smashwords = Word Document that meets their submission requirements.

CreateSpace = Print ready format.

Let's start with uploading onto Kindle.

Uploading onto Kindle Direct Publishing (KDP)



Now we come to the actual process of uploading your book onto Amazon. This is done through Kindle Direct Publishing (KDP). So I'll lay this out in easy-to-follow steps.

1. Visit www.kdp.amazon.com and create an account.
2. From your **BOOKSHELF**, click on **ADD NEW TITLE**.

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3. Fill in all requested information. The following is worth noting in detail:

Category: This was part of our pre-publishing checklist. Select the two categories that you decided on in the previous section.

Keywords: This was also part of our pre-publishing checklist. Use the keywords you found when following the previous section.

Image: This is where you upload your book's cover. Choose a graphic that complies with Kindle guidelines.

Content: This is where you upload your MOBI file. Although it is possible to upload a Word file, it's not recommended because your Kindle book will not have an NCX or other advanced features that can be included through uploading a MOBI file.

4. Click on **SAVE AND CONTINUE**.

5. This section is where you set up the price of your book and select which countries you plan to include it. You also set up the royalty rate for your book here.

35% Royalties: If your book's price is \$0.99 - \$2.99 or over \$9.99.

70% Royalties: If your book is between \$2.99 - \$9.99.

That's it. Your book is published onto Kindle! Let's move onto Smashwords now!

Uploading onto Smashwords

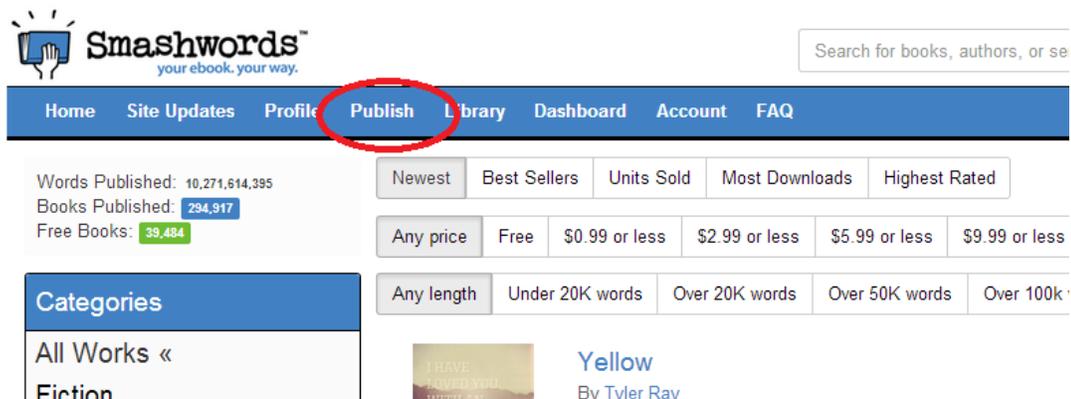


Smashwords is a great option for new authors who want to get their book up on as many dealers as possible. They make the process easy too. The most difficult task is actually setting up the book so that it meets their guidelines. You can set this up yourself by downloading the [Smashwords Style Guidelines](#) book or hire a freelancer to do it for you.

Whatever you choose, your book will have to pass through what is known as the 'Smashwords Meatgrinder'. Smashwords will automatically convert your book for several platforms such as Barnes & Noble Nook, iBooks, and Sony Kobo. The only downside to using Smashwords is that their requirements leave room for only limited, basic eBooks. For example, Smashwords does not support table or bullet lists.

Once you have your manuscript formatted to meet their requirements, here is the actual process of uploading your book.

1. Visit www.smashwords.com and sign up for a Free Smashwords Account and fill out all necessary information. You will need to verify your email address.
2. Print out the tax form, fill it out, sign it and then send it back to Smashwords. This is required if you plan to sell your books through Smashwords.
3. Log into your Smashwords account and select **PUBLISH** from the top bar.



4. Fill out all requested information. Here are the notable options:

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Tags: These are keywords that we came up with during our pre-publishing checklist.

Category: Here you choose the two categories that were found during the pre-publishing checklist.

Cover: This is your book's cover. The image must meet Smashwords guidelines.

Content: This is the Word document that has been formatted for Smashwords. It's worth noting that Smashwords only accepts .doc extensions.

Once you click publish, it will take time to get through the conversion process. The length of time it takes is determined by how many people are waiting. So be patient.

Uploading onto CreateSpace



Now we will focus on getting your book into print. In today's world, this is easy to accomplish through a process known as *print on demand*. Print on demand means that a book is only printed when it's purchased by a reader.

I always recommend CreateSpace as the premier print on demand service for three reasons:

1. It's completely free.
2. It's easy to use.
3. It's powered by Amazon.

Now let's get started!

1. Visit www.createspace.com and sign up for a free account. You will need to verify your email address.
2. Log in to your CreateSpace account. Then (from the Dashboard), select **ADD NEW TITLE**.

Publishing and Marketing your eBook

3. The next section is pretty much the same as KDP and Smashwords. Use the same information from your pre-publishing checklist. Select **SAVE & CONTINUE** once you have filled in all of the information.

4. Now is when things change. Since we are setting up a physical copy of a book, there are more options to consider. Here is a brief explanation.

Interior Type: Choose the colors used in your book. Keep in mind that this choice will determine the price of your book. It's more expensive to add color.

Paper Choice: I recommend that you stick with the basics unless you are planning to print a magazine or graphic novel.

Trim Size: This relates to the size of your book. It must match the size you decided with formatting your book.

Once you have decided on these, click on **SAVE & CONTINUE**.

5. The next section is devoted to your ISBN. Choose whatever option you prefer and select **SAVE & CONTINUE**.

6. Now we come to the upload screen. Upload your book file (.doc) and wait for it to finish. It will take several minutes. Once it finishes, you will get a list of errors that were found. Review the book. If you have any errors, fix them and repeat the step until you get a flawless upload. Select **SAVE & CONTINUE**.

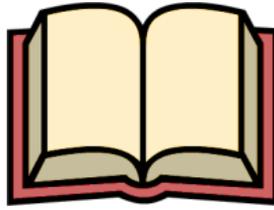
7. Now it's time to set up your cover. You can either create one here or upload a PDF. The second option is more advanced. It requires you to use a template based on your book's size and then embed that image into a PDF.

8. Submit your files for review. This takes up to 48 hours. Once these are approved, order a proof and review the book. Do not skip this step. Always order a physical proof. Having the book in your hands is much more reliable than an online preview.

9. Set up your Distribution Channels. I recommend Expanded Distribution. This ensures that your book is listed in as many locations as possible.

10. Finally, all that remains is for you to set the price of your book. Browse other books within your genre to get an idea of what a fair price would be. It's worth noting that CreateSpace will set a minimum price for your book that you must adhere to.

Chapter 3



Writing a Book Description that Sells

It's ironic that as authors, we can pen an entire book of hundreds of pages but when it comes to writing a half-page description, we struggle. This is our book's sales copy – meaning that this description is supposed to hook and reel in the reader enough so that they buy our book. So it needs to be spectacular!

In addition to having a well-written book, the three most important selling points are:

1. The Book Cover
2. The Book Title
3. The Book Description

I'm willing to bet that you have spent a lot of painstaking hours deciding on the perfect title and designing the perfect cover. The hard work is supposed to be done now. It's frustrating that we now have a task in front of us that is just as intimidating as writing the book itself!

Look at things from a reader's point of view. They want a new book. What is the first thing they do? They browse through lists of books, looking at genres, titles, and covers. If they see a cover and title that peaks their interest, they will click on it and read the description. This is the point when many authors lose potential sales!

This is your chance to reel in the reader. Your title and cover have hooked them, so your description should do the rest. If the description doesn't hold their interest, then they click that dreaded **BACK** button and continue their search. If this happens, the description has cost you a sale. Worse, you may have lost a potential long-term fan.

It's that important!

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As I said earlier, as authors, we all struggle at writing a description for our books – at least in the earliest phases of our careers. Don't feel like you're alone. You're not. It happens to all of us. The reason is simple; we are authors, not marketers.

Writing sales copy (which is how a book description is classified) is a form of art in itself. The very best copywriters can earn \$20k for their powerful landing pages and descriptions. Why?

- Great pitches sell.
- Average pitches are “okay” at best.
- Bad pitches can actually lose a potential sale.

Don't let that financial number scare you though. You don't have to spend thousands to have your book descriptions better. You just need to learn how to create great sales copy.

If a book description is so important, then why doesn't every author learn how to create it? There are several myths that new authors fall prey to. Let's look at some of the more common ones that I've heard:

Myth: I have a well-written book so I don't need a great description to sell it. Reader will buy it for the content.

Fact: Your book's description is the third most important aspect of your book. In fact, it's a more important selling point than the book's content itself!

Myth: Many authors believe that since their book is spectacular, they won't need a great description.

Fact: This is the most common belief and is completely untrue. A reader is never going to even open your book unless **1)** the cover intrigues them **2)** the title captures them and **3)** the description hooks them.

Myth: Readers are turned away by “sales copy”.

Fact: Only **bad** sales copy will turn away a reader. So the solution is to create great sales copy.

Myth: No one actually reads book descriptions.

Fact: This might be the most misinformed myths that I've ever heard. Of course they do!

Myth: The description is not as important for a fiction book.

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Fact: Wrong! Fiction might be the most important genre for a compelling description!

Books that contain great descriptions can sell for around 5% more than average books. People will pay more if they feel that they're getting their money's worth. The truth is that you do not want to depend on bottom feeders (readers who only want free or \$0.99 books) as your audience.

The facts are quite clear cut. They are proven and they are effective. If you write a great description, your book will stand out. As a result, you **will sell** more books.

Are you convinced yet? Now let's go through some ways that will help you write better book descriptions.

See How Others are Doing it

Visit Amazon, Barnes & Noble, and iBooks and look at the best selling books on each of those platforms. Read and analyze these descriptions. Heck, you should even copy them into a Word document so that they are handy for reference. By studying these descriptions, you will learn how great book descriptions are written. Use the great ones as a template for yours.

On the other hand, from time-to-time you may come across one that is not great. Just ignore these. Either the author is famous or just got lucky.

You are a storyteller. Your book's description needs to tell the story of your book in a way that intrigues the reader to the point where they must read it!

With Pen in Hand, Let's go to War!

The pen is mightier than the sword – and this is war! You are putting your book onto the battlefield against millions of others. So get one thing into your head right now: selling books is a business. One of the more important skills in business is researching; most notably, researching your competition. See what products they are offering. View their marketing materials. Pay attention to how they advertise.

Being an author is no different. You are a business owner and your business is your book. So start off by determining who is selling books in your category and why they are selling them. Pay attention to the best sellers in your category. Notice anything that is common among them? Title? Covers? Prices? Descriptions?

Publishing and Marketing your eBook

You are now in competition with other authors in your category and you want to beat them. One of the best ways to accomplish this is to emulate the things that have led to their success while establishing your own uniqueness.

Many new authors are slow to adapt to the idea that selling books is a business. There are millions of other books on the market and you can bet that each of their authors want to sell more books than you. Some are consistently working to improve every aspect of their book in order to make it better than yours. I say most because a large percentage of authors really have no clue how to sell a book. That brings us to a fact that should serve as great motivation:

Motivational Fact

Those who treat their book as a business venture and market accordingly gain a competitive advantage over thousands of other authors who do not put this much devotion into their book. In other words, create a great description and your overall ranking will go up thousands of spots.

Selling is much tougher than actually writing and uploading your book. There's so much to getting it right that it can seem overwhelming. However, the things worth doing are not usually easy. They are hard work. So start looking at selling your book as a business and not just something that's going to happen. As with any business, you will have to research, market, and test.

Doesn't it all seem so exhausting?

Actions Speak Louder than Words

As a writer, you might think that this saying is untrue. As with any saying, it's all in how you interpret it. So let's modify this saying for our purposes as writers.

Actionable words speak louder than other words

In the world of Internet marketing, actionable words are everything. They can prompt emotions in individuals. They can prompt them to think, consider, and even take action.

Here's a cool fact. If you know anything at all about internet marketing, then you know that using the right word on a link or button can make a huge difference of whether or not someone clicks on it. For example:

How many buttons do you see when browsing the web that read "Order"?

How many use a more actionable phrase like "Click here"?

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Click Here is a more actionable choice of words than Order. In fact, there is a 50% difference in the likelihood that an individual will click on the button labeled Click Here. That's a huge difference for such an easy change.

This is just a small example to give you an idea at how much of a difference a single word can make. Now let's look at a more difficult choice.

“Add to Cart” or “Buy Now”?

According to online retailers, “Add to Cart” is more powerful. Why? Probably because it gives an action without sounding too bossy.

The point is that one or two words can make a huge difference. Imagine how big of a difference an entire book description can make. If you browse through the best-selling book descriptions, you will notice that a lot of authors use words like “Order Today”.

There are hundreds of words that you can try and experiment with. Just make sure you're actually telling a potential customer to take action.

In the world of internet marketing, it's a well established fact that your customer is going to give you about 3 seconds of their undivided attention. So you have that long to sell to them.

Do you have any idea what you plan to say to them in 3 seconds?

You have to make an irresistible offer. Which brings us to our next section.

Make An Offer They Can't Resist!

This is where a lot of authors struggle. Making an offer entails that you give the reader a compelling reason to read your book. These reasons might be obvious to you, but they are not obvious to the reader. You really have to spell things out for a potential buyer. Don't beat around the bush.

“You Need to Read this Book Because”

Follow that up with bullet points and be very specific about what they will gain from reading your book. Don't be afraid to get more specific:

“This Book is a Must Read for Fantasy Lovers!”

You must know your audience. That's the only way you can give them specific actionable offers that make sense. Remember. This is sales copy, not book content. There is a big difference!

Persuasion Goes a Long Way

Certain words in the English language hold more power in swaying decisions than others. Feel free to research this if you like, but those words are:

1. You
2. Free
3. Instantly
4. Because
5. New

Why People Don't Buy a Book

Understanding the reasons that people choose not to buy a book is also important. This should give you a greater insight as to why a great book description is even more important and what to avoid.

#1 – The Fear of Wasting Money

People purchase a book for one of two reasons:

- To solve a problem.
- To be entertained.

We all have a latent fear of overspending, or worse, getting ripped off. A great cover and description can go a long way towards calming this fear. However, there are less obvious reasons like testimonials and reviews. Our brain feels more comfortable when we know that other people have already taken the same step beforehand and have had positive results. Then use these reviews at the beginning of your description!

#2 – They Don't Want to Feel Dumb

Have you ever bought something only to later realize that you wasted your money? You ask yourself "What was I thinking?" Everyone has – which is why we all have a natural tendency to be skeptical. None of us want to feel dumb. Guess what? Having a great book description can help to calm this latent fear by delivering a reader with the belief that they have a smaller chance of ever needing to use the words "What was I thinking" after buying your book.

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#3 – Price

This section is not dedicated to book pricing so we won't spend too much time here. Let's just say that pricing does play a huge role in whether or not someone buys your book. However, that doesn't mean that you can *low-ball* the market. Here's a cool fact. Setting your book's price too low is actually worse than setting it too high. You heard that correctly! The optimum range is between \$2.99 and \$9.99 for eBooks.

Writing a Killer Book Description

Now let's get down to the nitty-gritty – writing the description. To make the process easier, let's break it down into several easy-to-follow steps.

Step 1: Write the Headline

This is the first thing that a potential buyer will see, which makes it our number one priority. It must possess three key elements:

1. Actionable Words
2. Persuasive Words
3. At Least 1 Benefit to the Reader

It seems like a daunting task to include all of this in one headline. However, it's really not that difficult once you break it down. There are actually several ways to accomplish this. The first is the most common choice: an accolade. An accolade is something like:

- #1 Amazon Best-Selling Fantasy Book for 10 Weeks Straight!
- #1 Bestselling Book on Amazon and Nook!

This does all three of our key things: it creates social proof through actionable and persuasive words. Using a headline such as this will instantly draw readers in and at the very least, peak their interest.

Now I understand that most of you will not have accolades such as this. Not many of us have bestsellers, after all. In fact, none of us do when we first start out! So let's look at another method.

Make a clear statement that explains what your book is about – or even ask a question. Let's take a look at a quick sample:

Do You Love to be Scared? “Nightmare” will make you tremble with every turn of the page while bring life to your worst nightmares!

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This headline hooks the reader, peaks their interest, and since we can assume that horror readers love to be scared, it's safe to say that it will hook and reel them in.

Step 2: Writing the Content

As an author, your job is to tell stories. Every book you write is a story in some way. Your book's description should also tell a story – just a shorter one that outlines the nature of your book. The problem is that many authors will simply throw out a simple blurb and post that as their book's description. This is a huge mistake. Instead, treat the content with the same due diligence as your headline. Remember, your headline is designed to grab the reader's attention. The description itself **must** hold their attention from beginning to end. So take the time to get it right.

It does not need to be long.

Remember what I just said? The description must hold the reader's attention from beginning to end. Most people will not read a long description. They expect to be hooked quickly; otherwise, they will click the back button on their browser and move on. You've already got a killer headline. So all you really have to do is follow up with a few short, manageable paragraphs.

So let's look at 4 important factors that make a description better.

1. Colorful headings are much more desirable than plain, boring, black ones.
2. Adding social proof into your book's description does two important things: it verifies that your book is the one they are looking for and it tells them that others also think that your book is amazing.
3. Breaking your book's description into short, digestible chunks of content. We see so many book descriptions out there with large paragraphs and no subheadings. Use subheadings and short paragraphs to your advantage.
4. Selling your book is paramount to a successful description. So somewhere in your description, you must actually tell the reader to buy the book. Do not imply it, nor assume that they will already know. Tell them what to do.

I keep repeating the same theme and I will do so one more time: you have to put effort into writing your book descriptions. Otherwise, you will end up with a mediocre description that will be passed up by thousands of potential readers. There's much more to selling a book than simply writing, uploading it, and walking away.

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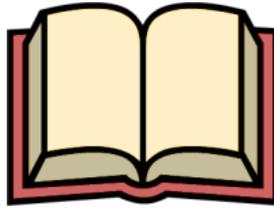
Should you Worry about Keywords in your Book Descriptions?

This is a highly debatable topic since major retailers give you a specific section to include keywords. However, since book descriptions are indexed by search engines, then you most definitely should include keywords.

While there is no evidence that Amazon will actually scan your description field for keywords (they likely don't), major search engines will. That's why some people can see differences when they include keywords in their descriptions.

Here's what I say about it. It can't hurt to try! Work at least one keyword into your book's description. Just do not stuff a bunch of keywords into your book description. Use your main keyword no more than two times in the description.

Chapter 4



Marketing Basics

This is really the do or die phase of your new book. You have a book that is worthy of high praise. You know it's great. Now you should prepare for war.

One of the toughest challenges of self-publishing is that you have no help when marketing your book. Everything falls on your shoulders. I won't lie, it can be tough at times. However, it's also good practice to understand how the whole process works.

This guide is designed to get you started. Don't be afraid to test out new techniques. Above all else, never be afraid of failure. Face it. Learn from it. But do not run from it. Here's a quote that you should always have in the back of your mind:

"If you want to increase your success rate, double your failure rate."

~ Thomas J. Watson

Only when you go all-in will you have a chance at achieving the highest level of success. If you never fail, then you will never succeed. This is a once in a lifetime experience so enjoy every moment of it, the good and the bad.

3 Common Marketing Mistakes



I am constantly researching books, genres, and new authors. It's really surprising at how many make the same mistakes. This leads them down a path so tough that most of them simply give up, blaming fate for their failures. That small percentage that push through are the ones who achieve success. However, it's easier to just avoid these mistakes altogether. If you are looking for a quick competitive edge, then this is it! Avoid these 3 mistakes.

Mistake 1: No Tagline

This is also mentioned in the chapter on writing your book's description but I feel compelled to include it here as well. One of the number one marketing rules is to have a tagline. For some reason, authors seem to think that this rule doesn't apply to them. Again, this is far from the truth although I can see where new authors might be confused. Taglines are so often associated with movies. However, they are used with all types of businesses but just go by different names like slogans or even company mottos.

Taglines have one job: they are designed to hook a potential buyer. It's not easy to come up with a phrase that accurately describes your book while also hooking a reader. If it's too general then it will be seen as unprofessional. If it's too complex then you will only confuse the reader. Again, check out the previous chapter on writing a book description for a more detailed approach about how to tackle this tough task.

Once you have a tagline, here are five places you should include it on/in:

1. The front or back cover of your book
2. The all Social Media

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3. Your Website

4. Your Book Trailer

5. All other Promotional material such as bookmarks, posters, or even t-shirts.

Mistake 2: Too Much Humility

Most of us are raised to be humble. We are taught never to brag and to maintain a somewhat passive demeanor. However, if you're a writer then this can be a huge setback. Readers want to buy what everyone is reading. They want to read books from authors that other people love. Therefore, they need to feel as if your book is a must buy. This requires writers to learn to balance humility with arrogance.

As a rule, writers exaggerate. We use flashy adjectives to describe common occurrences. We describe a single breath using an entire sentence. This talent must be taken with us when we market as well. Many people find this uncomfortable but you will never achieve any kind of success from your personal comfort zone. Success itself demands that you leave that comfort zone and push yourself so far that it scares you. So either learn to exaggerate or never sell your book.

The majority of new authors give into this fear and give potential buyers the impression that there is no demand for their book. If a buyer doesn't feel that a lot of people are reading or buying your book, they are more likely to skip it.

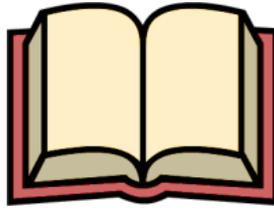
As the author, it's your job to create a feeling of demand for your book. Highlight the most advantageous areas of your book and exaggerate them. Try and get professional reviews for your book and point them out.

Mistake 3: The Become a Used Car Salesman

There's a time and a place for selling your book. Turning into a used car salesman is not going to work. Your book will sell through targeted marketing, a great tagline, a compelling description, and keyword targeting. There is no reason to always try and push your book onto people. This is where that fine line between humility and arrogance is drawn.

I have seen so many new authors on Facebook (and other social media) who constantly post about their new book. Don't get me wrong. It's okay to post about once a day, but when you start posting 6-7 times a day asking people to buy your book, you become annoying. Guess what Facebook users do to annoying people – they unfollow or block them. So be social and don't be afraid to talk about other stuff.

Chapter 5



How to Get Book Reviews

Customer reviews are the life source of a book's success. While it's easy for established authors to depend on their fan base for reviews, new authors might find it difficult to start generating reviews for their books. Without reviews, it's tough to sell books. Without selling books, it's tough to get reviews. It's a '*what came first, the chicken or the egg*' dilemma.

Under no circumstances should you buy fake book reviews! This can actually get you banned from major retailers.

Let me go through the process of getting some initial reviews for your book. First, you need three key ingredients:

1. A well-written book.
2. Patience
3. Motivation

Search for professional review companies who specialize in **real reviews**. Some charge a fee while others simply request a free copy of their book.

It's okay to pay a professional reviewer. Professionals will provide an accurate review for your book. So if your book sucks, they are going to give it a 1-star rating and you're still paying for their time.

It's not okay to pay for a guaranteed 5-star review.

Build a List

Before asking for reviews, you need to know who to ask. So we will start out by building a list of possible reviewers. Use whatever means you prefer to gather the following information:

- Reviewer's Name

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- Where you found them
- Email address
- Any other comments worth noting.
- Contact information (most notably an email address)

Where to Find Reviewers

There are several places that you can find reviewers. The best are:

- Amazon
- GoodReads
- Social Media (Facebook, Twitter, etc.)
- Use Search Engines and look for blogs that specialize in reviewing books.

Once you have found a potential reviewer, check their review policy. Make sure they actually provide services for indie authors. Also, be sure they review books within the same genre as yours. If everything checks out, record their information.

Write a Letter Requesting a Review

Be sure it's professional and to the point. If it doesn't grab the reader's attention within two sentences, they will ignore it. You only need one query letter, just be sure to leave the "To" field blank. You will be inserting each reviewer individually. It should follow this format:

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Dear _____

Introduction about yourself. List your achievements, experience, and the goal of your letter (i.e. to get your book reviewed). This should be two to three sentences.

The body will contain one or two sentences about your book. Include the tagline, genre, and length.

End by asking that they contact you if interested in reviewing your book. This should only be one sentence.

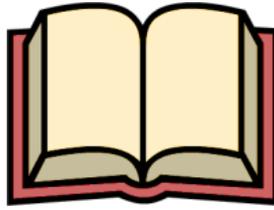
Thanks for your time

After you have finished writing the letter, be sure to proofread it. If there are mistakes in your letter, the reader will automatically assume your book has mistakes too.

Customize and Send your Letter

Go through your list of reviewers and start sending out this letter. Be sure to address the recipient by name. Nothing screams amateur like the words "To whom it may concern". Then it's a matter of waiting for replies.

Chapter 6



Building a Website

Building a website is extremely easy in today's high tech world. It's the most cost effective method of marketing. In fact, at the time this writing, you can get started for as little as \$20.

A website gives you access to millions of potential readers while keeping your current fans up-to-date with new projects and other content. It gives you the potential to reach anyone in the world. It works for you 24 hours a day, 7 days a week. Your website doesn't need to sleep, eat, and never takes a break. It passively promotes your book. All of this for less than \$10 a month!

A website consists of two essential components:

Domain: URL of a website. For example: www.dwaynemcmillan.net

Host: Where a website's files are stored. This usually costs around \$10 a month.

Registration Process

Now let's go through the process of registering a domain. I highly recommend NameCheap for domain registration because they work well with the web host that I also recommend (HostGator). So this step-by-step guide is designed to walk you through the process of registering with NameCheap.

Step 1

Visit NameCheap.

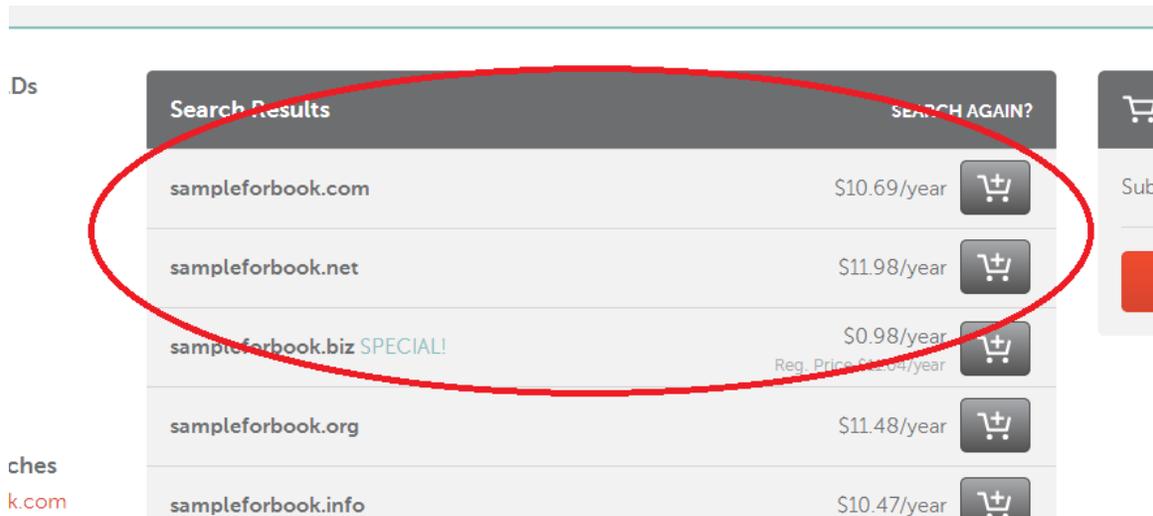
Step 2

Enter your preferred domain in the search bar that's hard to miss. Then click **SEARCH**.

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You will be taken to a screen that tells you the availability of domains that match your search. You are looking for the .com extension. If it's available, take it! If not, perform another search.



Step 3

Once you have found a domain that you want to use, then you will need to purchase it. Continue to **CHECKOUT** and fill out all necessary information. If any other offers come up, simply skip them.

When given the choice between registering your domain for 1 or 2 years, select 2 years. This actually impacts how search engines will index your website. 2 year registrations get more index points.

Using your Own Name

Although debatable, there is nothing wrong with using your own name as your domain. As an author, you want to promote your name to the world. Don't worry about keywords being in the URL because you will be able to accomplish this

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through blog posts and content. Using your own name makes you come across as a professional author.

If you plan on using a keyword phrase as your domain, then you should still grab your own name. You can simply forward that URL to your main website.

Registering a Web Host

It's worth noting that if you were planning on using a free web hosting service, then get that idea out of your head – now! They are horrible. I could write an entire book that describes just how bad they are.

I recommend HostGator for web hosting for two reasons:

1. They are cheaper than GoDaddy.
2. They work extremely well with NameCheap.

This step-by-step approach is for signing up with HostGator.

Step 1

Visit [HostGator](#).

Step 2

Click on **VIEW WEB HOSTING PLANS.**

Step 3

Here you can select which hosting plan you want. **Baby Gator** is by far the best plan available because it offers unlimited domains. You do not want to limit yourself to one domain. So get Baby Gator.

Step 4

Go through the checkout process and pay for your plan. You will then receive a verification email. Save this as it contains important information.

Merging your Domain and Host

Now that you have a domain and a web host, it's time to merge the two accounts together.

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Step 1

Remember that email that I told you to save? Open it and find the section titled Nameservers. There should be two weird looking addresses that look something like this:

ns1234.hostgator.com

ns1235.hostgator.com

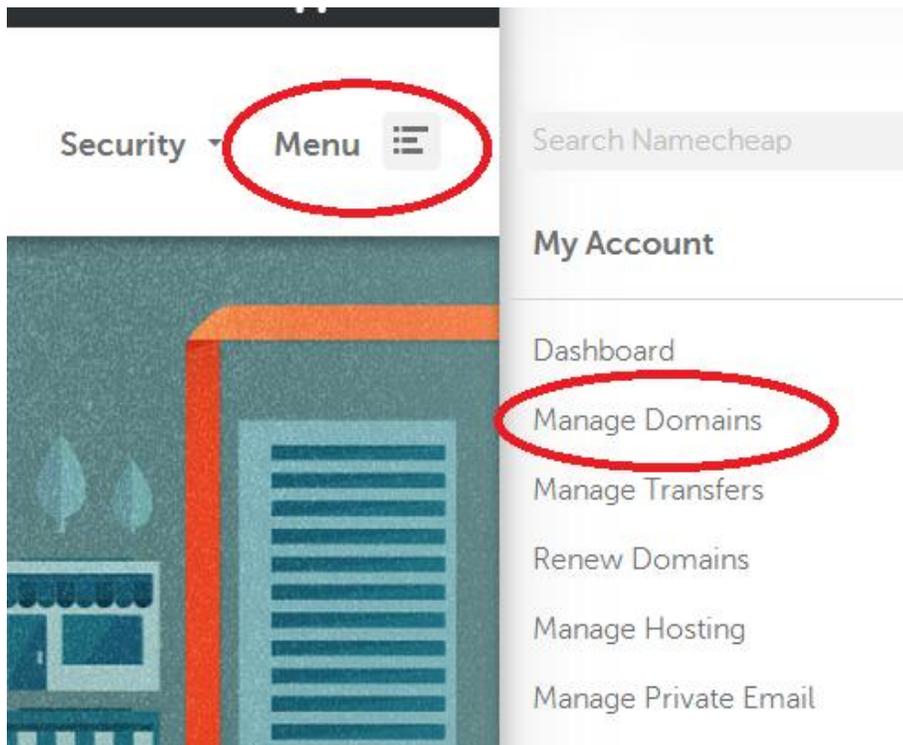
The addresses are unique so they will not be exactly like the two above. I just used them to give you a general idea as to what you need to look for. Those are known as DNS addresses and you need them both. Write them down, print the email, whatever you want.

STEP 2

Go to NameCheap and log into your account.

STEP 3

Click on **MENU** and select **MAGAGE DOMAINS**.



STEP 4

Click on your Domain.

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STEP 5

Click on **DOMAIN NAME SERVER SETUP** on the left side of the page.

Step 6

Select **SPECIFY CUSTOM DNS SERVER** and then put the two DNS addresses from the email into the two fields below.

Once this process completes, you're ready to start building your website. Keep in mind that it can take up to 24-48 hours, although in my experience, it's more like 30 minutes.

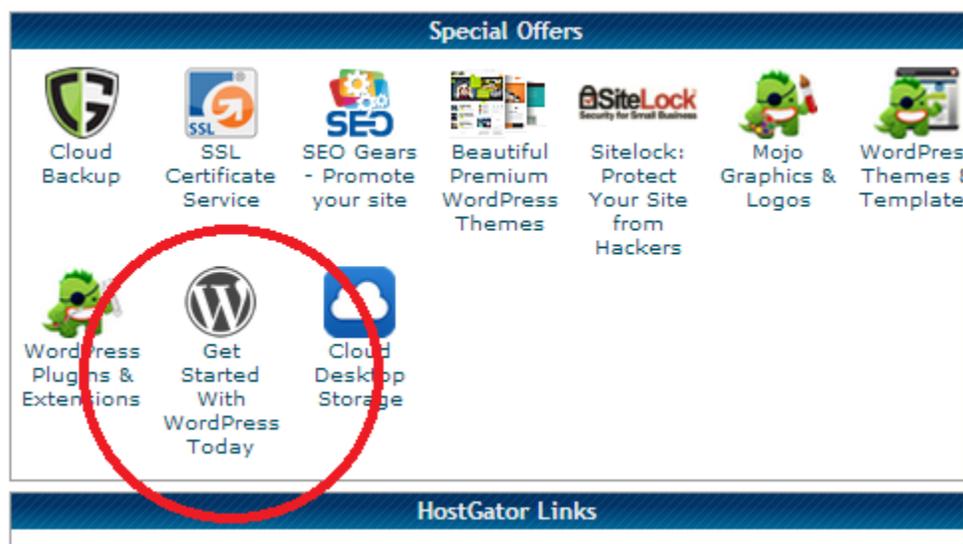
Anyway, WordPress makes building a website extremely easy. So that's what I recommend for new authors.

Installing WordPress

Blogging is powerful for a writer and WordPress is one of the best (and easiest) blogging platforms available. To get started, you will need to access your C-Panel. If you chose HostGator as your web host, you can access your C-Panel through this URL:

<http://www.YOURDOMAIN.com/cpanel>

Select **GET STARTED WITH WORDPRESS TODAY** and follow the instructions.



Once you have installed WordPress, then use the following URL to access your website:

<http://www.YOURDOMAIN.com/wp-admin>

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Learn Wordpress

It's essential to learn as much about Wordpress as possible. Most of this can be done through trial and error. However, if you want a kick-start then check out these books:

[Wordpress To Go](#)

[Wordpress for Beginners](#)

Search Engine Optimization

Now we get to some more advanced methods of setting up your website. The most powerful tool you could possibly hope to learn is search engine optimization (SEO). SEO is the process of targeting specific keyword phrases so that when a user searches for that term, they have a chance of seeing your website.

For example, let's say a user uses Google to search for "new fantasy books for Kindle". They will be given a list of results. This list is ranked through a process known as indexing. To put it in the simplest terms, the top website on the list would be the #1 ranked for that keyword phrase, the second would be #2, and so on. You want your website to rank high on these lists.

I know that sounds complicated – and I won't lie, it is. However, there is no need for you to worry about it too much. If you create useful content about writing, then you will be okay. Never try and use any quick schemes or shady tactics to boost your ranking quickly. These can get your site banned from Google indexing.

Here are three easy things that you can do to naturally boost your rankings, listed in order of importance:

1. Provide high quality and useful content for real people.
2. Include keywords within your content (1% -3% density, never more). This will normally happen naturally but you can enhance it by learning more about SEO.
3. Register your domain in 2 year increments.

If you focus just on these 3 things, you'll be fine. Let's have a step-by-step look at how to consistently create content for your website.

1. Set up a Schedule

The first thing that you need to do is create a schedule for adding new content to your website. I would recommend that you just focus one or two posts a week. So a schedule might look like this:

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March 2014

Week 1 = Add 1 post

Week 2 = Add 1 post

Week 3 = Add 1 post

Week 4 = Add 1 post

Just be sure to stay consistent. Don't post once a week for a few months and then suddenly stop. It can take up to a year to reach the top spot on Google so be patient and consistent.

2. Create the Content

Write about stuff that you know. Since this book is geared toward writers, I will assume that anyone reading this book is a writer looking to sell their book. So some topics might be:

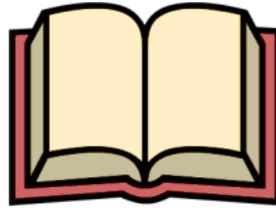
- Publishing Tips
- Marketing Tips
- Writing Tips
- Short Stories
- Anything Relating to One of your Books
- Tips for Designing a Great Cover

There are so many different topics to choose from that I could not ever hope to mention them all here. Choose anything that you like, so long as it relates to your website's theme.

3. Set up an Automated System to Link with Social Media

The next chapter goes into detail about social media. For now, just keep in mind that it's important to have an automated system in place that will alert your social media fans that you have posted new content to your website. These are easy to set up and completely free.

Chapter 7



Don't Forget About Social Media

I'm willing to bet that most of you reading this book have used social media at one point in your life or are an active user. It has become a popular medium where people come together to share in stories, fun, and to make new friends. It has also transformed the world of internet marketing.

Social media is a free way to reach millions of potential readers. The trick is to always maintain a friendly voice and don't oversell. Most of your posts should be entertaining or interesting content. In fact, I'd recommend that you only try and pitch your book in no more than 25% of your posts.

If you want to be a successful writer then you're going to have to get involved in this broad, digital world. Let's start out with the granddaddy of all social media – Facebook.



It's not possible to go into any social media marketing strategy without including Facebook. Million upon millions of people around the world use Facebook. These are people that you have the potential of reaching through Facebook.

Facebook is an essential piece of the puzzle. If you don't use it, stop whatever you're doing now and create an account. There's no reason not to.

On the other hand, if you already have an account that you use to keep in touch with friends and family, then you are already on the right track. You'll want to tweak your account though in order to effectively market your book.

Facebook Goals

Facebook marketing isn't something that you can just set up and then sit back while new leads fall right into your lap. It takes constant work. It requires that you are always engaging new fans in a friendly way. With that said, let's look at some of our goals with Facebook.

Goal 1: Establishing a Presence

The most important impression you will ever make on another person is the first one. While it's not impossible to rebuild a reputation after totally screwing up, it's extremely difficult. So your best bet is to give people a great first impression. This takes careful planning and flawless execution.

That's why your first goal on Facebook should be to establish a great presence. There are two important tips that those new to Facebook marketing should know:

1. Clean up your Personal Profile

Let's assume that you build a perfect Facebook page. You complete your profile, add some great pictures, and even post some videos. Your page is perfect. However, when a reader looks at your personal profile, they see a profile picture of you acting like an idiot. Guess what? You just made a horrible first impression.

Many new authors make this mistake because they falsely believe that they don't have to worry about their personal profile (the one they believe only friends and family will see). However, potential readers may check to see just how professional you really are. If they find a profile with a drunken picture or some other nonsense, they are not likely to buy your books. On the same note, blocking your profile from the public could come across as arrogant.

2. Fill out All Profile Information

Another mistake that new authors make is they do not complete their profile. While filling out all information might seem like a given, it's easy to fall prey to the belief that some things are not required for a writer. That may be true but completing 100% of your profile comes across as a perfectionist. Plus, it's not like it takes a lot of extra effort to complete a Facebook profile.

Your page must accomplish the following things:

- Tell people who you are.
- Tell them what you have to offer.
- Explain why they should trust you.

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Goal 2: Drive Traffic to your Website

If you make a good first impression, social media users will be more willing to see what you have to offer. This is when Facebook is at its most powerful. Be sure to include links to your personal website in order to funnel traffic from social media to your website. This is the whole point of using social media for marketing.

Now it's time to add the finishing touches. Provide links to other sources such as:

- Twitter
- You Tube (More on this later)
- Blogs
- Author Profile
- Books

Goal 3: Increase your Search Engine Ranking

Finally, we come to search engine ranking. This is always a goal with any internet marketing strategy. It makes it much easier for readers to find you. The best part is that it's extremely easy to get a Facebook page ranked on search engines. While there are many strategies for keyword ranking, this book is geared toward getting your started. So we will just stick with posting fun and useful content for now.

Are you Ready Yet?!

I bet you're ready to get started with Facebook now! Heck, I'm ready to go create another page after writing that last section! So let's look at the process in a very simplified way.

Step 1: Create a Profile (or revamp your current profile)

Facebook profiles are where many writers make themselves look like an amateur. I'm not trying to be degrading here. I'm just being honest. Having an unprofessional profile can really set you behind the competition.

One common misconception is that you can just create a fan page and not worry about the way your personal profile looks. That is simply not true. While it's definitely possible to keep a profile for friends/family and a Fan Page for your future readers, some readers will still check out your personal profile to learn more about you. Here is where one of two mistakes is made:

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1. The profile is set to private. So a potential reader notices and instantly assumes that the individual is hiding something. Why? Because they are an author (public figure) yet keep their profile private.
2. They keep their profile public, yet have an unprofessional bio. Even worse, they have pictures of a drunken party blasted on their Facebook wall!

It's understandable that you may want to maintain a personal Facebook profile for your friends and family. There are a couple of ways that you can do this:

1. Create two separate Facebook accounts. This requires two separate phone numbers.
2. Use the settings to customize your profile and shield friends, posts, and other information from public view. You should allow subscribers but only give them access to your profile and maybe some specific posts.

There are a lot of advanced privacy features with Facebook. You can customize your profile in pretty much any way you want.

How to Create a Facebook Profile

This is a quick guide to signing up on Facebook for the few who don't already have one. Or even better, if you have two different phone numbers then you can set up a Facebook profile just for business use (it's not against TOS if you have different phone numbers for each account). Even if you opt to do this, you still need to follow the instructions listed above. Since you have to transform your main profile anyway, I don't recommend having two accounts. Keep things simple and stick to one. Anyway, here's how to set up a new Facebook account.

1. Visit www.facebook.com
2. Select **Sign Up**
3. Verify your Email
4. Log in and select **Edit Profile.**
5. Enter basic information and select **Save.**
6. Enter Contact Information. Note that Facebook uses the phone number to verify accounts. If two or more are using the same phone number, all accounts could possibly be banned.
7. Add a Picture. This is a must. Be sure that the picture is professional, of yourself (not an avatar), and high quality.

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Step 2: Join Groups

So now you have a profile and Facebook page. It's time to start joining groups in order to increase your reach. Start with just one or two groups until you get a feel for how it all works. There are several advantages to joining Facebook groups, including:

- Gives you access to readers who join groups to find new books to read.
- Gives you the opportunity to see how other writers present themselves.
- Allows you to showcase your knowledge and experience as a writer.

So let's get started! The first step is to find a group to join. You will want to find groups in the same niche as your book. Here are some other considerations:

- How many members are in the group? You want to start by joining groups with at least 400 members.
- How often do others post? The less, the better. If there is a new post every 2 or 3 minutes, then it's unlikely that your posts will ever be seen.
- Is the group active? You can determine this by looking at its latest posts.

Posting in Groups

Once you have joined a group, it's time to start using it to your advantage. There are two very simple rules to posting within a group: make sure the post is relevant to the group and do not spam. In fact, two posts per week is a good goal when starting out. You should also be consistent. Don't post for several weeks and then suddenly stop.

Step 3: Start your own Group

Once you have a better understanding of Facebook groups, you can start your own. This is a great way to establish yourself as a professional. Just remember that getting new members into your group will take time and patience. It's not going to happen overnight.

The first thing to do is come up with a name for your group. Make sure you take the time to create a catchy name that is both easy to remember and accurately portrays the type of group you plan on running. Consider using keywords here. Once you have a name, you can create the group.

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Click on the **Create Group** button on your Facebook page to get started. Input all of the requested information and be sure to fill out as much information as possible. Once you've finished, click on **Create Group**.

How to Add Members to a Facebook Group

Be careful with this step. You don't want to come across as pushy. Furthermore, just because you can invite anyone on your friend's list doesn't mean that they want to be invited. So be careful. If you go through each friend, you can determine the ones who should be invited.

Step 4: Create a Facebook Page

Up to this point, everything that I've focused on has revolved around your Facebook profile. So now let's create a Facebook Fan Page. This will be an extension of everything that you do. Make sure to take the time to not just create a professional page, but one that really stands out. I don't mean that you should get overly creative. Just be sure that your page has an engaging bio, links to your website, links to other social media outlets, and high quality pictures.

How to Create a Facebook Page

Here's a quick guide to setting up your first Facebook page. Getting started is a fairly simple process. The real challenge comes when setting up the page.

Step 1

Log into your Facebook profile.

Step 2

Search for **Pages** on the left toolbar. Click it.

Step 3

Select **Create Page**.

Step 4

Name your page. If it's your author page, simply use your name. However, if you are building this page for a product then you will want incorporate an exact keyword phrase into the name.

Step 5

Choose the type of page that best describes what you are promoting.

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Step 6

Choose a category

Step 7

Follow the on-screen instructions the rest of the way.

Facebook Page Tips

Once your page is set up, you can start giving it the attention that it deserves. You can't just copy and paste the information from your profile page. It needs to be completely rewritten if you want search engines to index it. Here are some of the most notable parts of a Facebook page.

Profile Picture

You need a professional picture of yourself or your book cover to use as a profile picture. Nothing screams amateur like an unprofessional profile picture.

Photo Gallery

Setting up a photo gallery on your fan page is extremely important – I can't stress the importance of this enough. Facebook gives you everything that you need to get this done so there is no reason not to. Here are two important rules for building a photo gallery:

1. Organize it with albums.
2. Always write a description on pictures and include a link to your website.

Driving Traffic to your Website

Since this is one of your overall Facebook goals, it should be a primary concern. Facebook pages are extremely easy to get ranked on Google. If you tag all photos with descriptions, post useful content, and naturally build your fan base, this will happen with little extra effort on your part. Of course, there are advanced Facebook tactics that you can use. Don't be afraid to read books that describe these advanced tactics.

The Unwritten Rules of Facebook

Before wrapping up this section, let's go over a few unwritten rules that I feel are paramount to success.

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Joining too Many Groups

I recommend that you join no more than 5 groups. This is because you want to eventually focus on creating and managing your own groups. Time management is important so wasting too much time on other people's groups is not going to be very helpful.

Posting Too Much or Not Enough

I see this all of the time. Posting too much content will get on people's nerves. On the other hand, if you don't post enough then people will forget who you are. Set up a schedule for posting on Facebook:

Post once or twice a day on your **Facebook fan page**.

Post once a week in groups that you **do not own**.

Post about 3 times a week in groups that you **do own**.

Videos and Pictures Rule Facebook

These two types of media are the most powerful in all of social media. Whenever possible, include a picture or video with your posts.

Content Ratio

You should have a consistent ratio of entertaining to promotional posts. I would say that a 1:1 ratio is fine. However, as an author, you can actually create entertaining posts that also promote your books. Here are some of the types of posts:

- **Pictures:** For writers this is normally book covers or characters from their books.
- **Videos:** Book trailers, interviews, and other videos that are related to your projects.
- **Links to your Website**
- **Link to your Products**
- **Jokes:** This is for entertainment purposes.
- **Quotes:** These can come from famous people or characters from books that you've written.

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- **Reviews:** Some writers post reviews written by their readers. It's certainly worth mentioning, although I don't recommend posting a review unless it's from a reputable source (celebrity or professional reviewer).

Spread out your Posts

Don't post everything all at once. Instead, limit your total posts to one or two a day. Once you get into the flow, you might feel tempted to post several times a day. This can be detrimental. I recommend you build a spreadsheet so that when you think of a great post, you have somewhere to save it. Then when you're on Facebook, you will have a place to look through and find a great post. Just never post on a whim.

If you Get a Warning from Facebook

If Facebook notifies you that you're posting too much, then take a 3 day break. This is not likely to happen if you follow the strategies in this book, but I felt it worth mentioning.

Track your Goals

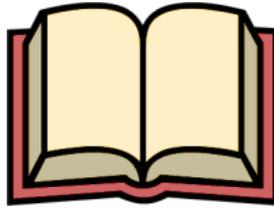
You should have a system in place for tracking all of your Facebook goals. That way, you will be able to see what areas are simply wasting your time and what areas are actually converting. You cannot be successful without tracking goals.

By now, you should have an idea of what you want to accomplish with Facebook. So write it down. Having a written plan of action is always important because it makes keeping track of your goals much easier.

Constantly upload pictures onto your pages and groups. Be sure to avoid more personal photos. Remember that strangers will be trying to view your profile from time-to-time.

Most importantly, never stop learning. The moment you stop learning new skills is the moment you start leaning towards failure. This applies to all of your ventures in the world of writing.

Chapter 8



YouTube

Now we are going to dive into the most powerful presence in the world of social media. Your potential on YouTube is extremely high. It's also the easiest place to get ranked on Google – you know, since Google owns it! Plus, videos are the most powerful media in social media.

In this section, you will learn how to:

- Set up a Professional YouTube Account
- Create a Video
- Effectively Post a Video
- Drive Traffic to a Video
- Rank a Video



Goals for YouTube

There are so many different goals that you can incorporate into a YouTube strategy but I feel the most important is **funneling leads to your website**. This is accomplished by ranking your video on Google which is super easy.

While that doesn't necessarily lead to guaranteed success, it is extremely easy to get a video on YouTube ranked onto the first page. The best news is that YouTube continues to grow in both size and popularity.

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Some tend to look at YouTube as just a place for entertainment. This causes inexperienced writers to overlook its importance in promoting their products. New writers tend to overlook video marketing in general. As a result, creating just one video will give you an edge over a vast majority of the competition. Our goal isn't going to be to make just one video. The key is to make enough videos to gain a foothold in the video marketing world. I feel that video marketing is one of the most powerful tools in a writer's bag. To add even more importance to this is the fact that experts have estimated the need for video marketing to grow in the coming years.

Setting up a YouTube Account

This quick tutorial will show you how to set up a YouTube account.

Step 1

The first thing to do is set up a Google Account. Many of you probably already have one. If so, then skip down to **Step 3**. If not, then go to www.google.com/accounts/ and select **Create Account**.

Step 2

Fill out the information form. Then select **Create Account**.

Step 3

Now that you have a Google Account (or perhaps you already had one) you can create a YouTube Account. Visit www.youtube.com/create_account to get started.

Step 4

Fill out the information form. Don't worry too much about details right now because I'm going to discuss this in more detail later. For now, just focus on getting your account created.

Step 5

All that's left is for you to select **Create Account**.

Create a YouTube Channel

While we are in the creation mindset, let's go ahead and get your channel created. As before, don't worry about information so much as just getting the channel created. Everything (except the url) can be changed at a later time.

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Step 1

Click the drop-down menu next to your avatar and select **My Channel** from the list of different options.

Step 2

Select **Create Channel**.

Step 3

Before we go any further, let's *unlink* the new channel from Google+. This will allow you to change the Channel Title later on. Once again, click the drop-down menu next to your avatar (upper right hand corner) and then select **Settings**.

Step 4

Under your name, click the **Unlink from Google+**. **Click Save Settings**.

Setting up your Google Profile

It's very important to make sure that your Google account comes across as professional. This is oftentimes overlooked. Your profile is an extension of you so it needs to come across as professional. You really only need a couple of sentences here; just enough to keep it from being total white space.

Be sure to fill out every space that is provided. Provide links to your websites and other social media where applicable. Make sure you provide a high quality profile picture. Also, put some of your keywords into the **Tags** field.

Setting up your YouTube Channel

Setting up your YouTube channel is a delicate task so let's break it down by category to make it as easy as possible.

Channel Name: As a writer, I would recommend that you get creative with your channel's name. It doesn't necessarily have to be keyword rich. Your videos will be tagged with keywords so your channel's name is not going to do a lot for SEO ranking anyway.

Avatar

I recommend that you get a logo designed to use with your channel. Treat your channel as if it were a normal television station that you see on cable. Your logo should enhance your viewer's experience and make it easy for them to recognize you in a crowd.

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Background

Getting a professional background design would definitely be a plus here. Just like with the avatar, the background needs to enhance your title.

Channel Description

Your channel's description should be both creative and professional. I recommend creativity above SEO for writers because it gives you the opportunity to showcase your talents. Furthermore, be sure to include links to your website, social media, and any books that you have published.

Tags

Tags is a fancy word for keywords.

Decide What to Share

You have the option of displaying different tabs on your channel as well as featuring a specific tab. I would recommend that you feature your new videos.

Creating a Video

This is when we start having fun. We are going to go through the process of recording a video now. As I have said before, video marketing is the reigning champion in advertising. There is no other venue that even comes close.

For a video to convert, it needs to be creative, useful, and of the highest quality. It's not too difficult to film a video as there are numerous options available for you. Some are extremely easy. However, before we get too far with creating your video, I want to go over a couple of important things first.

Your Video Must Deliver a Precise Message

A video must deliver a message. One of the biggest mistakes that I see with promotional videos is that they do not contain a clear, simple, and precise message. Don't let your viewers down. Delivering a powerful message will increase your video's conversion rate. Here are a few tips:

1. Make your message short and to the point.
2. Use other videos as a guide.
3. Keep the idea as simple as possible.
4. Tell the viewer **exactly** what you want them to do. If your goal is for them to buy your book, then tell them to do so.

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Before you even start scripting a video, you need to decide what your message will be and how you will deliver it. I recommend that you write a script even if you only plan on filming a 30 second video. A script ensures that you stay on the right track.

Filming your Video

Now we can go through the process of actually filming your video. Before you start, you should spend a few days browsing through other YouTube videos in your genre. See what other authors are posting.

Here are a few different types of videos that you can use to promote your book and/or services.

Book Trailers

Book trailers tend to have one purpose: they are used to get people to buy an author's book. It's easy to see what the message is here. This video should be creative and express the theme for the book through visualization. You can Google the phrase "*Book Trailers*" to see some examples.

You start out with a script of quotes and brief taglines that you use to convey the theme of your book. Then you can either film live action, animation, or flash through different images. Several free programs will make it a breeze to create a nice book trailer. My favorite is Daz Studio.

- Make sure the graphic or scene displayed matches the phrase or quote.
- A book trailer should convey the message in less than one minute. Any longer and it risks losing the viewer's attention.
- The music needs to match the genre of the book. In other words, you would not use heavy metal music for a romance novel.

How to Deliver your Message

This is easy with book trailers. End your video on a page with the following items:

- The words "Buy It" or "Own it Today". Something along these lines. You must tell the viewer exactly what you want them to do.
- Book Cover
- Link to where viewers can find the book. Only use links that the viewer can easily type. For example, having weird text like "10mcmillan2013" would not work. I recommend you have a page on your website that directly links to all of your books. This lets you control the url.

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- Links to social media like Facebook, Twitter, and LinkedIn.

Interviews

Interviews are one of the key components of video marketing for writers. The trick to getting it right is to make it look and feel professional. Viewers want to gain insight to the person being interviewed.

Unless you're famous, chances are that you will have to hire someone to interview you. It doesn't have to be fancy nor extravagant. It just needs to be professional and address any questions that potential readers might ask you.

Presentation Videos

Presentations are probably the easiest type of video to set up. You also have the option of either doing it yourself or outsourcing the help. Outsourcing presentation videos is extremely cost efficient and is a great way to beef up your YouTube channel early on.

You need a subject, script, and something to promote in order to get started. If you decide to do it yourself, then make a powerful, creative, and useful presentation using a program like PowerPoint. A presentation should do the following in the exact order:

1. Introduce the audience to your idea.
2. Present your idea.
3. End with a call to action.

Tutorial Videos

Video tutorials are probably the number one method of promoting nonfiction books. When an individual has trouble figuring something out, they have a tendency to turn to YouTube for a video for a solution. If you make your video become the one they watch, you will gain both authority in the subject and trust. These two traits are a perfect first impression.

Like the previous videos, you will need to write some kind of script in order to plan ahead. Then use a program like JING to capture your computer screen. After that, you're ready to start filming. Here's the process:

1. Brief introduction explaining why the viewer should follow your advice.
2. Step-by-step process.
3. End with a Call to Action.

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Video Description

Once you have your first video, it's time to make it so that people can find it. The way you accomplish this is to optimize it for search engines.

Title

The title does it all. It conveys the video's message while serving as the key component in optimizing it for search engines. Make sure that you use a keyword phrase in the title. If one on your list doesn't work, then use Google Keyword Generator to find a new one.

Description

This is where things get a little tricky. The reason is that there is a trick that experts use to get their videos ranked on Google. Let's get started.

First of all, take your keyword used in the title and plug it into Google Keyword Generator. Go through the list of alternatives and write down all of the ones that get more than 1,000 searches. Unlike earlier in the book, ignore the competition field for now. Once you have a list of keywords, write the description as follows:

1st Paragraph

Always place a link to whatever you are promoting at the top of the description. This drives traffic, which is the main goal of the video.

Note: When placing links in YouTube, always include "https".

2nd Paragraph

Write a brief description of your video. It should be no longer than three sentences. Be sure to place your main keyword phrase in the content (the one you used in the title).

3rd Paragraph

Place the link from the 1st paragraph. You want your description to begin and end with a link.

4th Paragraph

Here is the trick that I referred to earlier. Remember those keywords I had you write down? This is where you put them. Place as many as possible (until you reach YouTube's character limit). Also include your name. Separate each keyword by a comma (no space).

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Tags

This is easy. Place all keywords used in the bottom of your description in this field.

Final Thoughts on YouTube

Get your first video up as quickly as possible. This is a form of marketing that will start converting early on and there's nothing stopping you from uploading your first video. This is also a great area to invest in. Write a few scripts that you don't have to personally be involved in and outsource them. This is an investment that will quickly pay dividends.

Here are some of the more important things that you should now know about YouTube. Write them down and always keep them in the back of your mind.

- Videos rule all of social media. This means that they provide the absolute best click-thru rates. Ultimately, YouTube will serve as a catalyst to grow all other social media platforms.
- Videos on YouTube will make the top page of Google faster than anything else.
- YouTube will become your most powerful social media platform. Therefore, it requires you to dedicate more time to it.

Things to do with Every New Video

- Link to your video from all other social media platforms at least once a month.
- Put together a checklist for each video so you can keep track of when and where you post it.
- Add each video to your website.

Common Mistakes

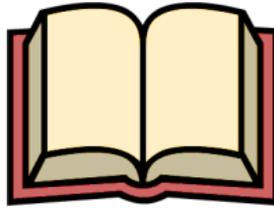
I'll end this section by listing common mistakes that beginners tend to make on YouTube. If you follow this guide then you will avoid these.

- Not including a call to action in video. Viewers must be told **exactly** what to do next.
- They make videos too long. In general, a video should not be longer than 1 minute (unless it's an interview).
- They do not place a link in their description.

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- They leave the **Tags** field blank. Videos are indexed by text so leaving this blank gives search engines no way to rank the video.
- Message is too complicated. The message delivered from a video should be so simple that a child could figure out what it's trying to tell them.
- More than one message in a video. This directly corresponds to the above mistake. Limit the message in each video to one. Create a new video for a different message.

Conclusion



I feel that the best way to wrap up this guide is to go over some important things that all writers should always keep in the back of their minds. These are essential to achieving long-term success. Let's start out with one that I feel is not only important to writers, but to everyone.

Never Stop Learning

The moment you stop learning new skills is the moment you stop growing. Everyone can learn something new everyday so long as they strive to do so. For writers, this is paramount to achieving and maintaining the highest level of success. In today's world, we are constantly seeing changes to the way we can write, market, and deliver our books to the world. Electronic readers are constantly being updated. I recently read a 280 page book on the latest changes to the new Kindle devices. This is normal and I find myself having to read these updates about twice a year. If I were to ever stop learning, I would not be able to publish new books.

My point is that the landscape is in constant flux, so you should constantly learn new skills in order to adapt.

Never Give Up

You're going to have adversity slap you across the face from time-to-time. This adversity comes in the form of rejection letters, bad reviews, and even writer's block. Sometimes it will even make you second guess whether you really want to be a writer or not.

I'm going to be completely honest with you. When you turn a hobby into a profession, it becomes work. That isn't a bad thing. We all have to work so I feel it important to do something that we love. However, writing is not all fun and games. It requires a lot of work.

When things get tough, do not give up. Those who push through are the ones that make it in this business. You will make mistakes – it's going to happen. Learn from them and move on.

"I haven't failed. I've just found 10,000 ways that won't work."

~ Thomas Edison

Always Track your Goals

Setting goals is the backbone of any business – including writing. However, it doesn't stop there. The only way that you can know whether you are achieving your goals is to track them. Come up with a system and make sure that you stick to it. There are a lot of resources out there that discuss tracking goals in detail.

Finally, once you build momentum, keep your foot on the gas. Don't stop!