

# **CHEAT SHEET: HERE'S HOW TO BOOST YOUR VISIBILITY AND EXPLODE YOUR AUTHOR PLATFORM**

## **BOOST YOUR BOOKS' VISIBILITY**

Find categories on retailers with lower competition by checking the number of results displayed under each subgenre

Focus on subcategories, rather than broad genres

Make keywords a priority – type relevant keywords into the search bars at the different retailers and see what suggestions come up

Choose keyword phrases with fewer than 1,000 results (if possible)

Check the books showing up are selling decent numbers

Input these keywords into your book dashboard and incorporate into the title and product description

## **BUILD YOUR AUTHOR PLATFORM**

Develop your Reader Magnet – a free gift your perfect reader will love – to offer in exchange for their email address.

Your Reader Magnet could be another full novel or short story in the same series (fiction), or it could be a preview of another book, deleted scenes, cheat sheets (non-fiction), audio versions... use your imagination!

Advertise your Reader Magnet free book (or other incentive) in the front and back of all your titles

Link to a dedicated signup page to collect an email address before delivering the Freebie – make sure there are NO other links on that page

Configure your email marketing provider (Aweber, Mailchimp, etc) to deliver the free book once a reader signs up. You can use the “welcome email” in Mailchimp to do this without needing to pay for automation services

Use your email list to run promotions and launch books more effectively. When you build engagement via email, you can promote your backlist and new releases direct to readers

Make at least one book permanently free to massively increase the number of signups. Free books = more traffic = more signups = more sales.

Consider using Facebook advertising to drive more traffic to your Reader Magnet sign-up page.

Focus on building future sales and creating a community

## TOOLS

**Research** – KindleSpy: <http://yourfirst10kreaders.com/kindlespy>

**Email Marketing** – Mailchimp: <http://mailchimp.com>

## NEXT STEPS

I'll have more information coming your way soon about how you can implement these strategies – including how to get 100+ five-star reviews in just a few days using your email list, how to super-charge your launches, and how to scale your results up, up, up.

Keep your eyes on your inbox for more information coming soon! And if you haven't signed up for the free video training yet, head on over to <http://yourfirst10kreaders.com> and get started now.