



## 12 More Ways to Drive Massive Traffic To Your Kindle eBook

Today we're going to talk about how to advertise on your website, how to use your signature file, put it in your vacation auto-responder, write blog posts and articles, create graphics, create a press release, use social media, use book trailers and video, mention your ebook, do Q and A's, get interviewed, use featured groups in Goodreads, and one of my new favorites, enlist owners who are targeting your potential buyers and ask them to promote in their P.S. or in their group.

**Number one, advertising on your website.** You want to let people know about your book when they come to your website and you want to have a click-through button to your Kindle page. So in other words, just because you're not selling your ebook on your website, doesn't mean that you should not promote it from your website. You want to make sure you're promoting from it because people are coming to it, hopefully, if you're doing any kind of marketing at all. You want them to be able to get to your ebook on Kindle, if they are on Kindle. So, you want to have that click-through button.

Now here's an example: I wasn't able to get the whole picture, but I could show you part of it and, basically, instead of having a more normal landing page; Michael Port has all these sections. And the one right on top is best-selling author. (You can see the whole picture in the handout.) So, you know, there's no way you're not going to know that he's writing books. It's right there at the top. Another one that really surprised me was Eric Lofholm. He had seven #1 best sellers. He gets ton of traffic directly to his site and nowhere does it show that he's written books. [www.EricLofholm.com](http://www.EricLofholm.com). Then, there was a third one from Sir Ken Robinson; he's got his books over at the right side. And I wasn't able to get that one in here, but I'll put it in the handout.

**Next is your signature file.** Advertise your ebook in your signature file. How you do that is going to depend on what program you're using. So in Gmail, you can click “Settings”. The settings here in the upper right-hand corner and it looks sort of like a little automotive gear. And then, from there, you just go to “General”. You write in your signature, and then you save the changes. (See handout).

Now see, several books (in your signature)...it can be too overwhelming to list them all. So you can either advertise one of them, maybe the most recent, or call yourself a best-selling author and leave it at that. Just have a website where they can see your ebooks/books again on your website. This is my signature in Gmail (See handout). So, I have a bunch of them. So it's #1 best-selling author and award-winning coach, two-time eLit award winner, a.k.a The eBook Coach, for publishing and platform building. And then, I have all my social media here. So the one for Facebook is my fan page, and then I've got:

<http://www.twitter.com/ellenviolette>

<http://www.linkedin.com/in/ellenviolette>,

<http://www.google.com/+ellenviolette>

Pinterest is <http://www.pinterest.com/ellenvio>

**Write blog posts.** You want to write them on your book topic. And then, what you want to do is to track comments and get reader's attention. You can also share additional resources that are not in your book, on your blog post. And then say, "For more, get my book or tools or tips that are not in your book." Anything that's related to your book, but not in your book, or you can have snippets from your book. And generally, people always ask me, "How long it should be?" I would say 250 to 500 words are sufficient for each post.

Occasionally, my post gets longer than that. Sometimes, they are 700 words. I never do them less than 250. So if it's less than 250, I figure out a way to make them longer. Because, if people don't feel that they're getting enough value, they're not going to come back. You want to make sure that you give great value.

**Creating posts and articles.** How do you do this? It's so easy to create posts and articles, and by post I mean blog post and articles. You really can create it like a grocery list. "Seven tips to"...whatever your topic is. "Seven Tips to Getting over Depression", "Five Ways to Energize your Body", "Five Strategies to Make More Money"-whatever it is. "The Seven Biggest Mistakes People Make Authoring an eBook and How to Avoid Them". So, you just write out a grocery list of some tips, or some ways to do something, or some strategies. And then, you just go back and fill it in. So if you write a paragraph or two on each one, voila, you've got an article or a blog post. And what you want to do in these is have one problem, one solution. You don't want to go on in a hundred different directions in an article. You want each one to be very specific on a specific topic, solve a problem, and that's it. You want to get in and get out.

**Next is creating graphics.** You can use your book cover and create a graphic from it. It should be 250-pixels wide. And if you need to have it resized, the guy that I use to at Fiverr that I really like is: [Fiverr.com/davidsherman](https://www.fiverr.com/davidsherman). You can also resize them yourself with Image Optimizer [www.imageoptimizer.net](http://www.imageoptimizer.net) You can create additional graphics through Fiverr too. Let them do it for you at Fiverr.com. And there are also a bunch of quote sites and places where you can create really cool graphics. Here are some of them:

-[pinword.com](http://pinword.com)

- [pinstamatic.com](http://pinstamatic.com)

-[dazzlejunction.com](http://dazzlejunction.com)

-[proquoter.com](http://proquoter.com)

-[quotescover.com](http://quotescover.com)

-[picmonkey.com](http://picmonkey.com)

-[canva.com](http://canva.com)

Some of these only work for Facebook and Pinterest.

These will be in the handout. A lot of people really love Canva. I've been trying to learn it, but there is a learning curve.

And I don't usually do any handouts for these trainings. But, because we had so much trouble with Instant Teleseminar this month, there is a handout.

**Next is a press release.** So, you want to write in the third person. In other words, you're going to say, "Ellen Violette teaches people how to get instant credibility and expert status, write best sellers, and use them to become a business pro." That would just be part of what I would be saying, but it's written as if I were writing about Ellen, not that I AM Ellen. And you want to generate excitement about your book in your press release. Also try to tie it to a current event because that means it will get journalists more excited to print it.

You want to keep it short and to the point. Write a catchy headline, and then use it as your subject line if you're doing it in an email. Do not call it, "New Book Release". There's a gazillion of those and it won't get anybody's attention. You can also use a sub-headline to flesh out the headline. So, here are a couple of examples.

I actually took a publicity class many years ago and we wrote these in the class. Warren Whitlock wrote this for me. "eBook Expert Caught Starting a Computer Virus." That would be the title. And then the subtitle was, "Laughing all the way to the bank." And it was about being on the Internet and making your business go viral. The second one I wrote for Dr. Richard Krawczyk and it was, "Financial Guru Puts his Money where his Mouth is and Eats it for \$200,000." It was a fitness challenge and there was prize money that he was giving away.

You can see that you can't just write, "Book Release." You have to write something that gets people's attention. Make it easy for journalists to publish. You want to make it newsworthy if you can. Have a high-resolution photo with a link to it in your press release. You want to include the date and the city. And then, the lead paragraph should include who, what, where, when and why.

Again, I will give you an example. You should tell them what they need to know to want to keep reading it and also to want to buy your book. And then, the additional

paragraphs should flesh it out. Also, you always include a quote because quotes add value. And that quote can be from yourself, a reader, a reviewer, or a blogger, but you want to make sure that it's not super self-serving or like you're trying to sell them anything. It's just a quote about how you feel about the subject.

So for instance, if I had a quote that said, "Oh you know, my course is so great. People should go check it out." That's not a good quote. But if I say, "65% of the ebooks sold are on Kindle, and for every 100 books sold, 105 ebooks are sold so they should check out Kindle." That's a good quote.

And then the final paragraph is a mini bio-a chance to include facts about yourself, including your passions and your inspiration. You want to provide a name, address, email address, phone number, and then any other relevant information.

Fiverr can write them for you and submit them for you. I've tried to have them done there. I have not been happy yet with the results. I was talking to another colleague of mine today and she was talking about a lot of things you could have done for five bucks. A lot of times, writing isn't one of those things unless you find somebody (special); you really luck out. But, you can try it.

Sometimes, it's good to have someone do it first so you can kind of get an idea and then massage it. Sometimes, I'll do that just because it's easier if it's partly there. And then, you can Google it. Just go to "free press release sites". The other thing you can do is you can use Webwire for a basic paid submission. It's 25 bucks, at least at the time of this training. Or, you can go to PR web, which is the grand daddy and they start at \$99; you don't really get that much for \$99. When I've done it that way, it was like a \$182.

**Next is social media.** You want to use Facebook. So, post to your Facebook fan page or your personal page if you don't have a fan page. It's really easy to make a page. Just go over to your home page and you'll see. It says, “create a page” over on the left-hand side.

And then, you always want to have a call to action. It might be quick like: if you want “X”- “X” being the benefit of whatever your book is about, Click “like” (if you want “X” and that's the benefit of your books). And then, you can boost your post if you want. There seems to be some controversy about this. Some people think it doesn't do much. Other people recommend it; it's up to you. But, more people will see it if you boost your post. Your fans and their friends will see it. So, it expands your reach.

You can also buy Facebook ads- the sponsored ads that go to the newsfeed- you can do that. They also have little ads over at the (right-hand) side. So if you're going to do Facebook ads just do a dollar a day first and see how it does. You might also want to test more than one (ad). Now again, you can have somebody write you an ad over at Fiverr. I had somebody do that. It turned out to be way too much copy, because then I went to somebody else to do the Facebook design of the ad, it didn't work. And so then, I started looking at Facebook ads to see how they're done.

The ones that I saw had 35 words (tops). So I'm trying to keep mine under 35 words. If you can keep yours under 35 (words), it would be good. And the way they do it is, they have 20 words up above and they have a circle inside the actual ad with more copy right in the ad. Facebook doesn't like you to have a lot text in your ads-only 20 percent.

And you don't want to schedule your posts in Facebook in advance because Facebook punishes you for using a service outside of Facebook. So that means if you're using Hootsuite, or something like that, then you're outside of Facebook. So, you don't want to do that. Everything I'm telling you today, is not hard. It is simply a matter of making a plan and doing it.

Social media is LinkedIn. You can use the same post that you use in Facebook. You can just say, "See how to do "X"." And "X" is what you offer. For instance, "See how to Lose Ten Pounds in Five Days." And then, you put your link underneath, and you can use tracking links. And if you do that you can see where you're selling the best; you can allocate more advertising there.

Next is Twitter. So your first tweet might say, "New book release." Then, put in the major benefits and tracking links if you're going to track to different sites. I didn't say that the first time, but basically, you can do that on your blogs, on your articles. You can do that on everything, so you'll know where everything's coming from, even if it's free... this is what I do, when I'm promoting my sales or any of my best-seller clients. We say, "Free ebook today and tomorrow" on the first day. And the second day is the same, you know, "Free ebook today only". So that's the first two days when I'm doing a KDP free launch.

If I were doing a Countdown launch, it would be "99 cents today or tomorrow". And then what you want to do is write 29 more (tweets) per month. Or, you're writing 30 or 31 (tweets) depending on how many days of the month there are. And then, you just (put them in a scheduler like Hootsuite) once a month if that works for you. Or, you can do it once a week. Whatever works for you.

And you want to use hash tags in your post because this is how people can find your post on topics that they are interested in. So a lot of times when I'm giving

success (advice), I'll just put hash tag #success or if I'm doing a best seller on one of my books, I might say #Kindle. And then I also have some influencers who have huge lists, and so sometimes, I'll put in their link in because I know they're going to retweet it for me (and it will be easier for them to find it that way). So you can do that as well as you get influencers who support you.

Actually, the tool that I use....it's called, "Commun.it and I think I have a link, an affiliate link to that. (It's 50% off if you use this link: <http://ellenlikes.com/communit-save>)

But that's what I use and it makes Twitter really easy. So use hash tags in your posts, and you can go to [www.hashtags.org](http://www.hashtags.org) and find out the most popular ones and which ones are going to work best for what you're doing. They'll also give you trending hash tags, popular hash tags, and you can track, perhaps, right there for \$99 a month and that's in [analytics.hashtag.org](http://analytics.hashtag.org). [Analytics.hashtag.org](http://analytics.hashtag.org). And you can use more than one hash tag, but you want to use the best one.

For example, "social media marketing" is a huge keyword phrase. So if you're writing about social-media marketing, you can use that if you have room. But if you're trying to say something longer, and you don't have room for that, you might just say, "social media". You just have to see how much room that you have in your tweets to be able to do that because you don't have a lot of characters. And then, you can definitely schedule those tweets.

You can use Hootsuite or you can use Social Oomph. I have an affiliate with Social Oomph. That one is <http://tinyurl.com/schedule-a-post>. And Social Oomph has more goodies than Hootsuite. But, I use a combination of Commun.it <http://ellenlikes.com/communit-save> and Hootsuite. But anyway, you've got to remind yourself every 30 days to create uploads, new posts, or have someone do it

for you. If you're going to have someone do it for you, they can go through your book and find some pithy things to say right out of your book.

And then, tweet often. Every 30 minutes is best. I learned that from my friend and colleague, Gary Loper. Gary Loper does Twitter chats for people. If you ever decide to use him, tell him you learned about him from me (You'll get a better deal.) Tweeting once a day is absolute minimum. The more you're tweeting, the more often you want to change the text in your tweets. Otherwise, it looks like spam and I've been a little bit guilty of that-a little bit lazy. I have to be better with that. But anyway, and then with fewer tweets, you have to find the optimal times to tweet. So [hashtag.org/analytics-keywords](https://hashtag.org/analytics-keywords) will show you the best times to tweet. And then, you want to experiment with days and times because there is no magic formula.

Now, you know, it's really interesting because when I surveyed people for the best time they like to do these calls it was five-thirty in the evening, but when I looked at my analytics for when the people are on Twitter, it was actually 6 a.m. to 3 p.m. That was really surprising to me. So don't just assume that because you know something about your audience that you (don't need analytics) because you may not know. And there's no point in trying to figure it out on your own when you can just look at the analytics and it's going to tell you. And it tells you exactly when they're on there.

Next is LinkedIn. LinkedIn is really cool. The people on LinkedIn, they're more corporate, they're more business oriented and they make a lot more money. In fact, they make twice the amount of money that the average person makes on Facebook. So if you're trying to reach high-end clients, you want to be on LinkedIn. And I've started moving from Facebook to LinkedIn because I was getting a lot of

people on Facebook who were putting me on their wish lists, but they were telling me they couldn't afford my prices. I'm not going to lower my prices; I'm going to find a better audience! So, you can do the same thing. You can put your blog posts that are related to your book right into LinkedIn. They have a place to post within your summary and your profile. (See handout.)

Next are book trailers and videos. These use music and images to tell a story about your book—a book trailer. And you can add a voice-over if you want. I recommend Fiverr. There are some really good people there for voice-overs. And then (for) creating your script, you can take the back blurb of your book and edit it down to a few key sentences if you have one. So if you're doing a physical book and a Kindle book, you've got that covered. If you don't have that and you just want to create one then you should just create the Kindle book and just say, "Okay, when I'm ready I'm going to do a physical book." You should have a physical book and an ebook anyway. I am going to do that with my ebooks. They will be in physical book form as well (eventually). But I do the ebooks first because it's a lot cheaper to get started and you can do a lot of testing and just making sure you're happy with the whole thing before you're ready to go and make it a physical book.

So then, you need to choose your images. So look at your script and ask yourself, "What are you trying to convey?" And then search for images. I really like [dollarphotoclub.com](http://dollarphotoclub.com). That's what I use. I have a subscription to it, so I get about twelve of them a month. I used to spend an inordinate amount of time looking for images for my newsletter and blog posts. And so that's why I decide to just go that route. There are other ones that are free, but I never seem to find what I needed. So this way 10 bucks, I don't need to worry about it, and it's done. A lot of people also like [istockphoto.com](http://istockphoto.com). I've used them as well. They're way more expensive. So if you can get away with Dollar Photo Club, I'd go with that one.

And then you need to choose your music. So music on Soundsnap, you can get 5 of them for 9 dollars. There's [ccmixter.com](http://ccmixter.com). [Freemusicarchive.org](http://freemusicarchive.org) and [freeplaymusic.com](http://freeplaymusic.com) and [smartsound.com](http://smartsound.com). And Smartsound for the royalty free is [smartsound.com/royalty-free-music](http://smartsound.com/royalty-free-music). There's also [creativecommons.org](http://creativecommons.org) and they have images, video, and music. And make sure that you either pay for your music and your photos or that you choose ones that are royalty free. Otherwise, you can get in a lot of trouble because later on they can come after you and then you can get penalized for thousands of dollars. So you want to make sure that doesn't happen. A lot of times, what people will do is go to Google and use free images. Quote, "Free." And they're not really free. Google went and took it from somebody's site, or whatever, and they were copyrighted, and then you can get stuck with a huge bill.

Next, you need to edit your videos. I have to admit, I'm really great at audio editing. I have not been able to figure out my video editing yet. So I haven't been doing that. What I try to do is make my videos short enough that I can just walk through the whole thing. It doesn't have to be perfect. I can make some mistakes and just let it be okay. And then, if it's not, I can just hire somebody to make a few cuts for me.

But if you really want to get into doing this, you can use Windows Movie Maker if you're on a PC or Screen Flow, or iMovie for Mac. There's also Screen Capture, which is free at [screenr.com](http://screenr.com). And there's the free version of Camtasia <https://www.techsmith.com/download/camtasia/> as well. So these are all software you can use to both create and edit your videos. Like I said, if you're like me and you're not technical, sometimes, it's just easier and better to have someone else do it so you don't have to worry about it.

And for creating videos, you can use the blog posts and articles you've already created. And then use the best keywords so people can find them. So the idea is to repurpose. Don't think that every time you do something you have to then create something else. What should happen is you should have like an assembly line. So let's say, you're doing an article for your newsletter, you put it in on your blog, which I do. And then the next step, which I haven't been doing, but I'm going to get better about it now, is to turning it into a video. Get somebody or get some software and change it by 30 percent and you can put it in Ezine Articles. There are all these different things you can do with this same piece of content. And then, share your video. You can share them at [slideshare.net](http://slideshare.net). It's free. And again, you should see words that optimize your description.

Then if you do it in Google Hangout, it's going to show up automatically in YouTube. All you do on YouTube is go over there, you're going to have to go into your “video manager”, which is up at the top of the page, and then you can edit them. Then you'll have 3 choices. You can make your videos public, private, or unlisted. So public, everybody can see it. Unlisted, only the people you want to see it can see it. And private, nobody can see it but you. You can also share your videos on your Author-Central page in Kindle and in your LinkedIn profile. So you can get a lot of mileage from one piece of content about your book.

Now this seems self-evidence, but you would be amazed how many people don't do this. This month's call is shorter than usual because some of these are really so simple. There's just not a lot to do. But that doesn't mean they aren't powerful. So you want to mention your book anywhere it makes sense to remind people of it. So for instance, on Facebook and Twitter, there's “Follow Friday”. So people are posting their links where they want people to go. You can take them to a page that's just for your book if you want to do that, or you can just mention your book

and send them to Amazon, however you want to do that. Maybe you'll have a free chapter on a page, or maybe you'll have a banner on Facebook that tells them, "Watch this video about..." and then you can have your book trailer there. There's a lot of different ways you can do it.

**You can also mention your book in interviews.** If you're doing interviews, find a way to weave your book into the conversation. Because it's a really low-cost product that people can get from you to get started to know you, like you, and trust you and so are podcast interviews. The TV and radio, are other ways, but remember, mention your book even if the interview is not specifically about your book. And then, you can also mention related articles and blog posts. So if it makes sense and it flows easily to do that, then do that. If you have to force it, then it's not the right time or place to do that.

**Next is Q and A's.** So you can do Q and A's and people will come on because they want to get to know you, like you, and trust you. And they may not know that you have a book or books. And so, again, you can mention it. If you use Instant Teleseminar like I do-over on the left-hand side, you can see that there's a place where you can actually put authors in there. If you look over there today, I have a link for Dash for Cash and I'll tell you more about it at the end of the call. But you can see on the left-hand side that there's something in there that I'm promoting.

So, if you were talking and you wanted people to go to your book first then you might have the link to your book there, or you might have the link to an article about your book. So they can read about it, and then go to your book. Again, you can test this. See which does better. Do you make more sales when you send them directly to your book or do you make more sales if you send them an article and then they go to your book or a video trailer? What works best? That's what you

have to figure out. That's why there is no one-size-fits-all because every business is different, every listings different. That's why we have Google Analytics, and that's why we have testing.

Also, when you answer questions, you can ask the listeners to tell other people about your book as you're mentioning it. And you can also remind them that they can be an affiliate and make money promoting your book. In other words, teach them about affiliate marketing. This is so important, especially if you have a list like my list, with a lot of authors; a lot of them don't really think about affiliate marketing. They don't realize that they can make so much free extra money just by promoting things that they already like. So if I go and take a course, I'll always ask if they have an affiliate link and I will promote them if I like the course. Why wouldn't I promote it, it's free money? Or if somebody comes up with a course at the right time of year (that makes sense for me to promote).....

I did one in the beginning of this year. They actually asked me to come on as an affiliate for Michael Hyatt's, "Make This Your Best Year Ever." It was this goal-setting program, at the beginning of the year. I made a lot of money on that one compared to a lot of my other offers because I knew it was the time of year that people were going to be interested in doing that. So you know, when people are coming on and hearing about your book, and while they're excited about you, it's real easy to say, "I would love to have you as an affiliate. Tell your friends about it. You can sign up and you'll make money just from telling people how excited you are about it." So it's a win-win. So you want to teach them about affiliate marketing.

**Next are interviews:** Radio, TV, and podcasts. These are direct interviews on your book. As I said, it can also be interviews about you in general and you just mention your book. Either way. But you want to build relationships with

podcasters, and contact producers, bookers, small shows where the host might be the producer, director, or the host; they might be all 3. And you always want to address them by name. If you're trying to reach them and you say, "Dear booker". You haven't even bothered to do your homework-that's not going to endear you to them.

And then, you want to use an attention-grabbing headline when you reach out to them. Hint: mimic teasers you hear in the news. For instance, "Seven Secrets about x That They Don't Want you to Know" or "The Surprising Truth about X". In other words, you capture the attention of the journalist, or the media, the same way that television broadcasters are trying to capture the attention of their audience. You have to capture their attention. You have to stand out from the crowd. But, you want to offer real information, not just the book pitch like, "Okay, here's my book. Please, please, please let me get a blurb on your show", or whatever.

You need to impress them with your expertise. And what they want is timely, interesting, and helpful information that's going to reward the listeners that are tuning in. That's what they're looking for. They're looking for an audience. Usually, they've got sponsors. They're selling advertising. Those advertisers are not going to be happy if nobody's listening. So, their whole focus is trying to get people to listen. So if what you're selling is of interest to that market, and you say it in an interesting way, they're going to want you on their show because they need you. So, you both need each other. But, you don't want them to think you need them though. You want them to think that you've got something that's going to help them and their listeners.

Pitching: you can send a customized pitch by e-mail, fax, Fed Ex, tweet, or contact the producers. I would think calling the producers would be a good place to

start. If you don't get through, then start with the other ones. Also, offer a review copy of your book. Most of them aren't going to read it, but you want to offer it anyway. And then, let them know how the information in your book can help educate their listeners or their viewers.

But I want to say something about this. We talked last time about guest blogging. And there's this story that convinced me about guest blogging where there was a guy who actually was friends with Tim Ferriss. And I don't know if I told the story in the training or not, but I'm going to tell it again in case somebody missed it. But the point of it was that he went on all those shows. He did the TV circuit. He did CNN and MSNBC and all that stuff.

And then, he did one guest blog post on Tim Ferriss's website and he got way more exposure, way more sales, than he got from exposure on CNN and all those TV shows. And what he said was, "You don't have to have a huge following to be really successful. What you need are the evangelists." You need a niched group of people who are super interested in what you do. And so even though Tim, even if it reached 20,000, 40,000, I don't even know how many it reaches, it was enough. The TV shows are reaching 100's of thousands if not millions of people, and still, he did better from the exposure he got from Tim. So that's why podcasts are important too. Because they might not have a huge reach, but if they have a targeted reach to the market you're trying to reach, it can be extremely productive.

So I've found a free booking service at the [radioguestlist.com](http://radioguestlist.com). So here, show bookers and producers can ask for guests. And authors and experts, and even PR firms, can ask to be interviewed. So, you can advertise and get even faster results. And, you can get on there for free, so I do plan and intend to try out and see what happens.

**Number 12 is getting featured on an authors' group on Goodreads.** So a way for authors to interact with readers and get buzz about your book is by being in this featured author group. So what you do is sign up for the Authors' Program and you can add photos, videos, advance book excerpts and a link to the featured group on your profile. So it's another place where you can promote.

If you've got this event, guess what? You can cross promote. You can go into your Author-Central Page in Kindle, and then, put it there. So now, that's not driving traffic to Kindle, but if you've got some traffic in Kindle and most people aren't planning to get your book, and then they say, "Oh she's got this event coming up on Goodreads. I think I'll check it out." Sometimes, people will circle back around and buy your book. So it's something that you can do.

You can also create a special group. You can say, "Ask Ellen Violette" or "Ellen Violette Hosts a Q and A" Make sure that you've categorized it as a "Goodreads' Author Group". It must be categorized as a "Goodreads' Author Group". And then add a description. It should be clearly stated when you'll be available to answer questions. Consider choosing a single topic. Goodreads recommends that you run it for a full day. So let's say you say, "I'm going to answer questions on April 29. From 10 a.m. to 6 p.m.". Just one day a month. And that will be featured in the groups and authors' sections of the site. And then, Goodreads features several authors' groups in their monthly newsletter. So to be considered for that, you want to go to [Goodreads.com/about/contact\\_us](http://Goodreads.com/about/contact_us).

Last, but certainly not least, is asking list owners to promote you. Now, I think this is brilliant. You can go into groups on Facebook and LinkedIn and do this. But it's really cool if you can find somebody with a list who's already targeting the buyers that you're trying to reach and get them to promote you in their signatures,

in their e-mails, but most of all, in their groups. You can also do this in Udemy. So I know that there are people, for instance, who have ebook courses in there.

So let's say I went in there and said, "Let's do a joint venture; will you promote to your list (and I'll split the sales with you)?" And they may have-I've seen some people who have 1500 people who bought their courses there. So now, I'm getting to 1500 buyers and I didn't have to do anything except just give a link. And then, I'm getting in front of a lot more people. Now that is definitely going to drive traffic to your Kindle page. So this is something I highly recommend doing. It's easy, and it will be very lucrative for you.

So that is our presentation for today. Next month, we will be talking about Goodreads and how to leverage it for more visibility and sales. So that will be fun.

And I said for anybody who wants one-on-one personal coaching to go along with learning what I've shared in this training, Dash for Cash has some spots available. I've put the link over on the left-hand side of the Instant Teleseminar page to a presentation on it (<http://InstantTeleseminar.com/?eventid=68174346>) or you can go directly to the website at [www.thebookcoach.com/dash-for-cash](http://www.thebookcoach.com/dash-for-cash) and it's 50% for the coaching with a 3-month commitment. So you can go and listen to that: it will explain it some more, and then you can check that out and see if it's something you want or you can send me an e-mail. [Info@the-bookcoach.com](mailto:Info@the-bookcoach.com). So that's it.

I hope that you'll implement the strategies that we've been talking about and share in our private Facebook group. If the Facebook group isn't enough support for you, please send me an e-mail and we can talk about the different options that are available for you to get in and actually start implementing. I can offer you

several different levels (of coaching) depending on where you're at and what your budgets is. Have a great month and I'll talk to you soon. Bye, bye.

©Copyright 2015  
Create a Splash LLC  
All Rights Reserved  
Ellen Violette