

# 10 WAYS TO SELL MORE BOOKS

AN EXCERPT FROM [\*THE BOOK MARKETING BIBLE\*](#)

TOM CORSON-KNOWLES

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## WHY YOU SHOULD READ THIS BOOK

This book is like a roadmap for marketing your book.

Whether you landed a seven-figure publishing deal with a major publisher or are a self-published author, this book will show you how to sell more books. It's full of proven strategies and tips for marketing yourself and your books, building your author platform, and creating long-term success as an author.

I recommend reading the Six Key Foundations for Marketing Success first, and then going through each of the marketing strategies one at a time. As you read about each marketing strategy, write down your action steps that you will take to start implementing these marketing best practices immediately.

Reading about only one strategy and applying it will be far more valuable to you than reading about all the strategies and not taking any action.

Always remember that action is what creates results and change in your life. Learning, motivation and inspiration are wonderful, but without action your life will not change.

You may also want to read our [blog posts on marketing](#) and check out our [online marketing courses for authors](#) as well.

Now, let's cover the Six Key Foundations for Marketing Success.

# FOUNDATION 1. GET CRYSTAL CLEAR ON WHAT YOU WANT AND WHY

So, you want to sell more books? Why exactly?

Is it because you want more income?

Is it because you want to become a bestselling author?

Is it because you want to talk about your book on Oprah?

Is it because you have a message you just want to share with the world?

Is it because you have a story to tell and you can't think of anything more rewarding than sharing it?

What *exactly* is it that you want?

Right now, grab a notebook and pen and write down what it is you want.

Figuring out what you want is only the first step, though. Once you've done that, you need to figure out *why* you want it.

Imagine two people set the same goal: to become a bestselling author. One person succeeds while the other fails. Why?

Most often, it's because the person who succeeded had enough reasons to keep going when it seemed like a lost cause, whereas the person who failed gave up when things got too hard. You see, humans are motivated by two things in life; pleasure and pain.

We naturally are attracted to things that produce pleasure and avoid things that produce pain. Well, I can tell you that one of the biggest pains in life is feeling like your dreams will never come true. And if your “why” isn’t big enough to overcome the pain that you will feel from time to time along your journey, then you too will just become another author who quit before you made it.

My first month as a published author was pretty pathetic. I sold 14 books. In my first eight months, I never earned more than \$500 in royalties in a month. Many others would have gotten discouraged or even given up and quit, especially after working so hard and seeing such meager results. But I stuck to it because I had a bigger purpose, a mission to share my message with the world. And I kept applying the marketing strategies you will read about in this book.

Four months later, I had my first month where I earned more than \$10,000 from my Kindle ebook royalties alone. If I had quit, stopped writing, and stopped marketing, I never could have increased my royalties by 20x.

If you’re looking at your royalty statements and sales reports and need to 20x your sales, let this book be your guide. It won’t happen overnight, but if you have a clear mission and purpose and steadily work on the right things (that usually means writing more books and marketing), you can see a huge increase in your income over time.

But it won’t happen without a clear purpose and a clear mission, and plenty of reasons for achieving the success you seek.

You see, your reasons are the fuel in your fire that keeps your desire strong and gives you the inner drive to keep going when things get tough.

So pick that notebook and pen back up and write down at least 100 reasons why you **MUST** succeed as an author and achieve your dreams.

*“One hundred reasons?”* you ask. *“That’s too much. I can’t find 100 reasons…”*

I’ll be honest with you: if you can’t find 100 reasons to succeed then you might as well not even bother reading the rest of this book.

You might be thinking, “That’s silly. Who needs to write down 100 reasons to succeed? I know I want to sell more books. Isn’t that enough? I don’t want to do any of this new-age weird stuff like writing down my reasons and finding my purpose.”

Well, the way I look at it is like this: I’d rather be weird and spend a few hours writing down my reasons to succeed than be really, really cool and really, really broke. How about you?

There’s a reason I say write down *at least 100 reasons to succeed*. Your first few reasons will likely be superficial or things you’re always thinking about already, like maybe buying a new car or house. In my experience, around reason 51 you’ll start to find some *really deep reasons* for succeeding. It’ll bring back dreams, hopes and goals you had and lost years ago.

I’m urging you to take the time to write down your reasons and bring back your hopes and dreams that you gave up. Get your dreams back, get your goals back, and get back on track

to becoming the bestselling author you want to be and  
deserve to be.

If you want to achieve something great in life, get crystal  
clear on exactly what it is you want. That's Foundation #1.

## FOUNDATION 2. FOCUS ON YOUR ONE BEST TARGET AUDIENCE

Now that you're focused on what you want, it's time to focus on getting it.

And the fastest way to selling a lot of books, or achieving anything great for that matter, is to focus. You'll have a lot more success writing and marketing five romance novels than you will with one romance novel, one book on nutrition, one horror thriller, a book on parenting, and a guide to having great sex.

Don't get me wrong – I'm sure lots of people want to read about how to have great sex. But I doubt that anyone who reads one of your romance novels will want to read your book on crocheting. Why? Because your message isn't focused and you're chasing different markets with different messages. Are you a romance novelist or a crochet expert or a parenting expert?

You're trying to talk to too many audiences. Instead, just focus on one key audience and create great products for that one audience. That's the fastest path to success.

Can you succeed writing books in different niches and genres? Sure, of course you can. But if you think it's hard selling a lot of books in one genre or niche, it's going to be a lot harder to sell a lot of books in multiple niches and genres. I wouldn't recommend it unless you're a serious marketer and plan to spend *a lot of time marketing to all your different audiences*. Even then, you'd still probably earn more money spending your time marketing to one audience.

When you have multiple books in one niche or genre, you have a great chance of converting a happy reader from any one of your books to becoming a happy reader of two or more of your books. Write this down: ***No one succeeds in business long-term without repeat business.***

So if you're looking for short-term, flash-in-the-pan success, then do whatever you want. If you're looking for long-term success, choose one niche or genre and master it. Your author (business) name should be synonymous with what you write about (sell).

Your author name is your brand. And like any brand, it only makes you rich if it means something. So make your author name mean something to your readers by giving them what they want over and over again.

Can you expand your brand to other niches or genres? Of course you can! You're a writer. You're probably a very creative person. I'm not telling you to completely stifle your creativity and need to experiment with new books. I'm just saying that you need to focus, too.

Focus your marketing efforts on a single audience to maximize your sales and income.

## FOUNDATION 3. FIND OUT WHAT THEY WANT

In order to succeed in marketing, you've got to find out what your customers want. Why? Because once you know what they want, and you create what they want, and then tell them about it, they will buy. Guaranteed.

In the beginning, you will only be able to guess at what people want based on your own personal experience and research. As you publish more books and get more reviews and feedback from readers, you'll be able to refine your guesses a little bit more. You'll never really know *exactly* what your audience wants because wants change over time. But you can get pretty close. And the closer you get to giving your audience what they want, the more they'll buy from you.

How do you find out what your audience wants? It's really quite simple. Listen to what they say!

Read all the reviews for your books. You don't have to agree with them or like them or change anything you do because a reviewer said you should. **Just read them.**

If you read a review and feel inspired to make a change to your book or how you write in the future, great! If you read it and think the reviewer is a moron, that's fine (just don't tell them you think that!). The key is to always stay open to learning more about your audience. They'll tell you what they want if you will just be willing to listen. They'll tell you how to get rich, too. All you have to do is listen and keep moving forward.

You should also read all the reviews for all the bestselling books in your niche or genre. Spend a few hours devouring every review from these bestselling books in your market.

Pay careful attention to the negative and critical tips as well as the praise from reviewers.

What do readers in your market LOVE about these books?

What do readers absolutely HATE about these books?

Often, just reading reviews from the bestselling books in your market can help you see opportunities and room for creating something new, unique and even better than what anyone in your audience has ever seen. That's how you go from zero to hero quickly as an author. You create something truly unique, special and better than anything else in your market.

There are lots of ways your book can be "better" than the competition. Realize that I'm not talking about writing an objectively better book. I'm talking about writing a book that your readers will appreciate more. Here are a few ways to set your book apart:

**For nonfiction, write a shorter, more actionable book for a specific niche in your market.** For example, if readers don't like reading a 400-page book on time management, you could write a much shorter book with just action steps and tips for time management. The benefit to readers is that they can learn the key steps they need without spending a whole day reading the book.

**For nonfiction, write a book focused on solving only one problem for your market.** Many authors make the mistake of trying to write a book that answers every possible

question anyone in your market could ever have. Often, this leads to a long, boring book with lots of extra content that many readers don't appreciate. Instead, you could write a detailed book on how to solve only one problem for your audience instead of trying to solve every single problem. For example, you could write a book on how to start a blog. Then, you could write another book on how to get traffic to your blog. Then, another book on how to make money from your blog. This is called segmenting your market, and it can be a great strategy because someone who already has a blog doesn't need to read about how to create one. So you can market all your books to the same audience (bloggers and potential bloggers) and then they will pick the book that solves their most immediate problem, and then, if they like that book, they'll buy more of your books.

**For fiction, write more scenes that your audience loves and fewer scenes they hate.** When you read reviews of novels in your market, make a note of every scene that reviewers mention positively and negatively. Then go read those scenes and see what they like. Do readers in your market want more love scenes, more drama, more action, surprises, or something else? Read the reviews to find out, and then when you plan your novels give them a little more of what they want.

## FOUNDATION 4. GIVE THEM WHAT THEY WANT AGAIN AND AGAIN

As you become more attuned with your audience, you'll start coming up with better and better ideas to give them what they want. How will you do that? By listening, trying new things and constantly striving to get better at what you do.

You must be constantly creating new gifts for your audience. You'll learn about many different kinds of marketing gifts you can give later on this book, but of course the most important is to keep writing books and/or creating other products and services for your audience.

If you think people will like your first book, I guarantee they will love your fifth book! Why? Because you'll become a better writer between the first and the fifth book. Part of the reason you must keep creating and giving more to your audience is that the more stuff you sell, the more people will buy. But another part of the reason is that the more gifts you create for your audience, the better you'll become at creating gifts for your audience.

Creating a video course for your audience will make you a better writer, just as writing a book for your audience will help you create better videos for your audience. The more you interact with and create valuable gifts for your audience, the better you'll become at giving them what they want.

In my experience, the first few products always sell the least. So if you're only doing \$500 a month in royalties with your first three products, don't worry. You're just starting to build your audience. Assuming you're getting better and learning more about your market, your next book, product or service will increase your sales exponentially instead of linearly.

That's how I went from less than \$500 in monthly ebook royalties to over \$12,000 in just four months. The same thing can happen for you if you stop focusing on your results and start focusing on what you can do to help your audience even more.

Give your audience more of what they want. That's Foundation #4.

## FOUNDATION 5. FOCUS ON ADDING VALUE, NOT SELLING

Most authors wake up thinking, *“How can I sell more books?”*  
It’s a great question to ask! But there’s a better question to  
ask yourself: *“How can I add more value to my audience?”*

You see people don’t buy books. They don’t buy cars, or  
houses, or movies either. People never buy things at all!

Instead, people buy benefits or value. Warren Buffet  
understood this and that’s why he became the richest man in  
the world. You see, Warren Buffet didn’t buy businesses.  
Instead, he bought value. He would see a business with a  
value of \$500 Million, for example, and find out he could buy  
it at \$100 Million. So he would pay \$100 Million for \$500  
Million of value. Kind of a no-brainer, huh? Likewise, if the  
value you’re giving to your audience isn’t a no-brainer, they  
won’t buy!

*When you create a \$5 book that’s worth \$50 to your target  
audience, they will buy it when they hear about it!*

The good news is that you don’t have to figure out how to  
value a business like Warren Buffet in order to sell books.  
But you do have to figure out how to add more value to your  
audience.

There are really only two parts to marketing: **value and  
awareness**. If you have tons of value but no awareness, no  
one will buy because no one will know about it. If you have  
tons of awareness but no value, no one will buy because  
they’d just be throwing away money (like buying a \$100  
Million business for \$500 Million – it’s not a good deal).

Trust me, your readers aren't dumb. They understand value when they see it. So add more value. Go overboard. Give them the goods. Throw in some bonus videos. Spend more time finding out what they want. Give them what they want. It's a simple formula for success, but it works if you're willing to work it.

Many of the strategies in this book will help you gain more awareness and others will help you add more value. Both are important, and that's why you must use multiple marketing strategies and not just one. You need to add more value and create more awareness at the same time.

There's one more thing you need to know about value. Value is what customers *perceive*. It's not actually something real or tangible.

When Warren Buffet buys a business, he estimates the value of it based on financial statements and a wide array of information. That value in his mind isn't actually real. It doesn't exist at all! That's one of the reasons he can find deals no one else can, because he has a different way of assessing value, which seems to work better than many other investors.

Likewise, your customers will perceive a value for your books, products and services, but that value they perceive *isn't actually real*. It's just their thoughts, ideas, and beliefs about the book that causes them to buy it.

So what causes someone to buy a book? Is it the great writing? The incredible plot twists? All that wonderful research and hard work you put into it? No!

*People buy because they perceive they will get some kind of value from it.* They make the buying decision based on

information and ideas. And those ideas have to come from somewhere. Where? They'll come from the title of your book, your book cover, your videos, social media posts, and what your readers are saying about your books – it's all marketing. The goal is to make the ideas you're sharing worth talking about. And if there's one thing people love to talk about, it's value! Word of mouth is the #1 reason why people buy books today. Your goal with marketing is to get enough momentum going with your promotions that your readers tell more readers and create a snowball effect of positive sales growth.

Trust me, if there's a sale going on at Macy's, I'll know about it. Why? Because my fiancé will tell me.

And if there's a deal in the penny stocks, I guarantee I'll hear about it. Why? Because my friend who runs a hedge fund and trades penny stocks will tell me about it.

And if there's a great movie in theatres, I guarantee I'll hear about it. Why? Because great stories told well will always be valuable.

Just remember that adding value isn't just about writing a great book. It's about everything else you do too.

Everything you do can either add more value to your audience or not. From how you respond to emails, to your website, to your social media posts and more – it's all marketing. So keep adding more value. That's Foundation #5.

## FOUNDATION 6. KEEP DOING WHAT WORKS

You'll never know what will work until you try it. There's an old saying in advertising that "50% of your advertising budget is waste... but no one knows which 50%!" And there's a lot of truth to that comment, even today.

Consistency is the key to success! Every single marketing strategy in this book has been tested and proven to work. Whether it works for you or not will largely be determined by how consistent you are. If you create one YouTube video, for example, and then forget about video and never create another one, chances are slim that you'll sell thousands of books because of your YouTube marketing.

If, on the other hand, you stick to it and consistently publish one video a week or even one video a day, you're guaranteed to have some serious success if you keep up that level of commitment over months and years. The key is to consistently market yourself and your books. Success doesn't happen overnight. It's those who are truly committed and work consistently that become "overnight successes." It usually just takes a few years of consistent work to create that overnight success.



# 1. BUILD YOUR EMAIL LIST

Your email list is probably your single biggest asset as an author after your books and copyrights. Having the ability to email your list of hundreds, thousands or tens of thousands of subscribers and let them know about your new book or a sale you're having can launch your new book to #1 bestseller on Amazon with just the click of a button.

Once you've built your email list, it becomes *easy* and *simple* to have your book become a bestseller in a single day. But if you haven't even started building your email list yet, it might seem like a daunting challenge. Don't let it scare you.

Building an email list can be quick and easy if you know what to do.

I'm about to share with you the simple, step-by-step process for building your email list so that you can finally start taking advantage of this incredibly powerful marketing strategy.

But first, I want to make sure you *really* understand how powerful an email list is.

When I launched my book *Secrets of the Six-Figure Author*, all I did to promote it was email my list. I didn't do a lot of social media marketing, blogging, videos, interviews, radio, podcasts, or anything else special. All I did was publish the book on Kindle one day, and emailed my list the next day. In the first month, the book sold more than 1,000 ebook copies on Amazon, alone.

Here's how that happened so you can start to understand the power of an email list.

1) I published the book on Kindle. In the first day, no one bought the book.

2) I wrote an email to my list announcing the new book with a brief overview of what they would learn in the book.

3) The first day I sent the email, about 100 people bought the book.

4) Because so many people bought the book so quickly, it rose to the top 5 listings on the bestseller list and eventually hit #1 in the Authorship category. Remember, Amazon sales rankings are based on momentum so the more quickly you get sales, the higher your ranking shoots. This is one reason why having an email list can help you become a bestseller so fast.

5) Long after people forgot about my email, the book remained a bestseller on Amazon with a high sales ranking. This led to a lot more exposure on Amazon because the book was now a bestseller. Those initial 100 sales from my email list turned into over 1,000 sales in the first month alone. I sent Amazon 100 buyers of my book, and Amazon sent me more than 900 new buyers. Not bad, huh?

You don't need a HUGE email list with tens of thousands of people. If just 10 people from your email list buy your book when you send out an email, you have a good shot at becoming a bestseller on most Amazon bestseller lists (except the super competitive ones).

I've worked with hundreds of authors as a publisher and consultant, and I can honestly say that more than half of the authors I've worked with couldn't get 10 people to buy their book on one day. The authors who could (they almost all had an email list) were able to become bestselling authors in a single day and sell hundreds or thousands of books a month.

Few of the authors who couldn't get 10 sales in a single day through their own network had that kind of success. Even a small email list is better than no email list! So start building your list today.

Here's how...

### HOW TO BUILD AN EMAIL LIST

The very first thing you're going to need is a website. If you don't have a website already, I'm going to show you how to create one quickly and easily in less than an hour.

If you already have a website, do you own the domain and pay for hosting? If not, you don't really have a website. What you have is a website that a third party allows you to use. You don't own the property. That means you may not be able to build an email list effectively using that third party site.

This applies to you if you have a free blog on sites like Blogger.com, Wix.com, Wordpress.com, Tumblr.com, or another free blogging service. Free blogs are great, don't get me wrong. There's nothing better than free. The problem is that you don't *control* the website. Every free blog or free website has its catch. And that catch usually means that you can't build your email list effectively. Some sites like Tumblr allow you to build your email list, but with very limited customization. Other sites like a free Wordpress.com blog won't allow you to even host an opt-in form at all - which means you can't get a single new email subscriber on that site. Free doesn't always mean best!

Instead, I recommend you pay about \$12 a year for a domain that you own, and about \$3 to \$6 a month for web hosting. When you buy your own domain and pay for hosting, you own your website. No one can take it away from you (unless

you stop paying for the domain and/or hosting), and no one can tell you what you can and can't do with your website. That means you can build your email list as big and as fast as you want, the way you want, without any interference or hiccups from third parties.

If you're serious about building an email list, you absolutely must have your own domain and hosting to maximize the return on your investment.

There are [several software options](#) that will help you create highly customized, gorgeous, tested "squeeze pages," landing pages, and other web pages that you can use to build your email list. A squeeze page is a page where the only option for the person looking at that page is to either sign up for your email newsletter or leave the site. They don't get lots of options on what to read or what to do. It's a yes or no decision for them on whether to sign up for your newsletter or not. Here's an [example of one of my squeeze pages](#) so you can see how they work.

If you'd rather save a little money and build a real website with a blog where readers can find out more information about you and your books AND build your email list at the same time, I've created a free training video series that will walk you through the entire process. You can watch the free training series at [www.blogbusinessschool.com](http://www.blogbusinessschool.com)

The video series will show you how to buy a domain, how to get web hosting, how to set up a free Wordpress blog on your own custom website, how to install your opt-in forms and build your email list, and even some advanced trainings on how to get traffic and attract new readers through your blog.

TCK Publishing also offers a [web design service](#) where our team will design your entire website and set up your squeeze page and email list for you.

Whether you decide to build your own website or hire a web designer to build your email list, you're going to need traffic to actually build your list. The very BEST source of traffic to build your email list is from your books!

At the end of your books, you should always include a link to your squeeze page where you allow readers to opt-in to your email list. You can just write a simple note similar to this at the end of your book:

*"Hey, if you loved this book and want to get more information like this, subscribe to the newsletter for free at: [link to your squeeze page]."*

Here's another option:

*"Hey there! If you enjoyed this book, I'm guessing you'll probably love my other books. Sign up for the free newsletter to get special deals and hear about all my newest books before anyone else. You can get on the list here: [link to your squeeze page]."*

Again, the best thing you can do to build your email list is:

- 1) create your squeeze page and
- 2) promote your email list inside all of your books.

Just by doing those two simple steps, you'll be far ahead of the competition.

Once you've done that, then you can start applying some more advanced marketing strategies to build your list. Many

of the strategies we're going to cover in this book can be great for selling books **and** for building your email list.

Let's move on to some more great marketing strategies.

## 2. CREATE A FACEBOOK GROUP FOR READERS TO CONNECT AND COLLABORATE

Creating a Facebook group is a powerful, free marketing strategy that will probably give you the highest return on your investment for the least amount of time invested.

Here's why.

When you create a Facebook group just for your readers and invite them all to connect with each other, you become far more than just an author. You become a leader in your field and you become a gateway for readers to meet and connect with other awesome and amazing people. When you do this, you rise above the herd and start actually changing people's lives.

You can create a reader group on other platforms like Goodreads as well, but I prefer Facebook because it's more commonly used, and the platform is simple and easily accessible on mobile devices which means you'll get more participation from group members.

Here's an example of my Facebook group called The Kindle Publishing Bible Group:

[www.facebook.com/groups/KindlePublishers](http://www.facebook.com/groups/KindlePublishers)

Currently, there are over 10,000 authors who are members of the group. They connect with each other, ask questions, get answers and solutions to their problems, get feedback on book ideas, marketing, and much, much more. Now, you're probably thinking, "I don't want to manage a group of 10,000 people! That's way too much work."

I'm glad you just thought that. Because that's what I thought at first, too. But then I realized that the group takes care of itself!

For example, someone recently asked this question in the group:

*"Technical Question, how long does it take for KDP reporting data to come through properly? My report shows two books sold on Amazon.com, one returned, obviously this isn't the case as we've hit the charts in some of our categories. Is this a thing that happens at the start?"*

Because group members post dozens of questions and informational posts every day in the group, it would take me hours to answer and respond to them all. Luckily for me, a group isn't about one person. It's about the community. And the community responded. Within just 24 hours, two other members of the group responded and answered the question.

What did I do? Nothing! All I did was set up the group.

So here's how it works:

You set up the group on Facebook.

You invite people to join the group.

Eventually, the group becomes big enough that members start inviting their friends and it starts growing on its own (my group now gets 30-50 new requests to join every day without any time spent promoting it on my part).

When members ask questions or have problems, other members band together to help each other.

All you have to do is “moderate” the group. Basically, this means just deleting spam posts. So when some spammer joins the group and decides to post about sunglasses for sale in your group on Kindle Publishing, you delete that post and ban that person from the group.

In my group, I’ve had several members volunteer to be moderators of the group. So they can now delete spam posts and ban users who violate the group’s rules or are only there for self-promotion. It’s a win-win for everybody.

That’s how you can afford to create and build a Facebook group with thousands of members without spending hours a day wasting time on social media. When you use social media effectively, it makes you money. When you use it ineffectively, it wastes your money and time.

Building a Facebook group is a great way to sell more books and build your network without wasting time or money. It’s all about building a tribe as Seth Godin says, and if you lead your tribe well, you’ll be handsomely rewarded and the world will be a better place thanks to your leadership.

### ACTION STEPS

To create your Facebook group, simply go to [www.facebook.com/groups/](http://www.facebook.com/groups/)

Then click “+Create Group” at the top right.

Then name your group and invite a few friends to join.

You’ll have the option to create three types of groups on Facebook: Open, Closed and Secret.

In an Open group, anyone can join and anyone can see what people post.

In a Closed group, members can only join after being approved by a moderator (you or anyone you appoint to being a moderator of the group). Only members can see posts.

In a Secret group, no one can join the group unless invited by an existing member of the group, and no one can be approved to join the group until approved by a moderator. No one can see who the members of the group are or what they post, unless they are an approved member.

I recommend creating a closed group for most authors. This will help keep spam to a minimum and provide some privacy and protection for members of the group, without making it impossible or difficult for new members to find the group.

Once you've created your group, add a link at the end of your book along with an invitation for your readers to join similar to this:

*Come join our Facebook group just for readers like you who want to take their marketing to the next level. In this group we'll be sharing our successes, marketing tips and strategies with each other so that we can all continue to grow our businesses together.*

*This is also a fantastic group for finding joint venture partners and cross-promotion opportunities! Imagine if you had hundreds of other entrepreneurs from all over the world collaborating with you—imagine how big of an impact you could have.*

*It's also a great place to get any marketing questions you have answered as well.*

*Come join us here on Facebook:*

[www.facebook.com/groups/KindlePublishers](http://www.facebook.com/groups/KindlePublishers)

Everyone in the group loves it because they can connect and share with each other. It's almost like I'm providing a service to authors to connect and collaborate, and it doesn't cost me a dime to provide this invaluable service!

You can also promote your Facebook group to your email list, on social media, on your blog or website, and in your email signature.

### 3. FACEBOOK FAN PAGES

A Facebook Fan Page is similar to a Facebook group, except it's more of a one-to-many communication platform rather than a many-to-many communication platform like a group. On a Facebook page, you're promoting yourself to your many fans, and they can like your posts, leave comments, and share your posts. There won't be as much communication between your fans as in a group, but it's a great way to get your message out to more people.

Check out our Facebook Fan Page at [www.facebook.com/tckpublishing](http://www.facebook.com/tckpublishing) to see how we're using Facebook to sell thousands of books.

## 4. TWITTER

Twitter is a great social media platform for people who love to chat. If you enjoy connecting with lots of people, starting up conversations with strangers, and sending lots of short messages and tweets, Twitter can be a great marketing resource for you.

There are generally three primary ways to use Twitter for marketing that are very effective:

- 1) Marketing to the masses
- 2) Trend spotting
- 3) Connecting with influencers

### MARKETING TO THE MASSES ON TWITTER

Marketing to the masses is where you create an indelible brand on Twitter. You become the go-to person for awesome, funny, creative tweets. People follow you because you write great stuff!

One awesome tip I learned from interviewing New York Times Bestselling Author Hugh Howey is to take the very best lines from your books and post them as Tweets. Whenever you write something truly original, creative and awesome, post it on Twitter. Use it as a platform to showcase our best work in 140 characters or less. You can [watch the interview with Hugh Howey here on the Publishing Profits Podcast show.](#)

[Gary Vaynerchuk](#) is a great example of someone who's great at marketing to the masses on Twitter. He has over a million followers, and tweets every day. He's kind of a Twitter fanatic. If you love creating new content and chatting with

lots of people every day, you might love marketing to the masses on Twitter.

### TREND SPOTTING

On Twitter, there are trending topics. These are words or phrases that are going viral right now. On the front page of Twitter when you log in, at the bottom left you'll see a list called "Worldwide Trends." You can change to trends in the city or country near you if you prefer.

As I'm writing this text right now, one of the trending conversations on Twitter is #16nmarcha22m. This trending conversation is about the protests in Spain against Government austerity measures.

When you spot a trend that relates to your book, you can use that trend to promote yourself if you do so intelligently. For example, if you wrote a book about economics or Government austerity or economic policy, you could write a Tweet like this to promote your book:

*My heart goes out to our injured brothers and sisters in Spain.  
If only the Government in Spain read [link to your book]  
#16nmarcha22m*

It's not particularly brilliant or unique, but if you tweet in a trending topic, you have the chance for hundreds of thousands of people to see your Tweet. If it connects with the audience, you can get a lot of traffic to your website or new readers for your book when you effectively spot a trend.

### CONNECTING WITH INFLUENCERS

Connecting with influencers is a super-powerful marketing strategy on Twitter, and very few people do it (which is surprising considering it works so well!).

The amazing thing about Twitter is that most users check it every day, similar to Facebook. Unlike Facebook, there are no limits to who you can contact on Twitter. On Facebook, there are privacy settings. That means if you want to contact a celebrity or CEO of a Fortune 500 company on Facebook, you have almost no chance. On Twitter, however, you can send a Tweet to a celebrity anytime you want, 24/7 and they are virtually guaranteed to see it (the only reason they wouldn't see it is if they don't manage their own Twitter account).

Connecting with influencers on Twitter can allow you to get access to people who would normally be off limits. By the way, the best time to communicate with a celebrity or high profile person on Twitter is usually Sunday morning around 9am. It's a time when most people aren't working, and since most users check it every day, they will see a notification about your Tweet as they check their smart phone for the first time on Sunday morning. That's when they see your Tweet. You've got 5 seconds to grab their attention!

Here's an example of a Tweet you could send that might help you get a lot of exposure:

*"Hey @username, I'd love to interview you for my [podcast show, book, etc.] on [topic that person would be interested in]"*

Interviews are a great way to connect with high profile individuals. When I started the Publishing Profits Podcast show, many high profile individuals in the publishing industry wouldn't return my emails. Now that I have the show, high profile individuals reach out and contact me directly. And when I decide to reach out to a high profile person who's never heard of me before, most of them respond favorably to an interview request.

**Brilliant Business Rule:** When you contact a high profile or highly successful person who doesn't know you, offer them something valuable. Don't just ask to take value from them.

Offering to interview someone and promote them to your audience is valuable for them. Asking questions that you could easily find answers to on Google will only waste their time at best. Chances are low that such an email will help you build a good relationship that might eventually lead to them promoting you to their audience.

If you want to build high quality relationships, focus on adding value to the influencers in your industry or market. If you can find a way to add value to the 10 biggest celebrities or influencers in your market place, I guarantee you will naturally get a lot of exposure for yourself and your books. But if the first thing you do is email the top 10 biggest celebrities or influencers in your market and ask them for a favor, you're unlikely to get anywhere.

When it comes to marketing, think smart. People don't like to be used. But we all like to be helped. If you can help the most influential people in your industry, they will naturally want to give back and help you. Start by adding value, and value will naturally flow back to you.

**Note:** It's really important when you focus on building relationships that you focus on building the *right* relationships. Having 1,000 relationships with the least influential people in your industry won't be as profitable for you as building 10 relationships with the most influential people in your industry. There are only 24 hours in a day. If you want more results, focus on building relationships with the best. Work with the experts, the people who are honest, trustworthy and get things done. You don't need a million

promotional partners to sell a lot of books. All you need is a handful of great partners whom you can build a good working relationship with.

If you want to sell more books, focus on building fewer relationships with people who have bigger networks, and focus on deepening those significant relationships.

### ACTION STEPS

If you want to actually sell books and make money on Twitter, focus on one of the three main marketing strategies: marketing to the masses, trend spotting, or connecting with influencers. Don't get stuck in the trap of tweeting about your breakfast and complaining about politics and thinking that's going to help you sell more books or build a business on Twitter.

Create your marketing strategy and apply dogged discipline when applying it on a consistent basis.

Check out our Twitter at [twitter.com/tckpublishing](https://twitter.com/tckpublishing) to see how we're marketing our books on Twitter.

## 5. PINTEREST

Pinterest is a social network based on sharing photos. It's fun, it's hip, and it's growing like gangbusters. If you write about topics that are naturally photogenic, Pinterest may be a great way to connect with your audience and sell more books.

For example, if you write about cooking, recipes, travel, or an activity (like horse riding, sewing, etc.), Pinterest may be a great place for you.

Keep in mind that the biggest segment of Pinterest users are women with kids who earn \$100,000 or more a year. If your target audience is women or those who earn above average income, Pinterest is probably a great place for you to build your audience.

Here's an example of how you could use Pinterest to sell more books for an author who writes cookbooks:

### CREATE A BOARD ON PINTEREST FOR YOUR RECIPES

When you login to Pinterest, at the top right there's a + button. Click the + button and click "Create a Board."

Now, there are a couple ways you could design your boards. You could design a single board for all your recipes, a different board for each book you have, or a different board for different categories (like vegetarian recipes, meat recipes, breakfasts, desserts, etc.).

Either way, once you've created your board, start uploading relevant photos of your recipes from your book. In the text description, you can list the entire recipe with instructions from the book, and at the bottom write:

“If you like this recipe, you’ll love the other 93 recipes in my book [insert title of your book] available on Amazon at [link to your book on Amazon].”

If you don’t want to share your entire recipes, just give a brief teaser description of the recipe with a link to your book for those who want the full recipe.

Gorgeous photos of food, clothing, nature, and other great photos tend to get a lot of viral traffic and shares on Pinterest. If you have great pictures and visual content to share, you can sell a lot of books on Pinterest. Just make sure to include links to your books, websites or author page every time you pin a photo. A pin without a link won’t get you any sales.

Check out our Pinterest page at [www.pinterest.com/tcorsonk/](http://www.pinterest.com/tcorsonk/) to see how we’re marketing books on Pinterest.

## 6. LINKEDIN

LinkedIn is another great social media network for marketing. It's got over a hundred million users who tend to be business and career focused. The average user earns more than \$100,000 a year.

If you write about business, making money, careers, economics, or other business or money-focused topics, LinkedIn can be a great place for you to build your audience.

Just like with Twitter, there are three main strategies for marketing on LinkedIn but they're a little different:

- 1) Marketing to the masses
- 2) Displaying your expertise
- 3) Connecting with influencers

On LinkedIn, the major difference is that there are industry and professional groups you can join to both market to the masses, and connect with influencers.

You can browse LinkedIn groups at [www.linkedin.com/myGroups](http://www.linkedin.com/myGroups)

For example, when I type in "authors" in the search bar on the LinkedIn groups page, the first page that pops up is "[Nonfiction Authors Network](#)." It's a group of over 3,500 nonfiction authors who share ideas and support each other. If you're a nonfiction author, I recommend you join and connect with like-minded authors. You might find some great promotional partners or find some good information that can help you take your business to the next level.

In addition to many author groups on LinkedIn, there are many industry-specific groups you can join.

For example, there's a group called [Casual Cooking](#). If you were a cookbook author, you could join that group, share some of your recipes and link to your cookbooks for those who enjoy your recipes. With just a few minutes of work, you could connect with tens of thousands of people interested in cooking on LinkedIn. Similar groups exist for just about every single market, industry, and genre.

Check out our [TCK Publishing LinkedIn Page](#) here.

## 7. BLOGGING

Blogging is one of the most commonly used marketing strategies for authors that can help you sell a lot of books over time if done properly and consistently.

Blogging comes naturally to many writers because it's a written medium. Chances are if you can write a book, you can write a blog post every month or every week.

But don't fall into the trap of thinking that your blog will just market itself, or that starting a blog is the key to getting rich as an author. Far from it. Like everything, it takes time, effort and commitment to turn your blog into a valuable business asset.

However, if you set up your blog properly and are consistent with your writing, it will pay dividends for many, many years to come. Here's what you should do to maximize the return from your blog:

### 1) INCLUDE AN OPT-IN FORM ON EVERY PAGE OF YOUR BLOG AT THE TOP RIGHT OF YOUR SITE

This opt-in form is how you'll attract new email subscribers every day from your blog. Always put this form at the top right of your site because many tests have proven this is where you will get the highest conversions. Without an email opt-in form on your blog, you're missing out on over 80% of the possible income your site could be making for you as an author.

### 2) BLOG CONSISTENTLY

You might be tired of hearing this by now, but it really is the key to success: consistency is what turns average effort into exceptional results. One blog post every month, every week

or every day will produce results for you if sustained over a long period of time (a minimum of 1 year!). Blogging for a few months and then quitting won't even get you out of the Google Sandbox, and won't allow you to achieve the success you're looking for.

The Google Sandbox is basically a term for how Google treats new websites. When your blog or website is brand new, Google keeps it in the "Sandbox." It treats your site like it's not trustworthy because it's new. This usually lasts around 4-6 months. As you write more consistently and as the months go by, Google starts to trust your site more. That means your site will start appearing in more search results and more people will find your site in search engines. *Most bloggers who blog consistently get very little traffic for the first 4-6 months.* It's only after breaking out of the Google Sandbox that your traffic from search engines will start to grow naturally and consistently over time (assuming you're blogging consistently).

If you quit blogging before your first 6 months, you haven't even given yourself a chance to succeed. The same could be said about any long-term marketing strategy.

Check out our blog post on [how to start your own blog](#).

## 8. CREATE VALUABLE VIDEOS

Another great marketing strategy that's totally free (if you have a smartphone, tablet, laptop or other camera) is recording helpful videos for your readers. If you write non-fiction, this process will be incredibly easy for you.

Simply take the top 10 FAQ's from your readers or target audience and answer them in video form. Then mention your book at the end of your video and link to it in the book description.

If you are brand new and don't know what kinds of questions your readers have, you can do some simple market research using online forums and groups like Google+ Communities or Facebook groups. Just browse through the posts and see what kinds of questions, problems and frustrations your audience is having, and then help them find the solution in your video.

For fiction writers, you may have to be a little more creative. You can read excerpts from your books or short stories or share your personal story of why you wrote your book(s) and what they mean to you. Many successful fiction authors also teach and share what they learn about the writing, publishing and marketing process along the way. Authors like Joanna Penn have turned their fiction writing success into a brand as an expert in writing and self-publishing.

You can learn more about how she did it in the interview with Joanna on the Publishing Profits Podcast here: [publishingprofitspodcast.com/016-becoming-a-full-time-author-entrepreneur-of-fiction-and-nonfiction-with-joanna-penn](http://publishingprofitspodcast.com/016-becoming-a-full-time-author-entrepreneur-of-fiction-and-nonfiction-with-joanna-penn)

At the end of the day, readers want to connect with authors and video is one of the most powerful ways to do that. If you create helpful, fun or entertaining videos for your target market, they will love you for it and end up buying more of your books.

Remember, every little thing matters! One simple video that only takes you 5 minutes to record and upload to YouTube could save thousands of hours of time for your readers and help them immensely. Never underestimate the power of video to change the world and sell books.

Another great way to use YouTube is to take your books or audiobooks and turn excerpts into YouTube videos. This way readers can find your book on YouTube which is the world's 2<sup>nd</sup> largest Search Engine (behind Google).

## 9. GOODREADS

If you have ever paid for advertising – online or offline – you will know how much it costs to reach a large number of people. Imagine what you would have to pay to target 20+ million people who love reading? Probably thousands of dollars. Yet you can do that completely free of charge on the most popular book readers' site, Goodreads.

Goodreads is actually a giant database of books – a bit like Amazon but without the sales pressure, and with more very active customer forums and groups. It is loved by readers, who enjoy adding books to their virtual shelves, chatting with other readers and authors, and joining groups with like-minded people, and entering competitions to win free books signed by the author.

These competitions are one of the key things about Goodreads that authors should be aware of. They present a golden opportunity to get your book in front of thousands of people who may not otherwise have found you or heard of your book.

Here's how to get set up on Goodreads quickly and use it to market your books.

**1. Create your Goodreads account.** Go to [www.Goodreads.com](http://www.Goodreads.com) and sign up.

Once you're in, spend a bit of time adding some books that you have read or would like to read to your virtual shelves. The key thing about Goodreads is to be seen as a reader, first and foremost. Readers trust other readers. Get adding those books. Search for one of your own books and 'claim' it. You can then request that your profile is converted into an author

profile, which brings a whole load of free marketing opportunities with it.

Goodreads support staff members usually reply within a day or so and you'll have a new author page to set up. You can add the RSS feed from your blog (so your posts will appear on your Goodreads profile automatically), upload YouTube or other videos and book trailers, post photos, add favorite quotations (including your own – but be subtle about it, just one will do for most authors.)

**2. Schedule a Goodreads giveaway.** These are the competitions that readers enter for a chance to win free books. Authors and publishers can offer books as a free prize in these individual giveaways. You can offer one or several books. I've found that offering more than one does not increase the number of entrants. Goodreads suggest that giveaways run for around a month.

The average giveaway attracts 725 entries – that's 725 people who have seen your book cover and read your sales pitch who may not have ever found it on Amazon. Many of them will add your book to their 'To Read' shelf (knowing that the Goodreads algorithm that chooses the giveaway winners favors those who have added books in your book's genre to their shelves).

When users add books to their shelves, that activity appears on their wall – being available for all their Goodreads friends to see (and possibly their Facebook friends as well, if they have linked their accounts). More eyes on your book cover means more potential buyers!

**3. Add your book to lists in Goodreads' Listopia section.** The idea behind this is to make your book look popular and

to link it to other popular books. You can add it to lists that other people have created or create your own list of books that you recommend to other readers. Just be sure to only add your book to relevant lists.

Also, take some time with this approach – don't add your book to 20 lists in one day. Instead, spread your activity out, one list today, two this weekend, one next week, etc.

Here are some other timesaving Goodreads solutions to double-up on your social media activity:

**Add a Goodreads widget to your website/blog.** People can click through from there to your Goodreads profile.

**Use the Goodreads Giveaway widget** when you schedule a giveaway. Post it on your website/blog and people can enter to win your book.

**Link your Facebook and/or Twitter accounts to your Goodreads account** so your Goodreads activity will show on those platforms. This will save you time and it's a way of getting yourself more exposure without having to do more work.

**Add the Goodreads app to your Facebook page.** This will, again, update automatically and allow your Facebook followers to see your books.

*A special thanks to Michelle Campbell-Scott, bestselling author of [Goodreads for Authors](#), for writing this chapter on using Goodreads to market your books.*

## 10. WRITE A PRESS RELEASE

Press releases can be a great tool for getting more exposure and selling more books, or they can provide a very expensive lesson on sticking to a budget.

Generally, a press release will be most effective for authors who want to get exposure and media attention. If you're looking for interviews, news articles, and national exposure, a press release might be a great fit. If you hate interviews, don't want to talk to journalists, and aren't looking for attention from a national audience, a press release is probably just going to be a huge waste of time and money for you.

Press releases can definitely be hit or miss when it comes to interviews and media exposure. To maximize your chances of getting serious exposure, make sure your press release is well-written and features a hook that ties in to current hot news trends.

For example, if there's been a recent scare of e. coli poisoning in spinach and you have a book about gardening or agriculture or nutrition, you could write a press release about how eating local food or organic food can help reduce your risk of food poisoning. Because food poisoning is already a big story in the news, adding your own unique viewpoint on that major news issue can help your press release stand out and get you booked on a lot of shows and print media articles. Remember, the media is *always* looking for a hot story. So give them what they want and you'll get what you want.

However, there are other benefits to issuing a press release besides media exposure. Press releases can be a great search

engine optimization (SEO) tool because the link to your website will often be posted on national news sites and other websites. These links can help improve your site's search traffic over time. Furthermore, many press releases will rank well for keywords. So if your press release says "Dog Groomer in San Diego" and someone types in "Dog Groomer in San Diego" into a Google search, you may have a good shot of attracting those searchers through your press release.

Another great way to use a press release is to increase your credibility with your clients. You can add your press releases to your website and use any articles or interviews you have in your media page of your site.

If you're looking for a traditional publisher or agent, issuing a press release can also be a great tool for improving your chances of landing that book deal you're looking for. Agents and publishers are looking for authors who understand marketing. If you have professional press releases distributed, that can definitely add to your credibility as an author and improve your chances of finding an agent or publisher.

For high quality press release distribution at a discount, I recommend [www.pressreleasesender.com](http://www.pressreleasesender.com). This service uses the same PR distribution channel as PR Newswire, but it costs a lot less because the owner buys press releases in bulk and passes on the savings to customers like me and you. You can watch the interview with owner Dan Janal where he explains how to get the most out of your press releases at [publishingprofitspodcast.com/015-press-releases-publicity-and-getting-your-book-in-the-media-with-dan-janal](http://publishingprofitspodcast.com/015-press-releases-publicity-and-getting-your-book-in-the-media-with-dan-janal)

For those of you on a tight budget, you can use a free press release service like [www.prlog.org](http://www.prlog.org). Just realize that you

won't get nearly the same exposure from a free press release. Generally, the big news agencies don't look at free press releases, so the only real benefit in most cases will be a little bit of search engine optimization.

Also, check out our blog post on ways to [get more free publicity for your book](#).

## THE KINDLE BIBLE SERIES

If you liked this free report, then you may want to buy [\*The Book Marketing Bible\*](#) with 29 more awesome marketing strategies.

It's available in Kindle, Paperback and Audiobook format on Amazon at [geni.us/bookmarketingbible](http://geni.us/bookmarketingbible)

You'll also love reading my other books in the Kindle Bible Series:

[The Kindle Writing Bible](#) is the first book in the series which covers in detail how to come up with bestselling nonfiction books ideas and turn them into a reality using cutting edge writing productivity strategies, tools and resources.

[The Kindle Formatting Bible](#) is the next step in the process. It takes you through step-by-step formatting tutorials to show you how to format your book for Kindle using Microsoft Word. It also walks you through the process of uploading your book to Kindle.

[The Kindle Publishing Bible](#) is the next book in the series. It's all about the marketing! The book shows you how to choose bestselling book titles and provides a step-by-step marketing system that anyone can use to sell a lot more books quickly.

## SPECIAL FACEBOOK GROUP

Come join our Facebook group just for readers like you who want to take their marketing to the next level. In this group we'll be sharing our successes, marketing tips and strategies with each other so that we can all continue to grow our businesses together.

This is also a fantastic group for finding joint venture partners and cross-promotion opportunities! Imagine if you had hundreds of other entrepreneurs from all over the world collaborating with you—imagine how big of an impact you could have.

It's also a great place to get any marketing questions you have answered as well.

Come join us here on Facebook:  
[www.TCKPublishing.com/group](http://www.TCKPublishing.com/group)

# HOW TO EARN A FULL-TIME INCOME AS AN AUTHOR COURSE [FREE]

Want to learn how to earn a full-time income as an author?

As a way of saying “thank you” for downloading and reading this book, I want to give you a free access to our brand new How to Earn a Full-Time Income as an Author Course.

You can get access to it here:

[www.tckpublishing.com/full-time-author](http://www.tckpublishing.com/full-time-author)

## WANT TO GET PUBLISHED?

If you've written one or several books and just want to focus on your writing, you might want to consider publishing with TCK Publishing founded by Tom Corson-Knowles. We'll help you choose the right title and help with market research ahead of time so your book will sell better. We also do all the formatting, cover design, publishing and a lot of marketing for our clients.

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We publish both nonfiction and fiction books in most major markets and genres. We do not publish children's picture books, poetry, or coffee table books.

Learn more at: [www.TCKPublishing.com/publishing](http://www.TCKPublishing.com/publishing)

## CONNECT WITH TOM

Thank you so much for taking the time to read this book. I'm excited for you to start your path to creating the life of your dreams as an author.

If you have any questions or want to learn more, feel free to contact Tom at [www.TCKPublishing.com/contact](http://www.TCKPublishing.com/contact)

You can follow me on Twitter: [@JuiceTom](https://twitter.com/JuiceTom)

And connect with me on Facebook:  
[www.facebook.com/tckpublishing](http://www.facebook.com/tckpublishing)

You can check out my blog for the latest updates here:  
[TCKpublishing.com](http://TCKpublishing.com)

I'm wishing you the best of health, happiness and success!

Here's to you!

Tom Corson-Knowles

## ABOUT THE AUTHOR



**TOM CORSON-KNOWLES** is the #1 Amazon best-selling author of *The Kindle Publishing Bible* and *Secrets of the Six-Figure Author*, among others. Tom loves educating and inspiring other entrepreneurs to succeed and live their dreams.

Learn more at [Amazon.com/author/business](https://www.amazon.com/author/business)

# OTHER BOOKS BY TOM CORSON- KNOWLES

[The Kindle Publishing Bible: How To Sell More Kindle Ebooks on Amazon](#)

[33 Ways To Raise Your Credit Score: Proven Strategies To Improve Your Credit and Get Out of Debt](#)

[The Kindle Formatting Bible: How To Format Your Ebook For Kindle Using Microsoft Word](#)

[Destroy Your Distractions: How to Make Work Awesome, Get Things Done, and Skyrocket Your Productivity](#)

[Secrets of the Six Figure Author: Mastering the Inner Game of Writing, Publishing and Marketing Books](#)

[The Book Marketing Bible: 39 Proven Ways to Build Your Author Platform and Promote Your Books On a Budget](#)

[The Kindle Writing Bible: How To Write A Bestselling Nonfiction Book From Start To Finish](#)

[Facebook For Business Owners: Facebook Marketing For Fan Page Owners and Small Businesses](#)

[Email Marketing Mastery: The Step-By-Step System for Building an Email List of Raving Fans Who Buy From You and Share Your Message](#)

[Schedule Your Success: How to Master the One Key Habit That Will Transform Every Area of Your Life](#)

[Kindle Success Stories: How Average People Like You Are Earning a Fortune Self-Publishing Kindle Ebooks](#)

[How To Reduce Your Debt Overnight: A Simple System To Eliminate Credit Card And Consumer Debt Fast](#)

[Guest Blogging Goldmine: How I Got More Than 100,000 Visitors a Month on My Blog in 9 Months Using a Free Marketing Strategy, and Other Ways to Earn Consistent Income from Your Blog](#)

[57 Hot Business Marketing Strategies: Offline and Online Marketing Techniques, Tips And Tricks From Successful Entrepreneurs](#)

[How To Make Money With Twitter: A Complete Guide To Twitter Marketing And Monetization](#)

[Ninja Book Marketing Strategies: How To Sell More Books In 8 Days Using 8 Ninja Marketing Tactics](#)

[Systemize, Automate, Delegate: How to Grow a Business While Traveling, on Vacation and Taking Time Off](#)

[Rules of the Rich: 28 Proven Strategies for Creating a Healthy, Wealthy and Happy Life and Escaping the Rat Race Once and For All](#)

[You Can't Cheat Success! How The Little Things You Think Aren't Important Are The Most Important of All](#)

[101 Ways To Start A Business For Less Than \\$1,000: How To Start A Business Without Breaking The Bank](#)