

**H** *the*  **HOLY**

**GRAIL**

*of* **BOOK**

**LAUNCHING**

**3 VOLUME SET**



*Mimi Emmanuel*



## MIMI EMMANUEL'S HOLY GRAIL OF BOOK LAUNCHING



Your story creates a legacy and that is true for all of us. As writers, our stories may be available online for a long time to come. Let's do it the best way possible. I want to help you launch in a fun and effortless way by sharing what I know after successfully launching four books.

## THE HOLY GRAIL OF BOOK LAUNCHING

Step-by-step guide, the Ultimate Publishing Companion

Secrets from a bestselling author and friends

Is dedicated to fellow writers

**DISCLAIMER** – Following the guidelines and methods in this book cannot guarantee any kind of result. I am not responsible for anyone following any of the suggestions made in *The Holy Grail of Book Launching* and not receiving the results they are after or the results that are described in here. Neither the author nor the publisher can be held responsible or liable for any kind of outcome.

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MIMI EMMANUEL'S HOLY GRAIL OF BOOK LAUNCHING

# Dedication

Hi Team,

*The Holy Grail of Book Launching* is dedicated to my Launch Team Members, and the readers who have contacted me with questions and comments and ideas for improvements.

I wish you happy writing and happy launching. This is one of the best journeys that I have ever embarked upon and I much enjoy the company of my fellow travellers. I promise to share whatever I know to make our journeys, be they safaris, pilgrimages, or excursions, as easy and enjoyable as possible.

Now let's have some FUN!!

Mimi



MIMI EMMANUEL'S HOLY GRAIL OF BOOK LAUNCHING

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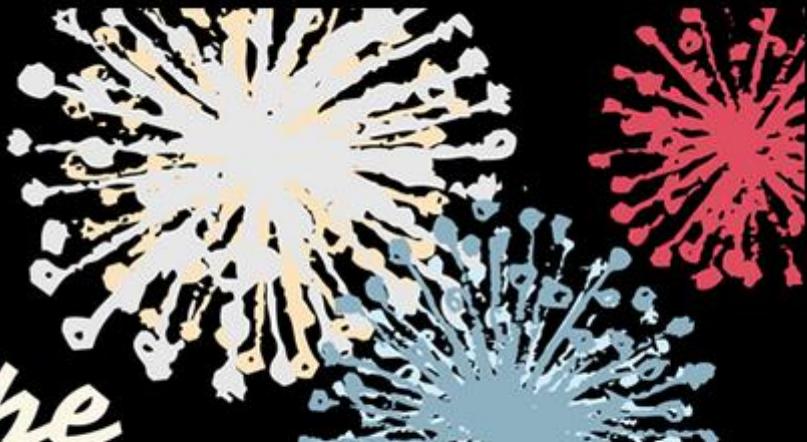
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MIMI EMMANUEL'S HOLY GRAIL OF BOOK LAUNCHING



**H** *the* **HOLY**  
**GRAIL**

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*of* **BOOK**

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**LAUNCHING**

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**VOLUME ONE**

*What I did*

*Nimi Emmanuel*



MIMI EMMANUEL'S HOLY GRAIL OF BOOK LAUNCHING





## VOLUME ONE

*Ten easy steps*

# THANK YOU

Thank you to all mentors, writing buddies, fellow classmates, editors, proof readers, formatters, cover designers, Amazon, CreateSpace, beta readers, professionals in the publishing industry who are mentioned in *The Holy Grail of Book Launching*, and all those who contributed to make this a useful reference book for all indie authors, self-publishers, and entrepreneurs.

A massive thank you to all those who went before me and paved the way to make it possible to self-publish successfully.

I am enormously grateful to my beta readers who helped shape this book into a better read.

Special mention to my editor, Elaine Roughton, for her support, patience, and diligence.

Thank you Jeff Bullas, you are a legend!

Ultimate thank you to my main support, my daughter Sunrise. Without your help, I would not be able to do any of this at all.



MIMI EMMANUEL'S HOLY GRAIL OF BOOK LAUNCHING

# Foreword

I have had the pleasure to have known Mimi for the past year as we were both part of a great author group on Facebook. Through that group I have gotten to know Mimi as we have worked on several projects together. Over the past year I saw Mimi launch her first book on self-publishing called *Mimi's Book Launch Plan*. I had the honor to write the foreword to that book and saw her book sky rocket to the top of the sales charts. Many current and future authors greatly benefited from Mimi's strategy for book launching.

In July 2016, Mimi reached out to let me know that she was launching a new series of self-publishing books and asked if I would be willing to write another foreword. I immediately accepted the offer and am very excited to write this foreword on her behalf. There are a lot of books on self-publishing. The two books that I recommend to my clients are [Book Publishing for Beginners](#) that I published in January 2016 and *Mimi's Book Launch Plan*. After reading *The Holy Grail of Book Launching* I will now recommend three books, as this is one of the best guides I have ever read about book publishing.

As I covered in the last foreword that I wrote for Mimi, I am a big fan of naming names in the self-publishing industry. What that means is that I love to share all of my knowledge about book publishing from editing and designing the best book cover to fully disclosing case studies from book launches with what works and what can be improved.

Mimi's new book is a great example of that as she covers the book publishing process and goes into great detail about her launch plan and social media strategies. When publishing your book, the launch plan can make or break your book. Having the right launch plan will help decide whether your book will be a bestseller on Amazon or if it will be just another published book.

By reading *The Holy Grail of Book Launching* you will have a great guide to a successful launch and also long-term strategies for your books. Mimi names many of her strategies and resources including the marketing of her book. She uses many of the marketing services that I have used to launch multiple bestsellers including James Mayfield's social media promotion, Bknights promotion on Fiverr and my personal favorite, Buck Books. Those three marketing avenues alone should give you a great chance of having a successful launch.

I have found *The Holy Grail of Book Launching* to be very comprehensive and a great read. The information in the book provides a lot of value. As someone who has served as



## MIMI EMMANUEL'S HOLY GRAIL OF BOOK LAUNCHING

a coach for multiple bestselling authors who have launched their books, I will now strongly encourage my clients to read three books to prepare for their launch. The books are my fourth book, [Book Publishing for Beginners](#), *Mimi's Book Launch Plan* and *The Holy Grail of Book Launching*. With those three books I am confident that many current and future authors will have the opportunity to achieve great success with their upcoming books. I hope that you enjoy reading *The Holy Grail of Book Launching*.

Sincerely,

Paul G. Brodie

Seven-time Amazon Bestselling Author

To support Mimi's book, I am offering a free coaching call to help with writing and publishing your own book. Contact me at [Brodie@BrodieConsultingGroup.com](mailto:Brodie@BrodieConsultingGroup.com) to set up your free call. [www.BrodieEDU.com/coaching/](http://www.BrodieEDU.com/coaching/)

# Preface

## WHY DID I WRITE THE HOLY GRAIL OF BOOK LAUNCHING?

### Why?

Why did I write *The Holy Grail of Book Launching*? There are two reasons. The main reason is that I received a lot of feedback from readers after I wrote *Mimi's Book Launch Plan* and I understood the need for a more detailed guide.

I also have been stressed out during launches and I do not want to stress anymore either. Once I discovered that many other authors experience the same feelings of being overwhelmed by the tasks to be done, I decided to list the minimum necessary to have a successful launch. This book, with all the templates, was written to prevent overwhelm. Be sure to read the *How-To-Read-This-Book* section.

If I have learned one thing in life, it is that if it is not fun, do not go there. Find something else to do.

### How did this book come about?

How did *The Holy Grail of Book Launching* come about? Dan Miller, author of *46 Days to the Work You Love*, says that, 'If you are asked the same question three times, you better come up with a product.'

*The Holy Grail of Book Launching* is my answer to all the questions and comments I received in response to *Mimi's Book Launch Plan*. This book was written for my launch team members and ended up being very well received by the wider community also. Most days I respond to questions from readers of *Mimi's Book Launch Plan* who would like to know more or want me to explain it even better. I wrote this book for you. Every time you asked me a question I tried to come up with the best possible answer. I have bundled these answers together in my mini tutorials as well as *The Holy Grail of Book Launching*, which is a sequel to *Mimi's Book Launch Plan*.

I feel humbled and absolutely jazzed that I may play a tiny part in helping you write your very own success story.

Below are some of the reviews from *Mimi's Book Launch Plan*.

★★★★★ **Bible for self published authors**

By Shreya Kundu on March 7, 2016

Format: Kindle Edition

The book is worthwhile because it is based on the strategies that the author has tried herself and found successful. The book is extremely easy to read with links available to further probe into the topics that you may want to explore. I would call this book the bible for self published authors. When in doubt, all one needs is a quick peek.

★★★★★ **Blueprint For Publishing Success...**

By writestuff67 on March 3, 2016

Format: Kindle Edition | **Verified Purchase**

This book lays out a detailed plan for launching your own bestseller based on the author's experience. It is truly amazing what you can do with a little help and inspiration along the way. It is unique among other books that simply talk about creating a bestseller, this book actually takes you by the hand and shows you how to do it step by step. If you are looking for a blueprint to publishing success this one is it!

★★★★★ **Awesome Advice**

By Kim A. on April 3, 2016

Format: Kindle Edition | **Verified Purchase**

I loved the overall organization of this book and the author's clear, conversational way of explaining some of the behind-the-scenes work that goes into launching a book. This would be a great read for anyone who is writing a book, or for anyone curious about ways to get your book in front of fresh eyes. I enjoyed every word!

You can visit *The Holy Grail of Book Launching* on Amazon to see what readers say about this book. Now you know why I wrote *The Holy Grail of Book Launching*, let's have a look at what it is all about.

## What is it all about?

What is *The Holy Grail of Book Launching*? It is not my invention, but a collaborative effort that presents a collection of the very best ideas that writers have used or are using to successfully launch their books to bestseller status. In addition, I will point you to some of the leaders in book publishing such as my mentors in the industry, who all generously share their time and expertise by giving out videos and books and services, paid as well as free, which you can utilise to create your very own bestseller in no time.

This book will tell you:

- ✓ *How to launch an e-book on Amazon*
- ✓ *How to fill out the Amazon Product page, including the categories and keywords.*
- ✓ *How to sell over 100 books a day on Amazon*
- ✓ *How to have over 500 people join your launch team in 3 days*
- ✓ *How to achieve #1 bestseller status in over 10 categories*
- ✓ *How to keep up your book sales after launch*
- ✓ *How many books you need to sell to make a living from writing*
- ✓ *What promotions to book and when to book these*
- ✓ *How to create powerful marketing graphics for free*
- ✓ *How to post to the BIG 5 media sites for free*
- ✓ *How to think about the focus for your launch*

This book will give you

- ✓ *My step-by-step-launch-plan —This is my launch plan, which I fine-tuned after launching three bestsellers in just over five months.*
- ✓ *An Easy and Fun Social Media Plan*
- ✓ *An Easy and Fun Book Marketing Event Calendar*
- ✓ *Promos I love in a quick-access cheat sheet*
- ✓ *Mimi's free tutorials, all about book launching*
- ✓ *Templates on how to write to Amazon and structure your book interior*
- ✓ *Templates on how to write to your launch team*
- ✓ *Links to formatters, editors, cover designers, beta readers, and more*
- ✓ *Tick off boxes at the end of each chapter*
- ✓ *A sheet with over 200 FREE promos sites for promoting your book*
- ✓ *Promos arranged as per Alexa ranking*
- ✓ *Free downloads with resources, templates for success and clickable links*

The *Holy Grail of Book Launching* is nothing other than knowing about the essential elements of a Book Launch, and having the tools to implement these in the right order. That is all that is necessary for a successful launch. It is as simple as that.

I am not reinventing the wheel, nor pretending that I have all the answers. I am sharing with you the minimum steps you need to take for a successful launch. I show you what some of the best have to contribute about these steps so you do not have to spend time to find all this information for yourself. This is a comprehensive guide that contains all the necessary elements and links you need for an enjoyable, profitable, and successful launch.

What is the definition of Holy Grail? I asked Google.

**grail**

/greɪl/

*noun*

noun: **Holy Grail**; noun: **holy grail**

1. (in medieval legend) the cup or platter used by Christ at the Last Supper, and in which Joseph of Arimathea received Christ's blood at the Cross. Quests for it undertaken by medieval knights are described in versions of the Arthurian legends written from the early 13th century onward.
2. a thing which is eagerly pursued or sought after.  
"the enterprise society where profit at any cost has become the holy grail"

If we leave the religious interpretation aside, The Holy Grail is seen to be a thing which is eagerly pursued or sought after. And often this 'thing' is thought to be secret due to its elusiveness. That's why the subtitle mentions secrets from a bestselling author. It is not that no one else knows about these elements. It is about knowing about all these elements and actioning them at the right time, in the right way.

## How do you get most profitable?

How do you get most profitable? By creating the best possible product.

There are many ways to launch a book. This book is called *The Holy Grail of Book Launching* and a fair amount of writing will be focused specifically on the launch. However, you need the best possible book to get the best possible launch results, because if you have a poorly written or formatted book, very shortly after launch this will be pointed out to you by your readers. For this reason, I address other things to do with book publishing apart from the launch.

## Who is this book for?

Most books are written for a niche market. It is rare that a book applies equally to the business community as well as the retiree. To the mum raising kids as well as the college graduate. The Holy Grail of Book Launching is the kind of book with this wide appeal.

Later in the book you will hear about [Chandler Bolt](#), the college student who a few years after dropping out, owns a multi-million dollar business, because he wrote a book. [Sally Miller](#) is a stay-at-home Mum as well as a bestselling author who shares her [Super Simple Launch Strategy](#) in Volume Three.

[Ernie Zelinski](#), the author of the international bestseller *The Joy of Not Working*, which sold over 285,000 copies and *How to Retire Happy, Wild, and Free* which sold over 275,000 copies, can be found on Amazon. His two books helped hundreds of thousands of individuals around the world live more satisfying and happier lives. Ernie shows us that writing books can be a lucrative and satisfying activity during retirement.

*The Holy Grail of Book Launching* will be useful for any self-publisher, indie author, or entrepreneur who knows that writing a book about your business will multiply your sales and give you leverage in your chosen market.

Examples given in *The Holy Grail of Book Launching* focus mainly on launching a nonfiction Kindle on Amazon. However, the same or similar techniques can be utilised and adapted to launching any type of book on a different platform.

This book is not for people who think that buying this book will do the job for them. Launching is hard work. It really is. No matter how you look at it. There are so many factors that come into play, and to juggle all these factors at the same time requires a lot of concentration, time, and effort. This book cannot do it for you. You will have to put in the time and effort yourself. What *The Holy Grail of Book Launching* will do for you, however, is give you all the tools you need for a successful launch, if you follow the steps and tick all the boxes. So, hard work; yes. But also fun and easy if you follow my guidelines.

People ask me all the time; 'How do you do it (publishing)?' and I refer them to [Self-Publishing School](#) because I love these guys and I enjoyed the process so much. But then people say, 'But how do YOU do it? And I know what life can be like. Not everyone is in a position to follow a course. And even when people follow a course, comprehensive as this may be, they often still have questions that may not be answered in the course.'



I wrote *The Holy Grail of Book Launching* for people who experience 'overwhelm' when they are writing and launching their book. The easy tick-off lists at the end of each chapter prevent overwhelm and allow you to have fun whilst launching.

Tick off the to-do items on the first five chapters and you are up and running. For some extra awesome sauce, you can read through and check off the items in the others chapters as well. But you do not have to do so to successfully launch your book.

The additional chapters are extras for when you have time, energy, and the resources to give your book that additional exposure and attention.

## Swarm intelligence

You can say that *The Holy Grail of Book Launching* is based on swarm intelligence. Swarm Intelligence utilises algorithms inspired by nature to solve important challenges that impact businesses and our daily lives.

Swarm intelligence wins the race. How do I know that? Because the technology of Swarm Intelligence nailed the Kentucky Derby Superfecta in 2016 and turned \$20 into \$11,000. Twenty punters collectively picked the top four horses in this year's race using this technology. They pooled their input and came up with the winning combination for which bookmakers paid 540 to one.

How does Swarm Intelligence work? In a nutshell, many minds know more than one. A team can accomplish more than one person. Launching does not happen in isolation. A launch is a joyous event and the more participants the more fun and chances for a successful launch.

If you are interested in becoming part of my swarm team you can join me at [www.facebook.com/groups/mimislaunchparty](http://www.facebook.com/groups/mimislaunchparty).

# HOW TO USE THIS BOOK

## *WHY THREE VOLUMES?*

As I was writing, the book became too large on its own and I had to divide it up in three volumes. If you are like me, you just want to get to the point. If you are an established author, you can get going with Volume one. If you have not published yet, it is better that you get going at Volume Two. Everything that is listed in Volume One is also mentioned in Volume Two, but more in depth for newbie authors. So as a newbie author, you won't miss out by starting at Volume Two. But as an established author, you may want to find out straight up what I do and this is listed 'barebones' in Volume One.

## Volume One: This Is What I Do

Volume One contains what I do. It has my Social Media Plan and Book Marketing Event Calendar and templates including Promos I LOVE and the step-by-step-launch Guide. As far as I am concerned, I give you the best up front.

## Volume Two: Essentials for Launch

If you have never written a book before, you want to know what the essential steps are. Volume Two contains the essential steps and templates and links to get you from no book to published. Volume Two contains similar information as Volume One but more fleshed out with all the necessary Resources listed.

## Volume Three: Extra Awesome Sauce

Volume Three shows you what a back-end is. It also mentions who my mentors are and how they help me. It tells you how many books you must sell to make a living as a writer, and it is in Volume Three that my author friends and buddies share their secrets to help you shine.

## Resource sheets

This book contains links and other web based resources as well as downloadable plans, tables, and calendars. All Resources can be downloaded from [www.mimiemmanuel.com/the-holy-grail-of-book-launching-downloads](http://www.mimiemmanuel.com/the-holy-grail-of-book-launching-downloads)



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Resource are available at the end of each volume. I have left links intact as much as possible so that you can find the source on the world wide web. All links are current at the time of writing.

## Read this first- quick overview

You can read through this book from start to finish or use one of the shortcuts that I provide below to go straight to your area of interest.

*The Holy Grail of Book Launching* is unique in that it will take you very quickly from not knowing anything about book launching to becoming a knowledgeable person having insider info that is essential to have a successful launch.

Beginning writers often think that writing the story is the hard part. More accomplished writers know that writing the story is a tiny part of the whole publishing and launching process.

If you already have a finished, edited, and polished story in your hands, you can go straight to [Chapter Two in Volume Two](#) and start from there.

The information in *The Holy Grail of Book Launching* on its own will help you successfully launch your book. But because we are all different writers with different aims and means and purposes, I also include a variety of links to other experts in the field and resources that will complement the information in this book. You may decide to do the writing yourself but outsource the cover creation, publishing, formatting, launching, and so on. I provide links for these services.

Here are shortcuts to get you quickly to where you want to go.

[Volume One](#) tells you what I do, step-by-step marketing my fifth book. Ten steps only.

[Volume Two](#) has the essential ingredients necessary for a successful launch. It not only explains what I do, but also why and how I do it.

[Volume Two, Chapter Four](#) tells you how I pick my categories.

[Volume Two, Chapter Five](#) gives you the promos I love along with a sample cheat sheet promo template.

[Volume Three](#) gives you extra awesome sauce to get an edge whilst you launch.

[Volume Three, Chapter Five](#) is where you will find information about 200 Facebook groups where you can post your link for free and the 101 promo sites that are listed according to Alexa ranking.



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[Volume Three, Chapter Three](#), Chapter Three is where you find my Mentors.

[Volume Three, Chapter Four](#) you will find the contributions of fellow authors and friends.

You can visit my website [www.mimiemmanuel.com](http://www.mimiemmanuel.com) to find more free mini tutorials.

So as not to interrupt the flow of this book, all Resources can be downloaded from [www.mimiemmanuel.com/the-holy-grail-of-book-launching-downloads](http://www.mimiemmanuel.com/the-holy-grail-of-book-launching-downloads)

There is so much material in this book that it may take you a while to read it all. For this reason, I will give you my best: my Marketing Plan, up front.

My social media marketing plans will be discussed in more detail in [Volume Two, Chapter Five](#). But here up front I will give you the bare bones.

## SOCIAL MEDIA MARKETING PLAN

I am sharing my social media marketing plan with you, step-by-step.

Do not worry if you cannot do all of this in the allotted time. We all have 'stuff happening' in our lives that gets in the way of our plans. This may be health or family issues, work commitments, children, or elderly parents needing attention. None of this should halt you in your tracks. It may temporarily slow you down, and on occasion you may have to postpone certain planned events. But stick with it and eventually it will all come together.

Nowadays I have visions instead of goals. Visions are not time-bound so much and, therefore, a more relaxed way of getting from A to B. Instead of 'trying to' reach my goals, I now have a vision and live accordingly.

***'The only thing worse than being blind is having sight but no vision.'*** [Helen Keller](#)

I cannot promise to stick to the schedules I have set in place but I sure intend to slowly work through my marketing plan bit by bit in my own good time with a little help from my friends.

If you struggle with the whole idea of marketing your book, go visit [Jeff Bullas](#) who will give you [all the tools](#) you need to [introduce your creation](#) to the world with flair and pizzazz.

### This is my plan.

Coming up is the Ten-step Marketing Plan I created for *The Holy Grail of Book Launching*.

People like pretty pictures, so I created infographics. That is a two-in-one hit. Pretty picture combined with good information about my book. Now we have shareable content.

The way I look at it is that I am inviting people to my launch party where we are going to have FUN. How will we have fun? By learning about launching and how to do this in an entertaining way that is educational at the same time.

I intend to serve my book, my Kindle, and audio to my audience on a silver platter. These are the ingredients I will serve:

1. Infographics
2. Free mini tutorials
3. Book promo ads
4. Sample chapters or part of the book
5. [One sheet](#)
6. Flipbook
7. Power Point presentation/slideshow and video

I will serve this up through the following channels:

1. Social Media; WP blog, Facebook, Twitter, LinkedIn, Google+, Pinterest
2. Through email systems such as Aweber, MailChimp, and Constant Contact
3. Support team
4. Book landing page
5. 200 Free Facebook promo sites
6. Promotional book marketers
7. Amazon KDP, Kindle Unlimited, and Library
8. Eventually, also other sales platforms through Draft2Digital
9. Fellow author's networks and family and friends
10. Radio station and podcasters

To keep track of all the jobs to be done I will utilise my

1. Step-by-step Launch Guide
2. Easy and Fun Social Media Plan
3. Easy and Fun Book Marketing Event Calendar
4. How to Skyrocket my Success as an Author (located in Volume Three)
5. 200 free Facebook sites promo sheet
6. 101 promo sites listed according to Alexa ranking
7. Promos I love
8. Help from my daughter and my virtual assistant (VA)

Aids to get the jobs done are the various contributions such as Joanna Jast's *Case Study of a Successful Launch*, Nick Daniel's *Boost the Success of Any Sales Message*, Davina Chessid's *How to Keep Up Sales After Launch*, *Sample Letter to the Book Launch Team* from Brittany Barbera, Rupert Colley's *Promo List according to Alexa ranking*, Sally Miller's *Super Simple*

*Launch Strategy*, plus others. You can find these contributions in [Volume Three Chapter Four](#).

## There are ten steps to my Plan.

1. Infographics
2. Landing page
3. Share the joy around
4. Mini free tutorials
5. Easy and Fun Social Media Plan
6. Easy and Fun Book Marketing Event Calendar
7. Book promo ads, slide show and video
8. Step-by-step launch guide, 'in a nutshell'
9. Promos I love with promo cheat sheet
10. 200 free Facebook sites promo sheet plus ranked by Alexa promos

You can adjust the above plan to your own needs using the examples and templates that are available in *The Holy Grail of Book Launching*.

I have created a mini tutorial on how to create infographics for free at Canva and you can access this tutorial by visiting my website <http://www.mimiemmanuel.com/free-tutorials/>

## Why create an Infographic for your book?

Research shows that we are three times more likely to click on an infographic than on any other type of content.

According to [neoman.com](http://neoman.com) we all suffer from information overload because we receive 5 times as much information today as we did 30 years ago.

This is where Infographics come in handy. These graphics are easy to digest, more persuasive, fun to share and extremely engaging. People following directions with text and illustrations do 323% better than people only reading text.

If that is not good enough reasons to create infographics for your book, I do not know what is. I suffer from information overload so much that I do not even read what is on a book landing page any more. I will read the title of the book and if I like the colours of the page I may subscribe, and if I don't, I won't. I am not alone either. On average users only read 28% of words per visit.



I LOVE infographics because they tell me at a glance what is going on. I am joined by a minimum of [62 million other infographic lovers](#). Yep, that's right.

## **62 million searches**

Google Trends tells us that there have been 62 million search results for the term 'Infographic' since April 2015.

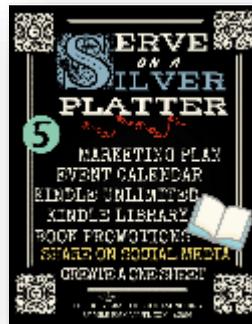
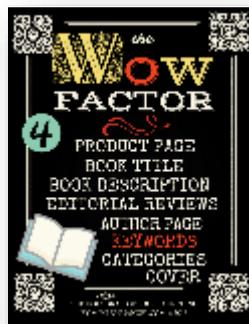
I don't know about you but I want my book to come up in some of those searches.

Things to think about before you start creating an infographic.

1. What is the message that you try to get across?
2. Break up your message in a minimum of 5 or a maximum 12 steps.
3. Use bold text for the main message.
4. Use smaller text for the supporting text.
5. Use contrasting colours for a strong message.
6. Use pastel colour for softer communication.
7. Incorporate statistics and measurements.
8. Aim to get the message across in seconds, not minutes.
9. Have fun whilst you create, this will come across!
10. With infographics, less is best.

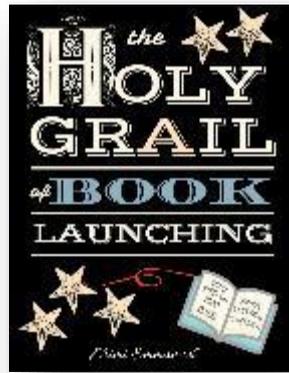
# STEP ONE

These are my infographics.



Each image introduces one of the chapters of my book.

I made sure that the infographics match the cover of the book and the intro.



We now have 8 recognisable images with information about my book available to share around on social media to introduce the world to my book.

## STEP TWO

### Landing page

I then opened a BookLaunch.io page (free for first book) like this one here:



<http://booklaunch.io/mimiemmanuel/the-holy-grail-of-book-launching>

to make it easy-peasy for people to find out more about my book and sign up to be informed about the launch.

I also put an invitation on Twitter, pinned to the top,



and on my website [www.mimiemmanuel.com](http://www.mimiemmanuel.com) for people to sign up to be informed about the launch.

## STEP THREE

### Share the joy around

I sent a link to my virtual assistant (VA) Jenny at Fiverr and she'll do a blast for me to her social media and Facebook groups. You can find Jenny's' contact details under Resources.



I will share this image with a link to my launch page around with my friends on Facebook and Twitter and Pinterest and Google+ and the various groups that I have signed up to. We will go more in depth in the next Volume on what groups to sign up to and why.

## STEP FOUR

### How-to's mini tutorials

Whilst people are waiting for the book and to make it more entertaining I created some How-to's to give my readers a little peek inside the book and tell them what is about to be released.

When readers sign up to my BookLaunch.io page they are taken to <https://gumroad.com/mosaichouse> (free) where they can download either 'An excerpt of the First Chapter of *The Holy Grail of Book Launching*' or a quick tutorial on 'How to Share to the BIG 5 in one go for free.'

This is not the only tutorial I created. I also made tutorials on how to apply to Kindle Scout and how to create an infographic and a book promo ad and many more. All tutorials are relevant to book launching, and all tutorials and methods are free and won't cost you a penny. The fact that all I create and supply is free adds to the fun.

It won't cost you anything to use my samples as templates and duplicate what I did for your niche. I don't mean copy and paste but use the examples and tools I provide under resources to come up with similar tutorials and graphics, in your very own flavour, related to your own niche.



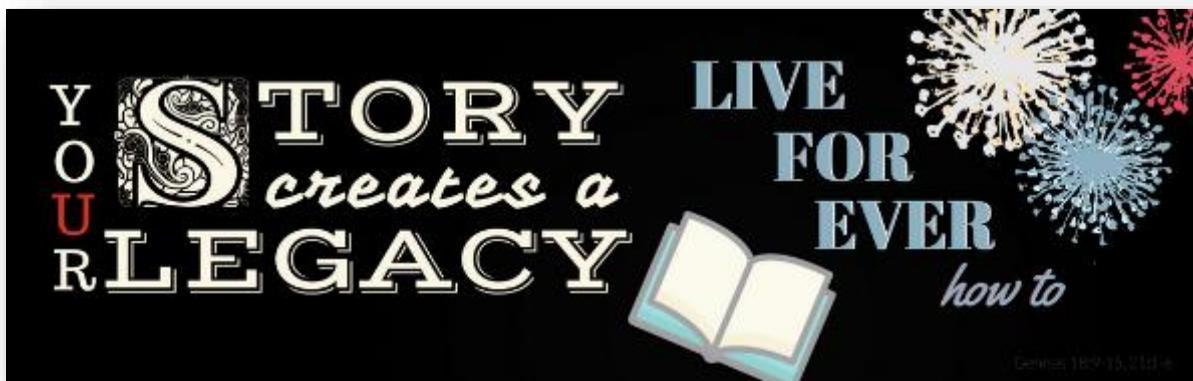
MIMI EMMANUEL'S HOLY GRAIL OF BOOK LAUNCHING



The How-to's are created in a similar vein to the infographics so that all images are recognisable and lead to *The Holy Grail of Book Launching*.

This is how I am developing my brand. In Volume Two I give Resources that may help you develop your own brand. I tie it all together on my author website, which is linked to my blog, where I will be posting on a regular basis leading up to the launch with the infographics and the how-to's.

My blog <http://www.liveforeverhowto.com/mimis-blog> explains how our story creates a legacy, and this is one way all of us can live forever - through our stories.



## STEP FIVE

### Easy and fun social media plan

I will be posting on a regular basis on my blog utilising my infographics as well as my how-to's, and continue informing my audience about my upcoming book and giving away free tutorials.

You can read up in the [Beginner's Guide for Blogging Basics](#) on how to start a blog and why.

To be able to stay on top of the regular postings throughout the year, I have created an EASY AND FUN SOCIAL MEDIA PLAN. Why fun? Because it takes all the stress out of my social media postings. I know in advance what to do and when to do it. I can even plan ahead and set it up in for when I am on holidays and the posting will continue as normal.

Sit for a moment and think about your passions, your hobbies, your business, your book. What would you like to blog about that ties in with your book and your niche? Adjust the schedule below according to your preferred topics.

Kindle users please note that Kindle does not always display tables the way we intend to. You can download the Social Media Plan from [www.mimiemmanuel.com/the-holy-grail-of-book-launching-downloads](http://www.mimiemmanuel.com/the-holy-grail-of-book-launching-downloads).



## EASY AND FUN SOCIAL MEDIA PLAN

WP – WordPress, FB – Facebook, TW – Twitter, LI – LinkedIn, G+ – Google Plus, GR – Good Reads, Amazon, Pint – Pinterest, Red – Reddit, Insta – Instagram

<b>Day</b>	<b>Subject</b>	<b>WP/FB/TW/LI/G+</b>	<b>GR</b>	<b>Amazon</b>	<b>Pint</b>	<b>Red</b>	<b>Insta</b>	<b>Blogsp</b>
<i>Monday</i>	Health	Auto						
<i>Tuesday</i>	Health							
<i>Wed</i>	Writing							
<i>Thursday</i>	Writing							
<i>Friday</i>	Scripture							
<i>Saturday</i>	Scripture							
<i>Sunday</i>	Scripture							
<i>Once per month</i>	Email subscribers							

A word of caution: Do not bombard your readers with material. If anyone were to send me an email every single day I am likely to unsubscribe from their list. Michael Hyatt decided that the ‘sweet spot’ for his audience was about three emails per week. I think that for my crowd it may be even less. Because my subscribers are an engaged and active bunch of writers and authors who do not have time nor the interest to every day hear about what I think.

So, what about my Easy and Fun Social Media Plan? It is a guide. During launch, most weeks I send out one email, sometimes two. That is still 52 emails per year. But your crowd may be different and love to receive one email a day. Adjust according to your needs and your audience. I am just showing you here how easy and simple it is to have a Social Media Plan.



MIMI EMMANUEL'S HOLY GRAIL OF BOOK LAUNCHING

## STEP SIX

### Easy and fun Book Marketing Event Calendar

I have also created an EASY AND FUN BOOK MARKETING EVENT CALENDAR. You can view this calendar in landscape mode, and you can download the pdf from [www.mimiemmanuel.com/the-holy-grail-of-book-launching-downloads](http://www.mimiemmanuel.com/the-holy-grail-of-book-launching-downloads).

This Calendar keeps track of all the extra activities during the launch period. Your launch may only last for three days but there is plenty to be done before and after also.

You do not have to use this calendar for a successful launch, but it shows you possibilities and options to implement if you have the time and interest to make your launch a special event. We are talking “Holy Grail” of Book Launching here.

I do not expect to be able to fit everything in within the next few weeks, but I intend to tick all the boxes within the next few months leading up to and throughout my launch.



## EASY AND FUN BOOK MARKETING EVENT CALENDAR SAMPLE

WP – WordPress, FB – Facebook, TW – Twitter, LI – LinkedIn, G+ – Google Plus, GR – Good Reads, Amazon, Pint – Pinterest, Red – Reddit, Insta – Instagram

<b>Week One</b>	<b>Event Calendar Action to be taken</b>	<b>WP/FB/TW/LI/G+</b>	<b>GR</b>	<b>Amazon</b>	<b>Pint</b>	<b>Red</b>	<b>Insta</b>	<b>Blogsp</b>
<i>Mon</i>	Write blog post with free chapter or part of book	Auto share						
<i>Tue</i>	Share several cover options and collect votes							
<i>Wed</i>	Create gift tutorials							
<i>Thu</i>	Post a contest on Goodreads with book giveaways							
<i>Fri</i>	Share infographic							
<i>Sat</i>	Rest							
<i>Sun</i>	Write and submit a guest blog post Create <a href="#">one sheet</a>							
<i>Once per week</i>	Email subscribers with a free gift tutorial							
<b>Week Two</b>	<b>Action to be taken</b>	<b>WP/FB/TW/LI/G+</b>	<b>GR</b>	<b>Amazon</b>	<b>Pint</b>	<b>Red</b>	<b>Insta</b>	<b>Blogsp</b>
<i>Mon</i>	Share my book proposal							



MIMI EMMANUEL'S HOLY GRAIL OF BOOK LAUNCHING

<i>Tue</i>	Create Book promo ads to use on free FB promo sites							
<i>Wed</i>	Share tutorial							
<i>Thu</i>	Mention what happens on specific pages							
<i>Fri</i>	Share infographic							
<i>Sat</i>	Rest							
<i>Sun</i>	Approach podcasters for a podcast interview							
<i>Once per week</i>	Email subscribers with free gift tutorial							
<b>Week Three</b>	<b>Action to be taken</b>	<b>WP/FB/TW/LI/G+</b>	<b>GR</b>	<b>Amazon</b>	<b>Pint</b>	<b>Red</b>	<b>Insta</b>	<b>Blogsp</b>
<i>Mon</i>	Share video trailer about my book							
<i>Tue</i>	Promote my book on all my sites and share with friends							
<i>Wed</i>	Share a tutorial							
<i>Thu</i>	Participate in a book blog tour							
<i>Fri</i>	Share infographic							
<i>Sat</i>	Rest							



MIMI EMMANUEL'S HOLY GRAIL OF BOOK LAUNCHING

<i>Sun</i>	Local radio interview								
<i>Once per week</i>	Email subscribers with free gift tutorial								
<b>Week Four</b>	<b>Action to be taken</b>	<b>WP/FB/TW/LI/G+</b>	<b>GR</b>	<b>Amazon</b>	<b>Pint</b>	<b>Red</b>	<b>Insta</b>	<b>Blogsp</b>	
<i>Mon</i>	Use affiliates to sell your book for you JVZoo.com								
<i>Tue</i>	Collaborate with other authors in my niche								
<i>Wed</i>	Share tutorial								
<i>Thu</i>	Post author radio interview on FB promo sites								
<i>Fri</i>	Share infographic								
<i>Sat</i>	Rest								
<i>Sun</i>	Create a Facebook event for my launch								
<i>Once per week</i>	Email subscribers with free gift tutorial								
<b>Week Five</b>	<b>Action to be taken</b>	<b>WP/FB/TW/LI/G+</b>	<b>GR</b>	<b>Amazon</b>	<b>Pint</b>	<b>Red</b>	<b>Insta</b>	<b>Blogsp</b>	
<i>Mon</i>	Write and share press release about my book								



MIMI EMMANUEL'S HOLY GRAIL OF BOOK LAUNCHING

<i>Tue</i>	Share my Facebook author page							
<i>Wed</i>	Share free tutorial							
<i>Thu</i>	Create a permafrees book to entice more followers*							
<i>Fri</i>	Share infographic							
<i>Sat</i>	Rest							
<i>Sun</i>	Ask fans to post their reviews on GoodReads							
<i>Once per week</i>	Email subscribers with gift Share tutorial							

\*Local radio stations are often happy to interview local authors. Just ask. \*A permafrees book is a freebie book to share with your audience.

You can view this calendar in landscape mode on your device, and you can download a PDF from <http://www.mimiemmanuel.com/the-holy-grail-of-book-launching-downloads>.

Be sure to incorporate going local and sharing your new creation with those closer to home.

Below I will share

1. STEP-BY-STEP LAUNCH GUIDE which I use alongside the
2. EASY AND FUN SOCIAL MEDIA PLAN and
3. EASY AND FUN BOOK MARKETING EVENT CALENDAR.

Plan 1 will successfully launch your book on your Amazon.

Plan 2 adds awesome sauce with regular blog posts to the BIG 5.

Plan 3 gives you enough tips and tricks to let the whole world know about your book.



## MIMI EMMANUEL'S HOLY GRAIL OF BOOK LAUNCHING

All plans have check boxes so that it is easy to keep track of where you are at, even if you have to abandon task for a little while. Do not worry much about the time frame, just keep at it.

## STEP SEVEN

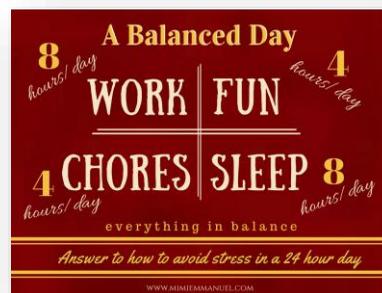
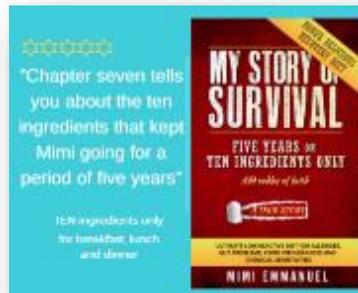
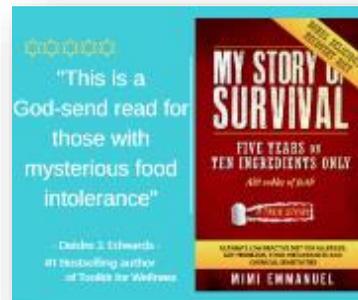
### a. Create book promo ads

It is a good idea to create promo ads for your book such as I did for *My Story of Survival*. And with this you can also create infographics that tie in with your book and tell people a little bit about your book. In my case, this ties in with a blog post on healthy living.

<http://www.liveforeverhowto.com/2016/09/25/how-to-divide-up-your-day-for-balance/> and also <http://www.liveforeverhowto.com/2016/09/25/how-to-avoid-stress/>.

This blog post from WP also gets automatically posted to my LinkedIn account as well as Twitter, Google+, and Facebook. I explain how that works in one of my How-to's.

With these posts on health I was able to support other authors with their books, which is a win/win all around.



Use [www.canva.com](http://www.canva.com) to create your own Facebook ads. These are good FB promo ads.

## b. Create a video for the launch

[Jenny](#) at Fiverr created this amazing video for me at special request. It is called a Professional Kinetic Typography Explainer Video. I like it.

### **NEXT UP**

Next up we get steps eight and nine. I have created two separate graphics for this. If you have ever booked promotions for your book then you probably understand why. If you have not booked promotions for your book, you may wonder why.

During a book launch, a lot of things need to be juggled and taken care of, all at the same time.

Uploading your book to Amazon, entering the description, picking the keywords and categories, setting the price and free promo dates... it all takes time and effort and concentration. You do not want to muck anything up either. This is the launch of your precious creation; you want it all to go as smoothly as possible.

Booking promos also requires time, effort and concentration. Some of these need to be booked weeks in advance, some of these can only be booked once there are a number of reviews, most will need its own unique book description for SEO purposes. There is a lot to it.

I find it easiest to use these two lists alongside each other and tick the boxes as I go. This way I know for sure that I have taken care of all the promotions and that I have taken care of all that needs to be done in the KDP and Amazon portal.

### **Next up STEP-BY-STEP LAUNCH GUIDE**

The next table STEP-BY-STEP LAUNCH GUIDE includes greyed out areas that are not essential for a successful launch. You can always launch your soft cover and audiobook later. A landing page is not essential for a successful launch. My social media and book marketing plan are a good action guide and fun to follow, but not essential for a successful launch.

**REMEMBER to action the highlighted words.** You won't have a launch without these actions or you might have a bungled up one.

You can view this Guide in landscape mode, and you can [download a PDF from www.mimiemmanuel.com/the-holy-grail-of-book-launching-downloads](http://www.mimiemmanuel.com/the-holy-grail-of-book-launching-downloads).



MIMI EMMANUEL'S HOLY GRAIL OF BOOK LAUNCHING

(STEP EIGHT) STEP-BY-STEP LAUNCH GUIDE SAMPLE

January 1		January 12		January 23	
Book promotions as suggested under resources		Create Author Bio on Amazon Study samples of top authors		Repeat January 19 and post to social media accounts	
January 2		January 13		January 24	
Create free Landing page at BookLaunch.io and free Gumroad account *		Claim your kindle in Author Central. Fine tune book description		Check all settings and links and claim your print book in Author Central	
January 3		January 14		January 25	
Upload ARC to Gumroad and connect to BookLaunch.io*		Rest		Send link to invite reviews from support team and social shares	
January 4		January 15		January 26	
Start my Easy and Fun Social Media Plan to Promote Your Book*		Publish at 99cts. Take down ARC from Gumroad/ direct launch page to Amazon *		Send invites by email/MailChimp for reviews Claim audio book*	
January 5		January 16		January 27	
Create support team on Facebook and invite friends		Book promotions as suggested under resources		Set Amazon preferred price for book for \$7.50	
January 6		January 17		January 28	
Send invites from FB/Twitter and email and MailChimp		Send book ARC around to support team and media		Rest	
January 7		January 18		January 29	
Rest		Upload manuscript to CreateSpace Link this up with your kindle version*		LAUNCH - Free promos post on 200 FREE FB sites Activate support team	
January 8		January 19		January 30	
Open Amazon/KDP/Author Central/CreateSpace and ACX account and choose voice*		Send Amazon link to invite reviews from support team and social shares		LAUNCH - Free promo post on 200 FREE FB sites Activate support team	
January 9		January 20		January 31	
Select keywords for your book Utilise Google Search		Upload audio book* Send Amazon link to Promoters which were booked on January 1		LAUNCH - Free promo post on 200 FREE FB sites Activate support team	
January 10		January 21		February 1	
Select categories. Find bestsellers for your niche		Rest		When you wake up Set Kindle to 99 cents!	
January 11		January 22		February 2	
Upload kindle to KDP Set price at 99cts Fill out product page Upload ARC to FB Launch Party files		Schedule free promo period in KDP portal		Promos as booked Over the next few days increase to Amazon preferred price	

ARC – Author Release Copy

ACX – Audiobook Creation Exchange [www.acx.com](http://www.acx.com)



MIMI EMMANUEL'S HOLY GRAIL OF BOOK LAUNCHING



MIMI EMMANUEL'S HOLY GRAIL OF BOOK LAUNCHING

**(STEP NINE) PROMOS I LOVE SAMPLE**

January 1		January 12		January 23	
Book Shout my book 30 days \$15				Book BKNights for FREE \$5 Jan 30	
January 2		January 13		January 24	
Book askdavid for the whole month \$15				Book KDROI 99 cents (0) Febr 6	
January 3		January 14		January 25	
Book Buck books for Feb 2 prices have recently changed (99 cents promo)		Rest		Engage family, friends and post on social media, share links	
January 4		January 15		January 26	
Book Mayfield for Jan 29 FREE Promo \$12		Book KDROI for Jan 31 Free promo (\$0)		Send invites by email/MailChimp for reviews/ social shares	
January 5		January 16		January 27	
		Book Awesome Gang \$10 For Feb 3 (99 cents)		Set Amazon preferred price for book or \$7.50	
January 6		January 17		January 28	
				Rest	
January 7		January 18		January 29	
Rest.		Book EbooksChristian \$5 (99 cents) Feb 4		LAUNCH - Free promos Ask Jenny to do a blast post on 200 FREE FB Activate support team	
January 8		January 19		January 30	
Book Fussy Librarian \$19 Feb 5 (99 cents)		Send link to invite reviews from support team and social shares		LAUNCH - Free promo Ask Jenny to do a blast post on 200 FREE FB Activate support team	
January 9		January 20		January 31	
		Send Amazon link to Promoters booked on January 1		LAUNCH - Free promo Ask Jenny to do a blast post on 200 FREE FB Activate support team	
January 10		January 21		February 1	
		Rest		When you wake up Set Kindle to 99 cents!	
January 11		January 22		February 2	
		Set free promo period in KDP portal		On Feb 9 increase to Amazon preferred price	



## MIMI EMMANUEL'S HOLY GRAIL OF BOOK LAUNCHING

Over the next few weeks after launch, gradually increase the price until you get to Amazon's suggested price.

You can view both the *Step-by-Step Launch Guide* and *Promos I Love* worksheets in landscape mode and download the PDFs from <http://www.mimiemmanuel.com/the-holy-grail-of-book-launching-downloads>.

If the promos get me the desired result, I leave it at that. If I do not get the results that I am hoping for, I continue booking promos and posting on social media until I get happy. I monitor the Amazon product page with [www.kdpulse.com](http://www.kdpulse.com) and see what is happening daily to decide what actions to take.

Book ongoing promos. What big business do you know that doesn't pay for advertising? Oh, and you thought that you wouldn't have to? Well, yes, you will have to pay for ongoing advertising if you want to make a living from your books.

Unless you were to be the one in a million who hits the jackpot with your book going viral.

## ADVERTISING WORKS

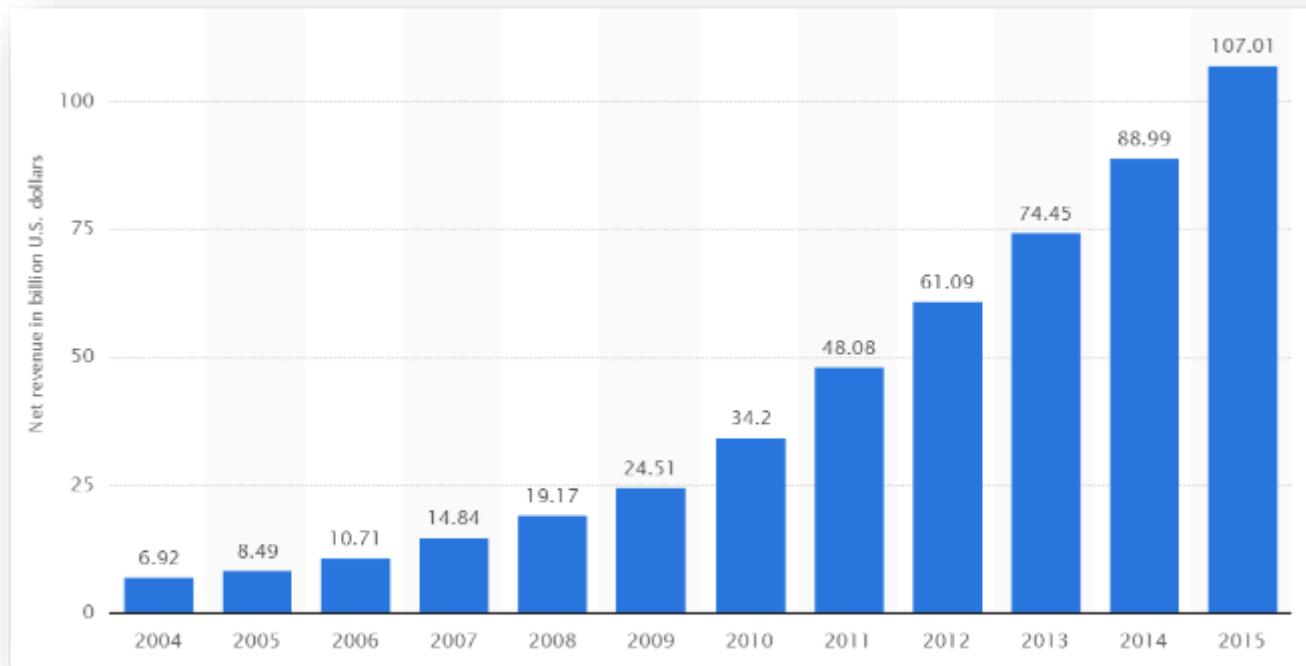
According to [Insider Monkey](#) studies have shown that on a yearly basis approximately 592.43 billion dollars will be spent worldwide on advertising (year 2015/2016). This is almost a 6% increase over the previous year.

[Business Insider](#) tells us that collectively, the top 200 advertisers in the United States spent a record US\$137.8 billion on advertising in 2014, up 2% year on year, according to [Ad Age's annual '200 Leading National Advertisers' report](#). Some of the big spenders are Procter & Gamble Co at \$4.6 billion, next AT&T at \$3.3 billion, General Motors at \$3.1 billion, followed by Comcast Corp. at \$3 billion.

[The percentage spent per company differs](#). For instance, Walt Disney Company ad spend is 7.4% up to \$2.1 billion, L'OREAL ad spend is 2% up to \$2.2 billion, American Express ad spend 7.9% up to \$2.4 billion and Fiat Chrysler Automobiles ad spend is 14% up to \$2.2 billion.

Google, at US \$159 billion in 2015, is the most valuable company in the world, according to [Milward Brown](#). In 2011 Google reported that 96% of its revenue came from advertising, and [in 2012 Google itself became a \\$2.1 billion global advertiser](#).

Amazon's advertising budget for 2016 is \$3.8 billion. [This is the 8<sup>th</sup> highest advertising budget in the US](#). Amazon's revenue in 2015 was \$107 billion with a net income of \$596 million (230,800 employees) according to Dun & Bradstreet [Zacks Investment Research](#).



Net sales revenue from Amazon from 2004 to 2015 (in billions US dollars) graph [courtesy statistica](#)

As you can see, the ad spend percentage differs quite a bit between the various companies. The one thing that popular brands have in common is that they spend a proportion of their budget on advertising.

Advertising works and that is why companies budget for advertising.

Don't expect anyone to find your book unless you book promos and go all out to let the world know about your new creation.

## Below more promos that I love

I will share the promos that I love with you. I cannot give you a definite plan as to which promos you should organise for your book. It really is trial and error, and what worked last time may not work this time. Different promos work better for different genres, as I discovered with my books. It depends on your budget also. One thing is for sure. No one I know booked all the promos as listed below for one book launch. Most authors I know do a variation of the list that I give of the Promos I love and what Paul Brodie mentions in his Foreword and Sally Miller's Super Simple Launch Strategy in Volume Three.

You will have to figure this one out for yourself depending on your niche and budget and based upon the information I share with you in this book. What I can do is share with you what worked for me and you can take it from there and do your own testing. Here's what you can do with the information provided in this book:

1. Share your book URL with EVERYONE you know
2. Use at least a few of the promos I love
3. Utilise some of the 200 Facebook sites where you can post your book url for free
4. Utilise the Promo sites listed by Alexa ranking
5. Have a look at some of the Resources with links for more research into promos

I will note prices when available at the time of writing, but these prices may have changed by the time you read this book. Prices also often change according to the genre.

**Remember** to use the free list of 200 Facebook sites and the list with Alexa ranking.

**Remember** to utilise the goodwill of friends and family and colleagues and classmates and members of your choir. Ask all of them to download your book and share the link around.

The promos as listed below are what I have used across three book launches.

I am thrilled to mention a number of exclusive offers to you. These offers and generous discounts on products and services are from partners and give amazing value to readers of The Holy Grail of Book Launching. Links to my partner's websites can be found on [www.mimiemmanuel.com](http://www.mimiemmanuel.com) under 'Favourites.'

1. Austin Netzley gives huge discounts on his products which allow you to launch and leverage your book to fuel big business growth.
2. My [friend Jenny at Fiverr](#) will do a blast for you on more than 200 Facebook groups.
3. My mentor Paul Brodie offers a free coaching session to readers of The Holy Grail of Book Launching, as is mentioned in the intro.
4. Chandler Bolt offers a free video series which teaches aspiring authors how to write and publish their bestseller in three months.
5. Code MIMI will get you a \$15 discount from [www.AwesomeBookPromotion.com](http://www.AwesomeBookPromotion.com) which will put your book on 5 sites and in their newsletters.

Over time some of these offers may change. Check my website for these, and more, to find the latest offers.



MIMI EMMANUEL'S HOLY GRAIL OF BOOK LAUNCHING

Very happy with results from BOOKGOODIES <http://bookgoodies.com/bargain-books/>

Worked well for me: BOOKS BUTTERFLY FREE ADS

<http://www.booksbutterfly.com/bookpromotion/>

Really good: BOOKS BUTTERFLY 99 cent

<http://www.booksbutterfly.com/bookpromotion/paidbookpromotion/>

Happy with FREEBOOKSY

<https://www.freebooksy.com/freebooksy-feature-pricing/>

Will book again: BARGAIN BOOKSY

<https://www.bargainbooksy.com/sell-more-books/>

Lots of downloads: BOOKZIO, \$29

<http://www.bookzio.com/submit-a-listing/>

Nice promos, James Mayfield, \$12 (book in advance)

<http://www.jamesmayfield.com/book-promotions/>

Good downloads: Fussy Librarian, \$19

<http://www.thefussylibrarian.com/for-authors/>

Great service: Awesome Gang \$10

<http://awesomegang.com/submit-your-book/>

Awesome value: BK Nights, \$5

<https://www.fiverr.com/bknights>

Very happy with Bookmarketing tools, \$29

<http://bookmarketingtools.com/>

Good results with

[www.readingdeals.com](http://www.readingdeals.com)

Love KDROI, \$47, can be used over and over again. Great for free promos.

[www.kdroi.com](http://www.kdroi.com) (book in advance)

Great team and good value at

[www.buckbooks.net](http://www.buckbooks.net), \$32

I love these guys. \$5.

<http://www.ebookchristian.com>

CHRISTIAN KINDLE Free promo

<http://christiankindlenews.com/submit-free-christian-ebook-deal/>

NOTIFY 48 hours before it launches. No guarantee

Christian book readers

<http://christianbookreaders.com/advertising/>

SPECIAL DISCOUNT

[www.AwesomeBookPromotion.com](http://www.AwesomeBookPromotion.com) puts your book on 5 sites and in their newsletters for \$65. Your book will also be spread across social media once a week for 4 weeks.

Apply coupon code 'MIMI' (case sensitive) for a \$15 discount.

## How to keep the sales going after launch?

1. Continue booking promos every now and then (monthly) to keep interest going.
2. Book cost-effective promos such as SHOUT MY BOOK (\$14.99 for one month) and
3. ASKDAVID (\$14.99 for one month) to keep your Kindle/book/audio current and in the public eye.
4. Consider Facebook ads to grow your list and
5. Quuu Promote as well as
6. Try promos with [www.outbrain.com](http://www.outbrain.com).
7. Try [yourbookpromoter.com](http://yourbookpromoter.com) at \$49 for the first three months.
8. Guest blogs can be written after you have published your book, and you can
9. Give interviews on podcasts and
10. Radio talk shows after you have published. You can also
11. Contact influencers after you have published your book to keep the sales going. I know of a number of authors who kept the sales going by
12. Daily postings of your book link on the free 200 Facebook sites.
13. Use Rupert Colley's list which shows the Alexa ranking of the promo sites.
14. Provide mini tutorials to increase your exposure on LinkedIn, Quora, Pinterest and Instagram.

For cost-effective ongoing promotions, please note that I have only booked promos with askdavid, shoutmybook and storyreads from the ones listed below.

Love it!

[www.askdavid.com](http://www.askdavid.com), \$14.99



## MIMI EMMANUEL'S HOLY GRAIL OF BOOK LAUNCHING

Excellent value at

[www.shoutmybook.com](http://www.shoutmybook.com), \$14.99, and

[www.storyreads.com](http://www.storyreads.com)

Nice banner promo at a good price.

still to try

[www.quuupromote.com](http://www.quuupromote.com).

Also, Facebook promotions can be used before as well as throughout and after your launch to keep the buzz going.

[www.bookbub.com](http://www.bookbub.com)

is a popular promotion site that I have not applied for as yet.

[www.instafreebie.com](http://www.instafreebie.com)

is a site which helps you build an audience when you give away your book for free.

Book giveaways

<http://xicasblog.com/authors-givaways/>

[www.outbrain.com](http://www.outbrain.com)

[www.yourbookpromoter.com](http://www.yourbookpromoter.com)

Guest blog posts and radio shows and podcasts and blog tours.

Thank you [Scott Allan](#) for this link:

<http://authority.pub/podcast-tour/>

Australian company

<http://www.tribegroup.co> is worth checking out.

Remember places such as

[www.haro.com](http://www.haro.com), [www.quora.com](http://www.quora.com), and [www.medium.com](http://www.medium.com)

<http://www.kboards.com/index.php/board,42.0.html>

will do a banner promo for you

## Wonderful links from helpful people

THE KINDLE BOOK REVIEW

<https://www.thekindlebookreview.net/author-resources/>

DANNY FLOOD

[https://www.reddit.com/r/digitalnomad/comments/3x33bd/thinking\\_about\\_selfpublishing\\_a\\_bestselling\\_book/?st=itza28c3&sh](https://www.reddit.com/r/digitalnomad/comments/3x33bd/thinking_about_selfpublishing_a_bestselling_book/?st=itza28c3&sh)  
[www.openworldmag.com/dominate-amazon-bestseller-54-resources-kindle-countdown-promo](http://www.openworldmag.com/dominate-amazon-bestseller-54-resources-kindle-countdown-promo)

ARMADILLO BOOKS

For \$35 will submit your book link to 45 sites

<http://www.armadilloebooks.com/submit-free-ebooks/>

JOHN KREMER

[www.bookmarketingbestsellers.com/101-ebook-listing-and-book-review-websites](http://www.bookmarketingbestsellers.com/101-ebook-listing-and-book-review-websites)

DAVE CHESSON

[www.kindlepreneur.com/list-sites-promote-free-amazon-books](http://www.kindlepreneur.com/list-sites-promote-free-amazon-books)

AUTHOR MEDIA book marketing ideas

<http://www.authormedia.com/89-book-marketing-ideas-that-will-change-your-life/>

JAMES CALBRAITH

90 sites to advertise your book

<https://jamescalbraith.com/2013/01/09/80-sites-to-advertise-your-book/>

18 top websites to promote your book for free

<https://savvybookwriters.wordpress.com/2012/03/11/18-top-websites-to-promote-your-book-for-free/>

For FREE BOOKS

[www.freebooks.com](http://www.freebooks.com)

FOR AUDIO BOOKS

<http://thedigitalinkspot.blogspot.com/p/about.html>

How to promote your book on Pinterest

<https://www.youtube.com/watch?v=W0IOACXao9o&feature=youtu.be>



#### MORE GOOD PROMO SITES

<http://www.paidauthor.com/best-ebook-promotion-sites/>

#### HOW TO KNOW IF YOUR BOOK MARKETING CAMPAIGN MADE MONEY?

<https://insights.bookbub.com/how-to-know-if-your-book-marketing-campaigns-made-money/> Thank you [Cassandra Gaisford](#) for sharing this link.

#### BOOK MARKETING USING PAID ADVERTISING

[http://hbspublications.blogspot.com.au/2013/07/book-marketing-using-paid-advertising\\_15.html?utm\\_content=bufferc2b74&utm\\_medium=social&utm\\_source=plus.google.com&utm\\_campaign=buffer](http://hbspublications.blogspot.com.au/2013/07/book-marketing-using-paid-advertising_15.html?utm_content=bufferc2b74&utm_medium=social&utm_source=plus.google.com&utm_campaign=buffer) and also

<http://hbspublications.blogspot.com.au/2013/07/book-marketing-using-paid-advertising.html> and

<http://hbspublications.blogspot.com.au/2013/05/free-ebooks-setting-promotional-goals.html>

It can be very time consuming to book promotions because it is a reasonable amount of work to fill out all these forms. Consider using KDROI or Book Marketing Tools which book to around 30 sites in one go, and consider my virtual assistant (VA), Jenny, who can book to many sites in one go.

I have given you the most extensive list of promos and advertising agencies that I have ever come across.

The amount of promos you book depend on your budget and expectations. Start off by picking just two or three and see how you go with that. If you find it too hard give Paul Brodie a call, he'll be happy to help you. Or sign up with Self-Publishing School or Epic Launch. Check my website [www.mimiemmanuel.com](http://www.mimiemmanuel.com) for recommendations.

In addition, to make it very easy for you to book promos I have created a cheat sheet on the following page.



## CHEAT SHEET

Info for promo sites

This is a time saver

It can be time consuming to book promos for your book because each promo site can have slightly different requirements. Below are some of the most common questions that we are required to fill out on promo request forms.

Often enough promo sites require a different bio than what is on Amazon. So if you thought that you can just copy and paste—no, you cannot. Most promo sites require you to come up with something a little different.



## MIMI EMMANUEL'S HOLY GRAIL OF BOOK LAUNCHING

If you were to take the 10 to 15 minutes it takes to create a cheat sheet for your own book, you will find this will be a tremendous time saver.

To help you along, I post the cheat sheet for *Mimi's Book Launch Plan* below.

[You can download your own blank template from www.mimiemmanuel.com/the-holy-grail-of-book-launching-downloads.](http://www.mimiemmanuel.com/the-holy-grail-of-book-launching-downloads)

### Author page at Amazon

[www.amazon.com/author/mimiemmanuel](http://www.amazon.com/author/mimiemmanuel) (replace my name with your own)

### Title of my book

Mimi's Book Launch Plan

### Subtitle

How to launch your ebook easy-peasy, with diary notes of 31-day count-down and to-do overview

### Pages

191

### Amazon ASIN

(look on the left under product details)

B01BU0VV1A

### Amazon image code

(right click on image for this and copy image address)

<https://images-na.ssl-images-amazon.com/images/I/51nJgCohVdL. SY346 .jpg>

### Amazon URL clean link

(click on the share button on the right of the product page)

<http://a.co/8F2Rb4j>

## Amazon affiliate link

You are not usually allowed to share your affiliate link, but it is handy to have on the same sheet and can be found on the right-hand side of the share button. You will only find a link here if you signed up for the affiliate program.

[https://read.amazon.com/kp/embed?asin=B01BU0VV1A&preview=newtab&linkCode=kp&ref=cm\\_sw\\_r\\_kb\\_dp\\_SmddybCRJCEBW&tag=mosaichouse-20](https://read.amazon.com/kp/embed?asin=B01BU0VV1A&preview=newtab&linkCode=kp&ref=cm_sw_r_kb_dp_SmddybCRJCEBW&tag=mosaichouse-20)

## Publication date

February 15, 2016

## Categories non-fiction

Kindle > Business & Money > Job Hunting & Careers > Business School Guides

Kindle > Education & Teaching > Studying & Workbooks > Workbooks

Kindle > Business & Money > Entrepreneurship & Small Business > Home-Based > Sales & Selling

## Number of reviews

(find on the left of your product page, halfway down) 88 reviews 4.7 out of 5 stars

## Book description on Amazon

*Mimi's Book Launch Plan* gives a step-by-step outline of what she did when launching her first book, *My Story of Survival*. Mimi's notes will give you a simple, easy to follow plan that works, saving you the stress of learning the hard way. Her plan includes the goodies below plus a downloadable bonus promo sheet.

1. Mimi's diary notes of 31-day count-down
2. To-do overview
3. 31 Useful tips
4. 31 Fun tips
5. FAQ

Bonus: Mimi's promo sheet

There were major hiccups during launch where Mimi was not able to access the Internet and yet her launch was hugely successful. Within days of its launch, *My Story of Survival*

ranked #1 in seven categories with a bestselling banner received under Christian books Self-Help.

*Mimi's Book Launch Plan* contains 191 pages but when you combine the to-do overview and the useful and fun tips and the FAQ you will end up with a comprehensive 30 odd page summary which will give you all the info necessary to successfully publish your book.

## Book description for promo sites

Mimi had a lot of fun writing *Mimi's Book Launch Plan*. This book is her Thank You to her Launch Team for being such a tremendous support to her during launch. It is with their help that *Mimi's Book Launch Plan* was a bestseller for months on end with many bestselling banners in categories such as Education Reference, Authorship, Graduate School, Home-based business Entrepreneurship sales and selling, and Education Workbooks.

Mimi's readers tell her that her book is a tremendous help with very useful links for when they publish their books.

## Biography

I have been involved in the medical industry for more than two decades, in a variety of ways. After this, I turned to freelance writing and have written on topics ranging from health to how-to publish on Kindle.

So far I have written 3 books, a prayer journal, and contributed to the anthologies *Glimpses of Light* and *Like a Girl* to raise funds for the blind and education for women and children.

I wrote *My Story of Survival* in 2015. This story aims to help, inspire, and give courage to people who experience serious health issues.

*Mimi's Book Launch Plan* was written in 2016 as a THANK YOU! for my launch team and to help support entrepreneurs, fellow writers, self-publishers and indie authors.

I wrote *God Healed Me* and a Prayer Journal in gratitude for my health and every breath I take. These books include the 24 Healing Scripture printables that helped me recover.

All my books became Amazon #1 bestsellers in multiple categories within days of launching.

In appreciation for my healing, I created a Scripture Card website at [www.freescriturecards.com](http://www.freescriturecards.com) from where you can send inspiring messages to your friends and family for free. My gift boutique lives at [www.mosaichouse.co](http://www.mosaichouse.co) and my website at [www.mimiemmanuel.com](http://www.mimiemmanuel.com).

I love to hear from my readers and I will send you a free preview if you let me know that you are interested in my soon-to-be released titles.

## Biography for promo sites

Mimi is a mother of two and godmother of one as well as a bestselling author. She is having the time of her life blogging and writing books. She survived some harrowing medical emergencies and is now using her bonus time to help readers with their health as well as with publishing their books.

### FIND MIMI

WEBSITE [www.mimiemmanuel.com](http://www.mimiemmanuel.com)

BLOG <http://www.liveforeverhowto.com/mimis-blog>

LINKEDIN <https://au.linkedin.com/in/memmanuel1>

FACEBOOK <https://www.facebook.com/live4everhowto>

PINTEREST <https://au.pinterest.com/live4evahow2>

TWITTER <https://twitter.com/LiveForeverhow2>

GOOGLE+ <https://plus.google.com/u/0/110511388078370125401>

MIMI'S LAUNCHPARTY <https://www.facebook.com/groups/mimislaunchparty>

## Review Samples

★★★★★ **Great tips, Well organized, easy to follow**

By [Amazon Customer](#) on September 28, 2016

Format: Kindle Edition | **Verified Purchase**

I found useful tips i hadn't heard from reading Mimi's book regarding EBook marketing strategies. I published two books previously with a publisher & wish I would have read Mimi's book for those two as well.

With 3rd book launch, I feel more confident & excited because I have resources I didn't know about then. If you are launching a book by yourself, definitely read Mimi's book.

★★★★★ **Awesome Advice**

By [Kim A.](#) on April 3, 2016

Format: Kindle Edition | **Verified Purchase**

I loved the overall organization of this book and the author's clear, conversational way of explaining some of the behind-the-scenes work that goes into launching a book. This would be a great read for anyone who is writing a book, or for anyone curious about ways to get your book in front of fresh eyes. I enjoyed every word!



MIMI EMMANUEL'S HOLY GRAIL OF BOOK LAUNCHING

This is the end of the cheat sheet.

You can download a blank version of the promo cheat sheet from [www.mimiemmanuel.com/the-holy-grail-of-book-launching-downloads](http://www.mimiemmanuel.com/the-holy-grail-of-book-launching-downloads).

## STEP TEN

Step ten is where we engage a virtual assistant (VA) to post for us to the 200 Facebook groups (you can do this yourself) or strategically book promotions throughout the year utilising the promo sheet with Alexa ranking to keep the buzz and interest in your new creation going.

You can download the Promo sheet with the 200 Facebook groups from [www.mimiemmanuel.com/the-holy-grail-of-book-launching-downloads](http://www.mimiemmanuel.com/the-holy-grail-of-book-launching-downloads).

You can download the Promo sheet with Alexa ranking from [www.mimiemmanuel.com/the-holy-grail-of-book-launching-downloads](http://www.mimiemmanuel.com/the-holy-grail-of-book-launching-downloads)

This book is around 350 pages long. If you want to use a shortcut you can print up

The sheet with tick-off boxes at the end of each chapter

The Social Media Plan

The Marketing Event Calendar

The Promo Sheet

The step-by-step Launch Guide

The Promos I love as well as the Promos listed by Alexa ranking and the cheat sheet

Staple these together and you have your launch Guide and strategy all rolled into one.

Happy launching!

### This is the end of Volume One

In Volume One, I have shared what I do when I launch my book with you up front. I have shared the ten-step marketing plan that I created and use myself. I show you how I use infographics and I made a tutorial so that you can make your own infographics in Canva for free (coming up). You now know how to get a free landing page at BookLaunch.io and in the next volume I will show you how to share your links around quickly with one click of your mouse to the 5 biggest social media sites in one go.

I have shared with you that I used the combination of mini tutorials and infographics to introduce my book to the world with the help of my Social Media Plan, Book Marketing Event Calendar and step-by-step launch guide.



## MIMI EMMANUEL'S HOLY GRAIL OF BOOK LAUNCHING

I have given you templates for all three of these so that you can create your own easy-peasy. Or you can take the shortcut and use mine.

I showed you how to use promo ads and told you where to use these and given you the promos I love and use, as well as Davina's 200 FREE Facebook groups plus Rupert's promos arranged according to Alexa ranking. I also include a promo cheat sheet which will help you quickly book your promos.

I have given you my best up front and held nothing back. If you are serious about getting your hands on that Holy Grail, use the resources in this book and apply them.

### *FOLLOW A PLAN*



Go to <http://www.mimiemmanuel.com/the-holy-grail-of-book-launching-downloads> to download all templates for Volume One.

Coming up is Volume Two: *The Essential Ingredients*

Coming up in Volume Two are the five main ingredients that will make or break your launch; the essential ingredients that are necessary to obtain the Holy Grail.

## RESOURCES FOR VOLUME ONE

### WHAT I DID

All the resources and links for The Holy Grail of Book launching can be downloaded from [www.mimiemmanuel.com/the-holy-grail-of-book-launching-downloads](http://www.mimiemmanuel.com/the-holy-grail-of-book-launching-downloads)

All the links as displayed below can be downloaded

#### **Paul G. Brodie recommendation for authors**

[Book Publishing for Beginners](#) by Paul Brodie

[Mimi's Book Launch Plan](#) by Mimi Emmanuel and

[The Holy Grail of Book Launching](#) 'as one of the best guides I have ever read about book publishing.' All three books are available from Amazon.

#### **FREE coaching call**

[Brodie@BrodieConsultingGroup.com](mailto:Brodie@BrodieConsultingGroup.com) at [www.BrodieEDU.com/coaching/](http://www.BrodieEDU.com/coaching/)

#### Chandler Bolt

FREE video series on How to Become a Bestselling Author in Three months.

<https://xe172.isrefer.com/go/curcust/havingFUN>

#### Sally Miller's books

Including Super Simple Launch Strategy, can be found on Amazon.

Ernie Zelinski's books can be found on Amazon.

If you're interested in becoming part of my swarm team you can join us at

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

#### **Free mini tutorials on infographics etc. at**

<http://mimiemmanuel.com/free-tutorials>.

#### **Jeff Bullas**

<http://www.jeffbullas.com> will give you [all the tools](#) you need to [introduce your creation](#) to the world with flair and pizzazz.

[www.neoman.com](http://www.neoman.com) references information overload.



<http://w5insight.com/why-infographics-are-essential-to-marketing-research> 62 million search results for the term “infographic.”

**Landing page**

<http://booklaunch.io/mimiemmanuel/the-holy-grail-of-book-launching>

**My website**

[www.mimiemmanuel.com](http://www.mimiemmanuel.com)

**Gumroad**

<https://gumroad.com/mosaichouse>

**My Blog**

<http://www.liveforeverhowto.com/mimis-blog>

**How to start a blog**

<https://www.bloggingbasics101.com/how-do-i-start-a-blog/>

**Social Media Plan**

[www.mimiemmanuel.com/the-holy-grail-of-book-launching-downloads](http://www.mimiemmanuel.com/the-holy-grail-of-book-launching-downloads)

**Easy and Fun Book Marketing Event Calendar**

[www.mimiemmanuel.com/the-holy-grail-of-book-launching-downloads](http://www.mimiemmanuel.com/the-holy-grail-of-book-launching-downloads).

**Create book promo ads**

<http://www.liveforeverhowto.com/2016/09/25/how-to-divide-up-your-day-for-balance/>

and also <http://www.liveforeverhowto.com/2016/09/25/how-to-avoid-stress/>

These graphics were created at [www.canva.com](http://www.canva.com)

**Create a video for the launch**

[Jenny](https://www.fiverr.com/jenny_fiver) at [https://www.fiverr.com/jenny\\_fiver](https://www.fiverr.com/jenny_fiver)

Professional Kinetic Typography Explainer Video. <https://youtu.be/oBJWZMTYlms>



(STEP EIGHT) step-by-step launch guide and (STEP NINE) Promos I love  
[www.mimiemmanuel.com/the-holy-grail-of-book-launching-downloads](http://www.mimiemmanuel.com/the-holy-grail-of-book-launching-downloads).

**Monitor Amazon product page**

[www.kdpulse.com](http://www.kdpulse.com)

**Advertising works**

<http://www.insidermonkey.com/blog/16-companies-that-spend-the-most-on-advertising-347912> and

<http://www.businessinsider.com.au/10-biggest-advertising-spenders-in-the-us-2015-7/#10-wa> and

<http://adage.com/article/advertising/big-spenders-facts-stats-top-200-u-s-advertisers/299270/> and

<http://adage.com/article/news/google-a-2-billion-advertiser/235572> and

<http://www.businessrevieweurope.eu/marketing/856/Top-20-companies-with-the-biggest-advertising-budget>

**Epic Book Launch**

<http://goo.gl/yEHJuc>

**My favourite Virtual Assistant**

[https://www.fiverr.com/jenny\\_fiver](https://www.fiverr.com/jenny_fiver)

**BOOK PROMOTERS**

**Bookgoodies** <http://bookgoodies.com/bargain-books/>

**Books Butterfly free ads** <http://www.booksbutterfly.com/bookpromotion/>

**Books Butterfly 99 cent**

<http://www.booksbutterfly.com/bookpromotion/paidbookpromotion/>

**Freebooksy** <https://www.freebooksy.com/freebooksy-feature-pricing/>

**Bargain Booksy** <https://www.bargainbooksy.com/sell-more-books/>

**Bookzio, \$29** <http://www.bookzio.com/submit-a-listing/>

**James Mayfield** <http://www.jamesmayfield.com/book-promotions/>

**Fussy Librarian** <http://www.thefussylibrarian.com/for-authors/>



**Awesome Gang** <http://awesomegang.com/submit-your-book>

**BK Nights** <https://www.fiverr.com/bknights>

**Book Marketing Tools** <http://bookmarketingtools.com/>

**Reading Deals** [www.readingdeals.com](http://www.readingdeals.com)

**KDROI** [www.kdroi.com](http://www.kdroi.com)

**Buckbooks** [www.buckbooks.net](http://www.buckbooks.net)

**Ebookschristian** <http://www.ebookchristian.com>

**Christian Kindle**

<http://christiankindlenews.com/submit-free-christian-ebook-deal/>

**Christian book readers** <http://christianbookreaders.com/advertising/>

**Special Discount** [www.AwesomeBookPromotion.com](http://www.AwesomeBookPromotion.com)

Apply coupon code 'MIMI' (case sensitive) for a \$15 discount.

**Outbrain** [www.outbrain.com](http://www.outbrain.com)

**Askdavid** for one month of tweets [www.askdavid.com](http://www.askdavid.com)

**Shoutmybook** for one month of tweets [www.shoutmybook.com](http://www.shoutmybook.com)

**Quuupromote** will advertise your blog post [www.quuupromote.com](http://www.quuupromote.com).

**Facebook promotions** <https://www.facebook.com/business/?campaign>

**Bookbub** [www.bookbub.com](http://www.bookbub.com)

**Instafreebie** [www.instafreebie.com](http://www.instafreebie.com)

**Book giveaways** <http://xicasblog.com/authors-givaways/>

**Your Book Promoter** [www.yourbookpromoter.com](http://www.yourbookpromoter.com)

Check out **guest blog posts** and radio shows and podcasts and blog tours.

<http://authority.pub/podcast-tour/>



**Australian company** <http://www.tribegroup.co> is worth checking out.

**Remember places** such as

[www.haro.com](http://www.haro.com), [www.quora.com](http://www.quora.com), and [www.medium.com](http://www.medium.com)

**Banner promos**

<http://www.kboards.com/index.php/board,42.0.html>

[www.storyreads.com](http://www.storyreads.com)

**WONDERFUL LINKS FROM HELPFUL PEOPLE**

<https://www.thekindlebookreview.net/author-resources/>

**Danny Flood**

[https://www.reddit.com/r/digitalnomad/comments/3x33bd/thinking\\_about\\_selfpublishing\\_a\\_bestselling\\_book/?st=itza28c3&sh](https://www.reddit.com/r/digitalnomad/comments/3x33bd/thinking_about_selfpublishing_a_bestselling_book/?st=itza28c3&sh)

[www.openworldmag.com/dominate-amazon-bestseller-54-resources-kindle-countdown-promo](http://www.openworldmag.com/dominate-amazon-bestseller-54-resources-kindle-countdown-promo)

**Armadillo Books**

<http://www.armadilloebooks.com/submit-free-ebooks/>

**John Kremer**

[www.bookmarketingbestsellers.com/101-ebook-listing-and-book-review-websites](http://www.bookmarketingbestsellers.com/101-ebook-listing-and-book-review-websites)

**Dave Chesson**

[www.kindlepreneur.com/list-sites-promote-free-amazon-books](http://www.kindlepreneur.com/list-sites-promote-free-amazon-books)

**Author Media book marketing ideas**

<http://www.authormedia.com/89-book-marketing-ideas-that-will-change-your-life/>

**James Calbraith**

90 sites to advertise your book

<https://jamescalbraith.com/2013/01/09/80-sites-to-advertise-your-book/>

**18 top websites to promote your book for free**

<https://savvybookwriters.wordpress.com/2012/03/11/18-top-websites-to-promote-your-book-for-free/>

**For Free Books** [www.freebooks.com](http://www.freebooks.com)



**For Audio Books** <http://thedigitallinkspot.blogspot.com/p/about.html>

**How to promote your book on Pinterest**

<https://www.youtube.com/watch?v=W0IOACXao9o&feature=youtu.be>

**More Good Promo Sites**

<http://www.paidauthor.com/best-ebook-promotion-sites/>

**HOW TO KNOW IF YOUR BOOK MARKETING CAMPAIGN MADE MONEY?**

<https://insights.bookbub.com/how-to-know-if-your-book-marketing-campaigns-made-money/>

**Book Marketing Using Paid Advertising**

[http://hbspublications.blogspot.com.au/2013/07/book-marketing-using-paid-advertising\\_15.html?utm\\_content=bufferc2b74&utm\\_medium=social&utm\\_source=plus.google.com&utm\\_campaign=buffer](http://hbspublications.blogspot.com.au/2013/07/book-marketing-using-paid-advertising_15.html?utm_content=bufferc2b74&utm_medium=social&utm_source=plus.google.com&utm_campaign=buffer)

and also

<http://hbspublications.blogspot.com.au/2013/07/book-marketing-using-paid-advertising.html>

and

<http://hbspublications.blogspot.com.au/2013/05/free-ebooks-setting-promotional-goals.html>

Sample below of Mimi's Book Launch Plan. And

Free download of template

[www.mimiemmanuel.com/the-holy-grail-of-book-launching-downloads](http://www.mimiemmanuel.com/the-holy-grail-of-book-launching-downloads).

**Author page at Amazon**

[www.amazon.com/author/mimiemmanuel](http://www.amazon.com/author/mimiemmanuel)

**Amazon image code**

[https://images-na.ssl-images-amazon.com/images/I/51nJgCohVdL\\_SY346.jpg](https://images-na.ssl-images-amazon.com/images/I/51nJgCohVdL_SY346.jpg)

**Amazon URL clean link**

<http://a.co/8F2Rb4j>

**Amazon affiliate link**

[https://read.amazon.com/kp/embed?asin=B01BU0VV1A&preview=newtab&linkCode=kpe&ref=cm\\_sw\\_r\\_kb\\_dp\\_SmddybCRJCEBW&tag=mosaichouse-20](https://read.amazon.com/kp/embed?asin=B01BU0VV1A&preview=newtab&linkCode=kpe&ref=cm_sw_r_kb_dp_SmddybCRJCEBW&tag=mosaichouse-20)



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Scripture Card website

[www.freescrpturecards.com](http://www.freescrpturecards.com)

Gift boutique

[www.mosaichouse.co](http://www.mosaichouse.co)

Find Mimi

WEBSITE [www.mimiemmanuel.com](http://www.mimiemmanuel.com)

BLOG <http://www.liveforeverhowto.com/mimis-blog>

LINKEDIN <https://au.linkedin.com/in/memmanuel1>

FACEBOOK <https://www.facebook.com/live4everhowto>

PINTEREST <https://au.pinterest.com/live4evahow2>

TWITTER <https://twitter.com/LiveForeverhow2>

GOOGLE+ <https://plus.google.com/u/0/110511388078370125401>

MIMI'S LAUNCHPARTY <https://www.facebook.com/groups/mimislaunchparty>

Promo sheet with 200 Facebook groups

[www.mimiemmanuel.com/the-holy-grail-of-book-launching-downloads.](http://www.mimiemmanuel.com/the-holy-grail-of-book-launching-downloads)

**Promo sheet with Alexa ranking**

[www.mimiemmanuel.com/the-holy-grail-of-book-launching-downloads](http://www.mimiemmanuel.com/the-holy-grail-of-book-launching-downloads)



MIMI EMMANUEL'S HOLY GRAIL OF BOOK LAUNCHING



H

*the*

HOLY

GRAIL

*of* BOOK

LAUNCHING

**VOLUME TWO**  
*Launch Essentials*

*Mimi Emmanuel*



MIMI EMMANUEL'S HOLY GRAIL OF BOOK LAUNCHING

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MIMI EMMANUEL'S HOLY GRAIL OF BOOK LAUNCHING



# 5 EASY STEPS

to launch



- 1 YOUR STORY  
YOUR LEGACY
- 2 SUPPORT TEAM
- 3 PERFECT MATCH
- 4  FACTOR  
AAA
- 5 SILVER  
PLATTER



THE HOLY GRAIL OF BOOK LAUNCHING  
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MIMI EMMANUEL'S HOLY GRAIL OF BOOK LAUNCHING

# Introduction

## WHAT IS A SUCCESSFUL LAUNCH?

'What is a successful launch' can be subjective and depends on what you aim for. One of my writer friends has been invited to teach at a local college. She is stoked! Another friend has so far sold around 20k books and she wants to sell more. Another one is being interviewed on national TV and radio stations and she is lapping up the fame. Yet another one is proudly showing off his creation to family and friends and happy as Larry.

Is your aim to sell many books? To have many free downloads? Many paid downloads? To receive bestselling status, or to receive many reviews? To have as many eyes as possible on your book? All of that?

None of those aims or intentions are mutually exclusive, but it helps if you know what your focus is. Spend some time to define what a successful launch would be for you.

## What is your focus for your launch?

My initial focus was to help one person... haha, yes I did not set the bar very high. But I decided that if one person would be helped from reading my book that would be mission accomplished. Very soon after publication I received this one review that told me someone benefitted from reading my story. After that, I was just having fun!

A few months later I fulfilled the promise I had made to my launch team: I had promised them my launch plan. And it was a lot of fun to collect all these notes and stick them together in a book: 191 pages of notes called *Mimi's Book Launch Plan*.

A few months after the launch of *Mimi's Book Launch Plan* I was asked to do a summary presentation for a Facebook Mastermind Group that I am a member of. This was my first international presentation. I liked the challenge because all I want to do now is follow a step-by-step guide, and not hundreds of steps either. The presentation I gave spurred me on even more to create this guide because of the questions I received afterwards.

So I sat down and considered what would be the minimum steps necessary to publish a book. My write-up is about publishing on Amazon, but most steps will apply to most platforms or can be adjusted as such.

Yes, you can write a book and publish on Amazon and that'll be that. To have a successful launch, with satisfied readers who return for more, and lasting benefits for reader as well as the author, I recommend the following minimum steps.

1. Have an edited and formatted, well-structured story with a good cover.
2. Have a support team in place.

To have this book 'successfully' published you need to let the world know about it. For this we need

3. Social media. This is where we will find our perfect match.

To launch successfully on Amazon, we need to position our book in a way that lets readers find us easily and creates an accurate description for our book on our product page.

4. Description on product page. Letting the world know how this book is different.

To make it easy for readers to find our book we utilise

5. Promotions/marketing. Serve our book to our audience on a silver platter.

To create an income out of publishing books, one would need to sell a lot of books and/or

6. Have a 'back-end' for instance, public speaking, selling courses or merchandise/services related to your niche and the content of the book.

# ESSENTIAL INGREDIENTS FOR A SUCCESSFUL LAUNCH

What are the essential ingredients for a successful launch?

1. Your story
2. Solid support network
3. Social media accounts, finding your perfect match
4. Product page information... Wow factor!
5. Promotions/marketing, serving on a silver platter
6. Product/Services (backend) only if you want to

We will start with your story in the next chapter.

## Scribbling notes on bits of paper

Realise that your story is your legacy. Once it is out there, it will be near impossible to ever retract it, considering the Internet's humongous capacity to remember EVERYTHING.

I never gave any of this much thought when I started writing years ago by scribbling notes on bits of papers, and with the help of my AlphaSmart, which is a gift from my children and a fabulous tool for distraction-free writing.

Over the years I have had one of my stories featured in an educational magazine and won a few prizes for some of my poetry. I received a few rejection slips from publishers; sounds familiar? Many of us do not even know where to start. How do you get your story out to the public? How do you get from on paper to being published?

The traditional way of having our story published used to be through a traditional publisher, and only very few of us would get accepted. This has all changed due to the self-publishing industry and wonderful schools such as the [Self-Publishing School](#). And I reckon that is Good News!

## Main Players

Main players in the self-publishing industry are Amazon and CreateSpace. You can now write your book, upload this to the Amazon platform, and have your

digital copy appear for sale within hours of publishing. CreateSpace will print up physical copies of your book and distribute these to your readers. Crazy good!

## Why do I concentrate on publishing on Amazon?

84% of all paid indie downloads happen on Amazon and 80% of all indie author earnings are generated on Amazon. Author Earnings website tells me that 56 of Amazon's overall Top 100 Best Selling ebooks — more than half — were self-published indie titles. As of mid-January 2016, Amazon's US ebook sales were running at a rate of 1,064,000 paid downloads a day. 501,000 of these sales were for indie self-published books and Uncategorized Single-Author Publisher ebook sales.

Monthly Kindle Unlimited payouts have grown to over \$13 million a month paid directly to indie authors (at least \$8.25 million of it in the US). In 2015, these payouts totalled more than \$140 million, again all going to indie authors. And Kindle Unlimited payouts do not account for all of the growth. Not even half of it. Direct retail indie book purchases are also up substantially.

In addition to the ebook sales, self-published indie authors have captured a significant share of the author dollars from online print sales and take home 14% of online print author earnings.

As of mid-January 2016, Amazon.com's print sales were running at a rate of 969,000 print books a day.

Last year one of the Top 5 print bestsellers in the USA was a self-published children's book.

Last January, 11 out of Amazon's Top 35 Best Selling print books were adult colouring books. 5 of those 11 — nearly half of them — were self-published colouring books by indie authors.

Indie authors are taking home a far larger share of the proceeds on each print sale (36% of list price, on average), compared to the 8%-of-list paperback royalties and 15%-of-list hardcover royalties that they would typically earn if they went through a traditional publisher.

One fine example of a self-published author is Ja Konrath, who wrote on his blog that he made one hundred grand on Amazon in the last three weeks. This was way back in 2012. He writes that he is soooo glad that he had so many books rejected by the Big 6

(publishers). You can read more of his success story when you download the links at the end of this chapter.

The above mentioned facts are some of the reasons why I focus on launching on Amazon.

## More Reasons why I like Amazon

There are other reasons why Amazon is a good choice. And yes, I am an associate but no, I do not get brownie points for mentioning any of this. I mention Amazon's services here because few authors seem to know about all of these options available to them. Check it out. Nowadays, Amazon can truly be your one-stop publishing shop.

### FREE SERVICES PROVIDED BY AMAZON

Amazon [Kindle Direct Publishing](#) will publish your digital copy for you for free.

Free publishing resources are available in the KDP How-to Resource Guide.

[CreateSpace](#) will publish your hard copy for you for free.

Free publishing resources are available in the CreateSpace How-to Resource Guide.

[Amazon Author](#) is a free service that you can use to promote your book and reach buyers.

[Kindle Scout](#) provides opportunities for aspiring novelists. More about this later.

[Kindle Reading Apps](#) helps readers access their newly purchased kindle books.

[Kindle Worlds](#) is a publication platform where you choose a licensed World.

[Kindle Rapids](#) is a new kid's app using a playful chat style to help kids enjoy reading.

Amazon All Stars pays bonuses to top performing authors. More about this later.

[Amazon Vine](#) invites the most trusted reviewers on Amazon to post opinions about new and pre-release items to help their fellow customers make informed purchase decisions.

[Write On](#) is where you can get support and provide feedback at any stage of your writing and publishing journey.



## EVEN MORE SERVICES PROVIDED BY AMAZON

[ACX \(Audio Creative Exchange\)](#) will organise your audio book for you. (on a share-percentage basis if you live in the US).

[Kindle Editing Services](#) provide [editing](#) and Book Design and Layout for a fee.

[Kindle Unlimited](#) allows you to read over 1 million titles for a monthly fee. There is a free trial.

[Marketing Services](#) such as Review and Copy Essentials are also available for a fee.

[Amazon Advertising](#) is available for any product sold on Amazon.

There is [Kindle Owner's Lending Library](#) which is part of Amazon Prime and lets users read one ebook for free per month. There is Paid Amazon Student also.

Have a browse and see what you think. Amazon can be a perfect match for any indie author and self-publisher.

## There are other platforms and publishers

[Ingram Spark](#) is another publisher/printer you can explore which has competitive pricing, and at times can be a better match for overseas authors due to shipping costs being lower with Ingram Spark.

Other platforms and publishers available to you are: Lulu and Smashwords, eBook Junkie, BookBaby, Sony and even iTunes. Draft2Digital will help you publish on iBooks, Barnes and Noble, Kobo, Inktera, Scribd, 24Symbols, and Tolino.

There are [whispers that Amazon is Beta-testing](#) a combined Kindle and POD dashboard.



## MIMI EMMANUEL'S HOLY GRAIL OF BOOK LAUNCHING

In *The Holy Grail of Book Launching* we discuss launching on Amazon, but I encourage you to explore the other options and see if perhaps they are a better fit for your purposes. It does not have to be either/or, you can publish on any platform you like, if you abide by their rules and guidelines.

I like publishing on Amazon because the software is extremely user friendly and the customer support is fabulous. In addition, Amazon provides authors with marketing tools, advice, and a forum for whenever we have questions or need any kind of support.



MIMI EMMANUEL'S HOLY GRAIL OF BOOK LAUNCHING

*your*  
**S**TORY  
*creates a*  
LEGACY

1

BOOK PROPOSAL  
BETA/PROOF READERS  
FEEDBACK  
STRUCTURE & FORMAT  
COVER DESIGN  
PUBLISH  
KINDLE/PRINT  
AUDIO



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## VOLUME TWO - CHAPTER ONE

# YOUR STORY IS YOUR LEGACY

## We need a great story

Remember that your story is your legacy, and regardless if you write 'just for money' or because you are passionate about the content, your story will be there for many years to come once you decide to publish on any of the platforms described earlier.

\*\*\*\*\*

**SUCCESS STORY CASE STUDY** - *Laser-Sharp Focus* by bestselling author Joanna Jast sold over 100 copies a day for months on end. See [Volume Three, Chapter Four](#) to find out how she researched the material for her book and fine-tuned it into the bestseller it is today. 'I do think the fact that I wrote my book based on a few months' research into the topic does matter...'

\*\*\*\*\*

## My first book

I wrote my first book at a time when all signs pointed to a speedy exit for me. I wrote this book for my children. I wanted to leave a legacy. I was so disheartened about my parenting and other life skills that I wanted to tell them what 'not to do.' The book was titled *How Not to Raise Kids*. Proof readers, the publisher, and NAPCAN representatives spoke kindly about my book, but I never officially published it.

I never published this book because at some stage I decided that my legacy would be a positive one, and let's face it, *How Not to Raise Kids* does not have a ring of positivity about it. So we will keep that one in the family for now.

I shared this glimpse of my first book writing venture with you so that you will think about this when you are writing. Who are you writing to? What are you writing for? What is your intent? What are you trying to get across, to whom and why? Many first-time authors write a biography to get things off their chest and to get perspective on their life. We may feel that others can learn from our mistakes, and that is a valid reason for putting your thoughts on paper.

I had my audience in mind when I wrote my first few books but I did not think about how long my books might be on display, which could well be for a very long time.

Before you get writing, realise that your story is your legacy, for many, many years to come, for all to see.

What would you like your legacy to be?

How do we know that our story or subject matter is good? By running it past people and responding to the feedback. If you just want to get your story out, that is fine. If you like to see returns in terms of sales, it pays off to make your story the very best it can be. As Michael Hyatt puts it, we need a 'wow' product. On that note, at a minimum you need to get the order of the chapters and intro and forward right, and I include the template that I use for all my books, which you can download at the end of this Volume.

If you do not feel that you can write well, but have a story to tell, you can take classes and learn how to write or consider hiring a 'ghost-writer' to write your story for you. Some authors speak their story into a microphone and have it transcribed.

## TIPS for better writing

1. "Show; don't tell" is a big one that newbie writers are not always aware of. Show; don't tell is a technique employed which enables the reader to experience the story through action, words, thoughts, senses, and feelings rather than through the author's exposition, summarization, and description.

For instance, instead of saying; 'Mark relaxed', or Lily made herself comfortable.' You can say, 'Mark yawned,' or Lily put her hands behind her head.' You can check out [Nicholas C. Rossis' 'Emotional Beats'](#) for examples on how to go about that.

2. Spell check. This should go without saying, but you would be surprised how many writers send their manuscript away without spell checking the document.
3. Delete unnecessary words: [SmartBlogger.com](http://SmartBlogger.com) has an article which helps you avoid 297 Flabby words and phrases that rob your writing of all its power. This article helps you find and ruthlessly remove around 300 flabby words and phrases from your writing.

And please don't go scanning my writing now, because I am still learning and practising and sharing so that we can do this alongside each other.

4. Check your [readability score](#) before you publish. There are tools available which help you measure and improve the readability and marketing content of your writing.
5. Headlines and Chapter Headings: Visit [Coschedule](#) to score your overall headline quality and rate its ability to result in social shares, increased traffic, and SEO value.
6. Read your manuscript out loud before you send it to the editor.

Those 6 tips are invaluable if you want to produce the finest writing possible. You will find resources you can download at the end of this volume which will help you utilise these tips.

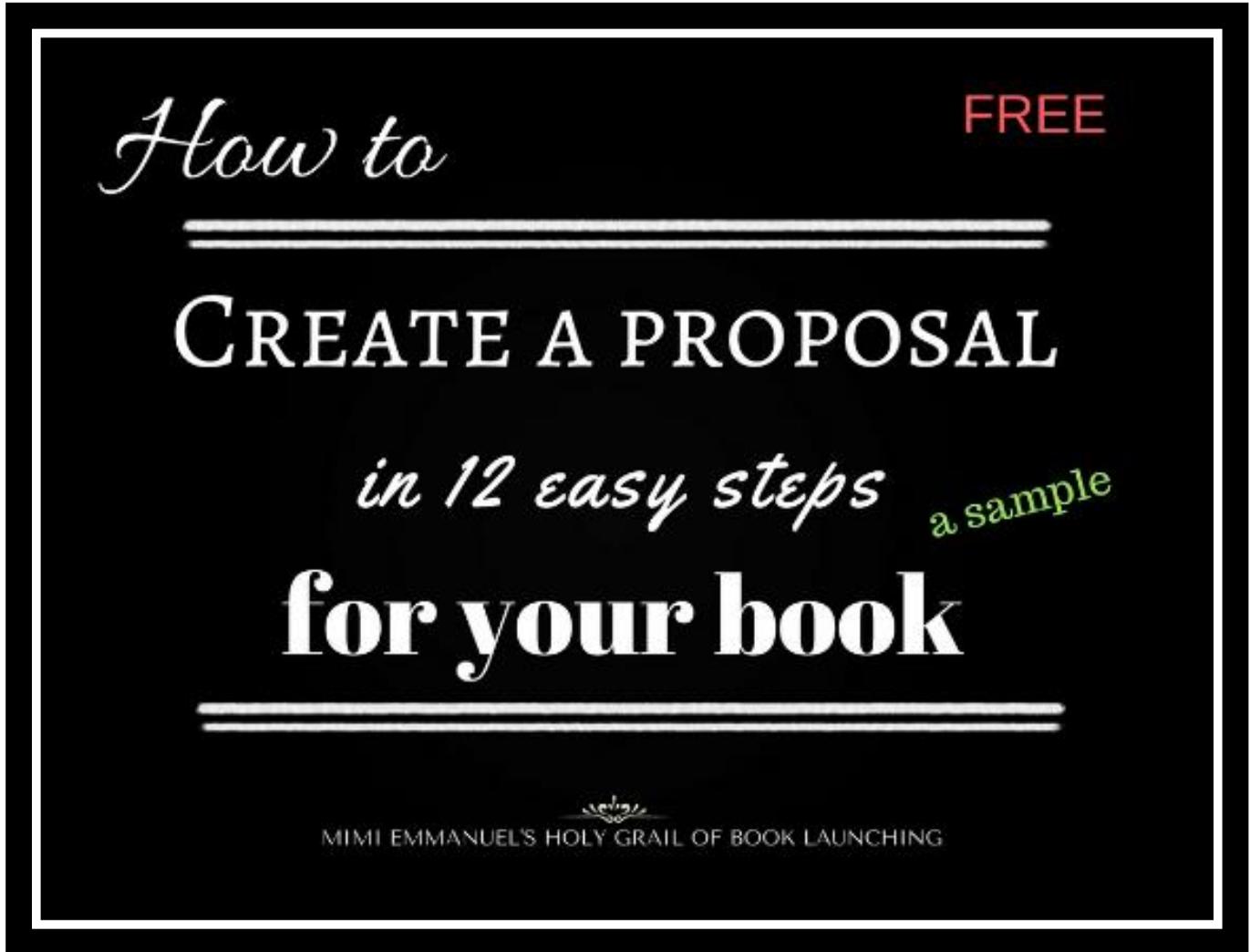
Alternatively, you can have the best in the industry to take care of all your 'writing' as well as 'publishing' needs. For this service you contact Tucker Max from [www.bookinabox.com](http://www.bookinabox.com).

Below I list the ingredients that I think are necessary for you to produce the best possible story.

1. Book proposal
2. Structure
3. Feedback
4. Beta readers
5. Proof reader/Content editor
6. Formatter/Cover design
7. Publish Kindle/hard copy/audio



MIMI EMMANUEL'S HOLY GRAIL OF BOOK LAUNCHING



## 1. Write a book proposal for your book

Writing a book proposal for your book is optional but highly recommended because it is a lot of fun. It is best done before you start writing your book, even when you are self-publishing. Why is that? There are many reasons why it is a good idea to write a book proposal, and some of these reasons are that:

- a. You will become clear about why you are writing the book and who you are writing for.
- b. Writing your book proposal will help you to provide structure for your book.
- c. It will give you a focus as you are writing because you have already outlined structure and aims in your proposal.



Include in your proposal:

1. The promise of your book in one sentence
2. About the author
3. Category: fiction, non-fiction, self-help, spiritual, etc.
4. Audience you are writing for
5. Unique selling proposition
6. Promotion and Marketing
7. Benefits for the reader
8. Competition
9. Overview, table of contents
10. Sample chapters
11. Anticipated length, word count, page count
12. Deadline

You can [download my Book Proposal Template](http://www.mimiemmanuel.com/the-holy-grail-of-book-launching-downloads) from [www.mimiemmanuel.com/the-holy-grail-of-book-launching-downloads](http://www.mimiemmanuel.com/the-holy-grail-of-book-launching-downloads).

Writing your book proposal as well as being aware of the structure of a book goes a long way towards developing an overview of what your book will look like once it is finished. It will help you to write with a focus as to who you are writing for and what each chapter is about.



## 2. Provide Structure

Have a few brainstorming sessions on your own or with others to come up with ideas and concepts to include in your book and to create a solid layout to work with.

There are various ways to structure or format your book. Below I list some common options and share the template that I use for all my books. There are more options available to structure your book, but most writers choose fewer. Some writers would select all of the options that are listed below, but it is handy to have a quick reference guide of at least some of the most common choices that are available.



## MIMI EMMANUEL'S HOLY GRAIL OF BOOK LAUNCHING

Below you will find a short and a long version that you can copy and paste into your manuscript to guide you and help with the structure of your book.

I will share with you the template that I have used for *The Holy Grail of Book Launching*.

# SHORT VERSION TEMPLATE *(8 steps)*

## THE FRONT

Title page  
Copyright page  
Dedication  
Table of Contents

## THE MIDDLE

Introduction *(about the content)*  
Main part *(Chapter One, Chapter Two...)*

## THE BACK

Thank you  
Notes



## LONG VERSION TEMPLATE (22 steps)

### THE FRONT

Title page  
Copyright page  
Dedication  
Table of Contents  
Thank you page  
Foreword (*opening statement*)  
Preface about the book (*Why I wrote it*)  
Acknowledgments  
How to use this book (*Read this first*)

### THE MIDDLE

Introduction (*about the content*)  
Main part (*Chapter One, Chapter Two...*)  
Epilogue (*giving insight/follow-up*)  
Afterword  
Conclusion

### THE BACK

Postscript  
Appendix  
Chronology  
Notes  
Glossary  
Bibliography  
Contributors  
Download link for freebies

You can download 'How to Structure your Book' template from <http://www.mimiemmanuel.com/the-holy-grail-of-book-launching-downloads>

Joel Friedlander gives out a [Book Construction Blueprint for free](#).

### 3. Get feedback

Get feedback from friends and family and online communities. I cannot stress enough how important it is not to write in isolation. Sure, hide yourself in a cupboard if you must during the outpouring of your creativity... but check in with people and run your writing past them. Running your material past critique partners is invaluable if you want to end up with a well written novel, manual, story, or how-to.

To find out how bestselling author Joanna Jast fine-tuned her story and consequently sold more than 100 books a day, read her case study, which you can find at [Volume Three Chapter Four](#). Joanna's book became an overnight bestseller, selling more than 100 copies a day for months on end, because she thoroughly researched her material and adjusted after getting responses back.

[Amazon Kindle](#) provides a service called [WriteOn](#). On this forum, you can get support and provide feedback at every stage of the creative process.

### 4. Beta readers

Mum, dad, brother, sister, friends can all be beta readers, but better still, find an online community such as Goodreads or perhaps a writing buddy who can look over your raw material for you, or someone from your launch team. At this stage you are just looking for feedback on inconsistencies, flow, and overall readability of the material. Having one or more beta readers is one of the easiest ways to improve the readability of your book. It is a step I would not miss.

Amanda Shofner wrote *The Ultimate Guide to Working with Beta Readers*. She says that authors need beta readers to understand how people read their book. She also gives some main points to keep in mind when it comes to beta readers.

1. Who do you want as a beta reader? Don't pick just anyone.
2. How do you prepare your manuscript for Betas? Make it easy for them.
3. What do you want from your Betas? Give clear instructions.
4. How do you deal with feedback? Don't freak out.
5. How do you implement beta feedback?

You can read the full article here [courtesy of Amanda Shofner for The Write Life](#). At the end of this volume there are resources available such as websites that advertise beta reader services.

## 5. Proof reader and/or content editor

Use spell check and see what the [readability score](#) of your document is before you submit to your editor.

When you are done writing your story and have polished it up, find a good editor/proof reader. You will need someone to check for grammar, punctuation mistakes, typos, and discrepancies. Remember to read your manuscript out loud to make sure that your story flows properly. I do this before I send the manuscript to the editor as well as after all the edits are made. If you are good with structure and have 'mind-mapped' properly, you may not need a content editor.

I am very fortunate that I found a wonderful editor who does a little bit of everything for me, the line-editing and copy editing as well as content editing. This involves checking for inconsistencies, style issues, and readability.

Cost of proof reader/editor is anywhere from \$0 (if you are lucky enough to have a friend who can do this for you) to \$1000 if you need heavy content editing, structure overhaul as well as proof reading and editing.

At the end of this Volume there will be resources with names and links of editors.

## 6. Formatter and cover design

Formatters and cover designers can be found in the same places as the proof readers. Ask for referrals. You can get lucky on Fiverr or go to 99 Designs. Two wonderful ladies called Pearl and Nehara, along with my daughter are the ones who helped me with my covers. Amazon allows you to upload your Word doc and converts this into a mobi file. This becomes the Kindle version on Amazon. Your Word doc first needs proper formatting in Word or an equivalent software program. Keep in mind the structure of your book when formatting.

My virtual assistant (VA) Jenny is an excellent formatter also. Derek Murphy gives out a free video training for authors to learn to design their own books. And Darren Ackers shares how to create a 3D ebook cover.

Cost of cover is anywhere from \$0 if you do it yourself up to \$5 for a Fiverr design or as much as \$1500 or more for a professional designer.

Cost of a Formatter is anywhere from \$0 (if you can do this yourself) up to \$150.

## 7. Publish Kindle/hard copy/audio

Publishing on Amazon is easy. Amazon provides step-by-step guidelines and their customer support is great. If you want to outsource this process, you can check out the resources you can download at the end of each chapter.

Cost of publishing on Amazon and CreateSpace is free if you do it yourself and can cost up to \$150 if you have someone else take care of it for you.

I suggest that you spend the few minutes it will take to familiarise yourself with Amazon's terms and conditions and make sure that you read Amazon's guidelines before you upload your book.

Cost of an audio book can be free if you do it yourself and have the equipment to do so, have a friend who is happy to do this for you, or if you live in the USA and take advantage of a service provided by [www.acx.com](http://www.acx.com). Otherwise the cost can be between \$500 and \$2000.

*HIRE THE BEST COVER DESIGNER AND EDITOR YOU CAN AFFORD.*



## YOUR STORY IS YOUR LEGACY – CHECKLIST CHAPTER 1

	Story structure in place. Story completed to the best of your ability.
	Feedback received from friends, family, and online communities and incorporated into the manuscript.
	Beta readers engaged, and feedback received and either discarded or incorporated into the story.
	Engaged proof reader and/or content editor and made corrections.
	Send manuscript away to formatter or format the book yourself.
	Engage cover designer; solicit, receive, and incorporate feedback.
	Open Amazon account and publish Kindle.
	Open CreateSpace account and create softcover version.
	Open <a href="http://www.acx.com">www.acx.com</a> account and record story yourself or engage professional services to produce audio book.

All the resources and links for The Holy Grail of Book launching can be downloaded from <http://www.mimiemmanuel.com/the-holy-grail-of-book-launching-downloads>



MIMI EMMANUEL'S HOLY GRAIL OF BOOK LAUNCHING



*your*

# SUPPORT TEAM

2

1 SPECIAL PERSON  
MENTORS

VIRTUAL ASSISTANT

LAUNCH PARTY

10 TO 20 REVIEWERS

LIKE MINDED SOULS

EMAIL LIST





MIMI EMMANUEL'S HOLY GRAIL OF BOOK LAUNCHING

VOLUME TWO - CHAPTER TWO

## GET A SUPPORT TEAM

### Get support

Whilst you are writing, get support! Be it a trusted friend, an accountability buddy, a family member, or a virtual assistant; I suggest that you find someone who knows about your motivation for writing the book and is supportive of your efforts.

1. Support of one person who has your back
2. Mentors, one or more
3. Virtual assistant
4. Create a launch party
5. 10 to 25 reviewers
6. Email list
7. Groups of like-minded souls

\*\*\*\*\*

**TEMPLATE FOR RECRUITING A MEGA LAUNCH TEAM** - Kathryn Jones from *Automate your Routines... shares* how over 500 people joined her launch team within 3 days! [Read Volume Three, Chapter Four](#) to find out how she did it.

\*\*\*\*\*

### 1. Support of one person who has your back

You need the support of one person who has your back. For me this is my daughter. For you, this could be your sister or brother or husband or wife or accountability buddy. I have a few accountability buddies too, and they are my very best buddies and support system; but it is my daughter who I turn to when I am trying to figure out how to send emails via MailChimp and when Word mucks up. She is the one who helps me with pretty much everything that needs doing. It is only because of her help that I am able to write and publish my books.

## 2. Mentors

I learned a long time ago that it is silly to try to reinvent the wheel. A couple of years ago I Googled 'influencers' and then narrowed this down to my niche, which for me has to do with faith, writing, and health. I worked through this list and eventually came across Michael Hyatt, and I bought some of his courses and joined Platform University. From then on, I actively sought out people who could help me with my writing endeavours, and this has made a world of difference. To mention just a few of my mentors:

- a. **Jenny Wagner** is a much-loved award winning children's author who wrote [John Brown, Rose and the Midnight Cat](#) and [The Bunyip of Berkeley's Creek](#) which both are Australian classics. I was fortunate enough to be invited to attend Jenny's writing workshops and owe much of my writing skills to Jenny's enjoyable teachings. Thank you, Jenny!
- b. **Chandler Bolt's [Self-Publishing School](#)** helped me publish my first three books, all becoming bestsellers within days of publishing. Chandler delivers what he promises, and my first book was published within 90 days after signing up with the School. My second book is still, now more than three months later, listed as a #1 bestseller in various categories (at the time of writing). Thank you, Chandler and team!
- c. **John Kremer** has been in the book publishing industry for what seems like forever and wrote an amazing book called *1001 Ways to Market Your Book*. John covers EVERYTHING there is to know about book publishing.
- d. **Michael Hyatt** was the CEO of Nelson Publishing (Bibles) for 25 years and in this <http://michaelhyatt.com/why-real-creativity-requires-significant-work-part-1.html> article he explained how he was rejected by 29 publishers and eventually ended up on the New York bestsellers list, selling 360,000 copies of this book that almost didn't get published. I joined his Platform University [www.platformuniversity.com](http://www.platformuniversity.com) because I love him.
- e. When you sign up to **Penny Sansevieri's** email list she'll give out free marketing advice for your books, and she offers a wealth of information at [www.amarketingexpert.com](http://www.amarketingexpert.com)
- f. **Tom Morkes** shows you how to generate \$30,000 in sales in 30 days. No, I have not followed his instructions yet, but if you are interested you can join The Resistance, which is a small but growing bunch of creative insurgents disrupting the status quo in business, art, and writing. Even though I have not followed his instructions yet, I like what I have read so far.

- g. **Tim Grahl** has a nice, cruisy, laidback style, shares freely, and you must check out his free resources. They are AWESOME!
- h. **David Chesson**: keep an eye on this guy. He is a veteran of the US Navy who is also an online entrepreneur specializing in Kindle e-book marketing. He gives out the funkiest tools, all for free, and each and every one of these tools are super helpful. I love this guy!
- i. **Paul Brodie**: He is a born teacher and motivator. He has helped many people realize their dream of becoming a successful published author.
- j. **Barry Watson** is the man to see if you cannot figure out how to 'sell' your book. He explains how we sell things nowadays and it is nothing like how it used to be in the past.
- k. **Nick Daniel** is my go-to person for writing sales copy. I love the fact that the comfort and desires of customers are his top priority.

[You can find a list of my mentors at Volume Three Chapter Three.](#)

### 3. Virtual Assistant

I have been fortunate to have many excellent experiences with virtual assistants (VAs) across the different platforms of Freelancer, Upwork, and Fiverr. Various freelancers have helped me with the creation of websites, coding, graphic design, video creation, formatting, singing, voiceovers, content creation, and proofreading. Resources with links can be downloaded at the end of the chapter.

It is worthwhile experimenting to see if you can find a virtual assistant (VA) that you resonate with. The more you can hand over, the more time you have to write.

### 4. Organise a launch team.

What would I do without my team, my launch team? Each member is valuable for the friendship and community and support. I like to take care of them because they take care of me. I offer them a token in return for their support, and they repay me tenfold. How to create a launch team? Ask people:

1. At Uni
2. At work
3. At footy
4. At your choir
5. Family
6. Friends



7. Facebook friends
8. Twitters friends
9. Friends you met on an online Forum
10. People who volunteer with you at the soup kitchen
11. Fellow readers at the library
12. Anyone you know that may be a good fit.

Ask anyone that you believe may be interested in supporting you with this new venture of 'publishing your book.' You could be pleasantly surprised to find that your doctor or physiotherapist is interested to join your team.

\*\*\*\*\*

**GIVE, GIVE, GIVE AND KISS STRATEGY FROM KYLIE ANSETT** works a treat! You will find how Kylie 'markets the book launch' in Volume Three Chapter Four. This is also where you can find Mimi's templates such as the welcome letter to my launch team.

\*\*\*\*\*

Get yourself a support team, which is also known as a launch team! All my [launch team members](#) receive a copy of *my books*. (for instance *Mimi's Book Launch Plan*) They get the first peek at my work and can choose to be involved in the creation of my books. A good way to communicate with your team would be [through a Facebook group](#).

## 5. 15 to 25 reviewers

You want a minimum of 15 to 25 reviewers when you launch. Your launch team is a good place to look for reviewers, but another avenue would be to approach members of the Facebook Groups and Forums that you have signed up to and/or Twitter and Google+ followers. Ask church members and the people you sing with in the choir, or your ballet or soccer team friends, or anywhere it is appropriate, until you have a minimum of 15 reviewers that you can rely on. There are also online services available with review services, and I mention some of these under Resources.

Send an Advance Reader Copy (ARC) of your book to the local paper and radio station. The publicity it generates may get you more reviews and sales.

According to Amazon rules (remember I told you to read these?) and good common sense, close friends and family are not allowed to review your book. Amazon is likely to remove the review if they discover that a review was left by a family member or close



## MIMI EMMANUEL'S HOLY GRAIL OF BOOK LAUNCHING

friend, and send you a warning as well. Rely on family and friends to spread the word for you on their social media and to their email list and leave the book reviews to the rest of your support team.

However, did you know that family members can leave an editorial review on Amazon and take part in Customer Discussions?

Amazon's rules on reviews have recently changed. For that reason, I include a [mini tutorial](#) on Amazon's review guidelines and how to leave reviews according to their rules.



MIMI EMMANUEL'S HOLY GRAIL OF BOOK LAUNCHING



How to  
Get support and reviews on Amazon  
Great tips!

In accordance with Amazon guidelines, book authors and publishers may continue to provide free or discounted copies of their books to readers, as long as the author or publisher does not require a review in exchange or attempt to influence the review.

Every author wants good reviews. How do you get these? I have heard that less than one percent of readers of our books leave a review. Is this true? I had a browse on the Web and could not get a definite number on it, but here are some opinions from various

forums. First, from *NotJohn* from Amazon KDP community; you can find his response here,

<https://kdp.amazon.com/community/thread.jspa?messageID=842395>

**Notiohn**  
Posts: 17,970  
Registered: 02/27/13

**Re: What is the average percentage of purchasers who review stories?**   [Reply](#)

Posted: Mar 1, 2015 12:07 PM  in response to: [kyleesnyder](#)

---

I think that for books generally it's about 1 percent. For e-books, probably less, and as others have suggested, probably a lot less in the case of freebies. People who get stuff for nothing don't value it very highly and are unlikely to invest the extra "cost" of writing a review.

The *Life-Changing Art of Tidying Up* (or some such title) has 1,000 reviews and has sold 2,000,000 copies. That should give you some idea!

Good luck! -- NJ

Next we hear from Neil Campbell, who is an ex Amazon Category Leader and Senior Product Manager, and you can find his complete response here,

<https://www.quora.com/What-percentage-of-buyers-write-reviews-on-Amazon>

 **Neil Campbell**, ex Amazon.co.uk Category Leader and Senior Product Manager, now developing pr...  
Written Aug 23, 2012

Despite working at Amazon I don't have specific numbers to help on this. However, it's roughly about 2-5%.

Finally, this comment from Sean Campbell on a Reddit forum gives a bit more perspective on why reviews do not need to be linked to sales. You can find his comment here,

[https://www.reddit.com/r/writing/comments/3i6lwj/what\\_percentage\\_of\\_readers\\_bu\\_yers\\_leave\\_reviews](https://www.reddit.com/r/writing/comments/3i6lwj/what_percentage_of_readers_bu_yers_leave_reviews)

 **Sean\_Campbell** 2 points 1 year ago

Somewhere in the 1 in 500 to 1 in 1000 range was pretty typical until Amazon got rid of the minimum word count a few months back. Now it's probably closer to 1 in 200.

Newer books with fewer reviews get reviewed more often. Polarising books which people have strong reactions to get reviewed more too.

But reviews don't need to be linked to sales. Borrows via Kindle Unlimited, library copies, paperbacks bought elsewhere, NetGalley/ review copies, will all change the numbers. A book can launch with 50 reviews and 0 sales, or it can launch with 0 reviews depending on the marketing plan. Most commercial publishers have a list of reviewers they send boxes of ARCs to which can get a lot of early reviews up.

As you can read from the comments above, it appears that very few readers leave a review.

How can we help this process along and entice readers to leave a review? I will mention some options that you may not be aware of. Or you may have heard about it and forgotten.

Before we get going: under Amazon's guidelines, compensation is not allowed in return for a review. And when people are given an Advance Reader Copy (ARC) this is with the understanding that we welcome all feedback, both positive and negative.

### **FUN FACT ONE**

**It is okay for authors to leave a review for another author?** I have often heard people say that this is not allowed. It may not have been allowed in the past, but it is allowed now according to Amazon's guidelines,

**2. Are authors allowed to review other authors' books?**

Yes. Authors are welcome to submit Customer Reviews, unless the reviewing author has a personal relationship with the author of the book being reviewed, or was involved in the book's creation process (i.e. as a co-author, editor, illustrator, etc.). If so, that author isn't eligible to write a Customer Review for that book. Please review our [Customer Review Guidelines](#) for more information.

There are many ways authors can support each other. I describe quite a few of those in *Mimi's Book Launch Plan*.

### **Can I write a Customer review of my own book?**

No, you cannot write a customer review of your own book on Amazon. You are allowed to do so on [www.Goodreads.com](http://www.Goodreads.com). Amazon encourages authors to use our BOOK DESCRIPTION on our product page, the EDITORIAL REVIEWS, and MORE ABOUT THE AUTHOR sections of our book details page to communicate with our customers about our book.

### **FUN FACT TWO**

Can I ask my family to write a Customer Review for my book? No, this is not allowed under Amazon guidelines. However, your family and friends can leave an editorial review.

The only type of paid review that Amazon supports is an editorial review. An editorial review is a more formal evaluation of a book usually written by an editor or expert within a genre, but can also be written by family and friends. If you've received an editorial review of your book that you'd like to post to the Editorial Review section of your book's detail page, please visit our [Author Central Help Page](#).

So what are you waiting for? Ask Auntie May and Uncle Bob to write an editorial review for your book which you can proudly display on your product page. Sure you can ask [www.kirkus.com](http://www.kirkus.com) too, but why not ask your family first?

After sis and mom have told the world all about your book, you may not even feel that you need a Kirkus review any more.

### **FUN FACT THREE**

If you are like me, you thought that your family was not allowed to sing your praises on Amazon; well, we were wrong. Amazon gives our family and friends ample opportunity to participate.

Just recently I discovered that there is this nifty feature on Amazon called Customer Discussions. Family, friends, and customers alike are invited to discuss your book and communicate with each other. Isn't that crazy good?

I found this note the other day when one of my readers left a comment in the Customers Discussion section here.

**stephen david hurley** says:

I dont know who is goi g to get this message. I hope mim ireads it, because i really want to thank her for all the free advice she gives on her 31 days to launch a book. This book is more helpful than the ones that charge you and dont deliver. I bought a copy of her book on survival just as an appreciation.

you're good. Mimi

stephen david hurley

*Thank you for purchasing My Story Of Survival. You are very welcome, Stephen; it's a privilege and a pleasure to be able to help fellow authors.*

How cool is that?

**3. Can I ask my family to write a Customer Review for my book?**

We don't allow individuals who share a household with the author or close friends to write Customer Reviews for that author's book. Customer Reviews provide unbiased product feedback from fellow shoppers and aren't to be used as a promotional tool. Please refer to our [Help Page](#) for more details. Your family and friends are welcome to share their enthusiasm for your book through our Customer Discussions feature.

You can find the CUSTOMER DISCUSSIONS FEATURE by scrolling down on your author page, where you will find it at the bottom of the page. Please check these links regularly for updates.

You can find Amazon's FAQ review guidelines here

<https://www.amazon.com/gp/community-help/customer-review-guidelines-faqs-from-authors>

and customer review guidelines here, <https://www.amazon.com/gp/community-help/customer-review-guidelines-faqs-from-authors>

and editorial review guidelines here,

<https://authorcentral.amazon.com/gp/help?topicID=200649600>.

## FUN FACT FOUR

Amazon has Hall of Fame Reviewers. And you can contact them and send them a copy of your book if they agree to that. If they like what they read, they may write a review for your book. Isn't that just awesome?

It means that you get a fancy little badge next to the review alerting all other customers that a FAMOUS reviewer reviewed your book. Just like this, as for Scott Allan's book: Rejection Reset.

★★★★★ **'Remember, healing is a lifelong journey.'**

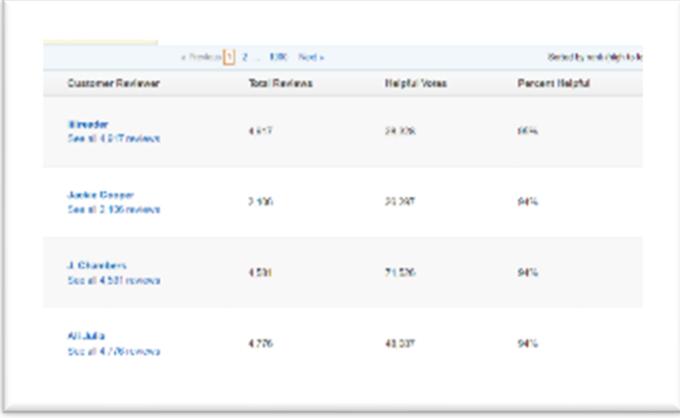
By [Grady Harp](#) **HALL OF FAME** **TOP 100 REVIEWER** **VINE VOICE** on May 27, 2015

Format: Kindle Edition

Scott Allan resides in western Japan where he works as an English language educator. He has a passion for teaching, building life skills, and inspiring others to take charge of their lives, writing books that focus on changing old routines, behaviors and overcoming all levels of self-defeating behavior. He also runs the blog [Obstacle Crushers](#) at [scottallansite.com](http://scottallansite.com) where he posts engaging content to help us master self-discipline, develop positive habits and implement strategies by taking immediate action.

## Amazon Vine Program

Be courteous when you ask a top reviewer if they are happy to read your book. Please do your homework before you approach a member of the Vine Program. Make sure that the Vine member is interested in books in your niche. It is no use to send a non-fiction book to a reader who specifically states that they are interested in fiction only and vice versa. You can find out about their preferences by browsing their profile page. Not all Vine members have their email address displayed on their profile page and you may have to do some detective work to find their contact details. You can look for their details on this page <https://www.amazon.com/review/hall-of-fame> and find out more about Amazon Vine here <https://www.amazon.com/gp/vine/help>.



Customer Reviewer	Total Reviews	Helpful Votes	Percent Helpful
<a href="#">Bineader</a> See all 437 reviews	4,417	24,306	64%
<a href="#">Julie Cooper</a> See all 2,836 reviews	2,936	21,347	64%
<a href="#">J. Chambers</a> See all 4,581 reviews	4,581	21,526	64%
<a href="#">AlliAria</a> See all 4,776 reviews	4,776	21,227	64%

Alternatively, you can purchase Debbie Drum's *Book Review Targeter*, which has done all the hard work for you, and all you have to do is write an email to the Vine Member with your request. You can find the *Book Review Targeter* here at <http://getbookreviewsnow.com/>. I have not actually tried this myself yet.

## FUN FACT FIVE

Don't think that reviews necessarily reflect the popularity of a book. What makes me say this?

[\*Girlboss\* was written by Sophia Amoruso](#) whose company 'Nasty Gal' reportedly makes around 300 million a year. 'Forbes Richest 2016 Self Made Women' list pegs her personal worth at \$280 million.

#GirlBoss, was released in 2014 and spent a whopping 18 weeks on the *New York Times* bestseller list. A true digital native, including a hashtag in the title of her part-memoir, part-business-how-to-manual was the author's idea.

The book has become an online movement. There is a podcast, a website, a conference and a TV show in the pipeline. And so the empire continues to expand ...

Remember how at the beginning of this tutorial I mentioned that it appears that very few readers leave a review? *GirlBoss* is a case in point. The ranking on her Amazon product page tells us that more than 2 years after publication her book sells around 100 copies/day on Amazon alone. And yet (08/11/2016) she only has 10 reviews on her Amazon product page.\*

**Average Customer Review:** ★★★★★ (10 customer reviews)

**Amazon Bestsellers Rank:** #1,314 Paid in Kindle Store ([See Top 100 Paid in Kindle Store](#))

Popular book or popular author does not necessarily translate in many 5 star reviews and vice versa.

### **FUN FACT SIX**

The above five FUN FACTS are free. Won't cost you a penny to have another author review your book. It won't cost to have mum or uncle or sis write an editorial review. Anyone can partake in the Customer Discussions, and if you are lucky enough to score a review from a TOP reviewer, I will be celebrating with you!

Keep in mind that many reviews on a product page does not mean many sales or author popularity. Please be not deceived by the amount of reviews on a product page.

Having said that, many promo sites require that a book has 10 or 15 reviews before you can book the promo.

If you are happy to pay for it, you can try some of these services below to invite readers to read a copy of your book.

Make sure that you abide by [Amazon's guidelines](#) with regards to reviews and encourage your readers to do the same.

- ✓ First ask family and friends for feedback on your book, utilising Amazon's features and possibilities as mentioned above.
  - ✓ Ask your Twitter and Facebook friends, your Google+ buddies, and Pinterest and blog followers if they are interested in reading your book.
  - ✓ Organise your email list and ask humbly if they would like to read your book.
  - ✓ Insert a link in your book and ask readers for honest feedback.
  - ✓ Contact Amazon Top Reviewers from the Vine Program.
- 
- ✓ Try one of the services below and see how you go with that.
    1. BOOK RAZOR [www.bookrazor.com](http://www.bookrazor.com)
    2. READINGDEALS [www.readingdeals.com/submit-ebook](http://www.readingdeals.com/submit-ebook)
    3. BOOK REVIEW BROKER [www.bookreviewbroker.com](http://www.bookreviewbroker.com)
    4. NET GALLEY [www.Netgalley.com](http://www.Netgalley.com)
    5. REVIEWERS FOR BOOKS [www.reviewersforbooks.com](http://www.reviewersforbooks.com)

According to [Kindle Trend](#) it may be in violation with KDP rules to make your book available on [www.wattpad.com](http://www.wattpad.com) and [www.storycartel.com](http://www.storycartel.com).

## Tale of caution regarding reviewers

Be careful where and how you solicit for reviews. I did so with Reading Deals and received a particularly nasty and insulting one star review. I wrote to Amazon and it was promptly removed. But what I learned from this is to be as accurate as possible with your book description because this may prevent 'inappropriate reviews.' This particular reviewer did not realise that my book has religious content and was offended by it. I mentioned 'oodles of faith' but clearly he had missed this. Reading Deals was wonderful in their response and allowed me, after I received this review, to add a disclaimer for people who do not like religious content to steer clear of this book.

## 6. Email list

You know that you are supposed to be building an email list, don't you? Give lead magnets (little presents) to people who read your blog, visit your shop, Web, or landing

page, wherever you travel. These people will eventually buy your products and be your staunchest supporters. A good email list is win/win all around because you provide top value to people who in return will buy your products and be your marketing evangelists. So get this pop-up organised on your website and blog, and organise a freebie such as some of your tips and tricks of the trade written up in a pretty PDF doc.

Take care of the people on your list all year around by providing good value and sharing interesting information related to your niche. Take care of them and by the time your launch comes around, they'll take care of you.

At time of launch, contact the people on your email list and ask for their support. Ask them to download your book, share a link on social media, and review your book on Amazon.

## 7. Groups of like-minded souls

I find that these groups overlap with the social media and study; however, the right kind of group can give a lot of support when you are in a pickle or just need some pep talk. After my life fell into a million pieces I regained my confidence by participating in groups and realising that I have something to contribute still.

I have signed up to groups where non-fiction authors and writers hang out. I am also the administrator of a few. Some of my favourite groups are listed under 'Links.'

*ORGANISE A LAUNCH PARTY.*





MIMI EMMANUEL'S HOLY GRAIL OF BOOK LAUNCHING



## GET A SUPPORT TEAM – CHECKLIST CHAPTER 2

	Enlist the support of one person who has your back. This can be mutual support.
	Find at least one mentor to help you through the process. Michael Hyatt is a virtual mentor.
	Enlist a personal assistant for the formatting, editing, cover creation, and so on.
	Create a Facebook launch party and invite around 25 reviewers. Utilise Kylie Ansett's tips.
	Use your email list and readers who signed up to your newsletter and who read your blog.
	Join groups of likeminded souls for support and feedback. I like Self-Publishing School.

All the resources and links for The Holy Grail of Book launching can be downloaded from <http://www.mimiemmanuel.com/the-holy-grail-of-book-launching-downloads>



MIMI EMMANUEL'S HOLY GRAIL OF BOOK LAUNCHING



**P**

erfect  
match

3



MOST POPULAR  
SOCIAL MEDIA  
STATISTICS



ETIQUETTE

EFFECTIVE TECHNIQUES

SAMPLES & TOOLS

OTHER PLATFORMS



THE HOLY GRAIL OF BOOK LAUNCHING  
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MIMI EMMANUEL'S HOLY GRAIL OF BOOK LAUNCHING



## VOLUME TWO - CHAPTER THREE

# FIND YOUR PERFECT MATCH

To be able to sell your book you will have to find readers that like what you have to offer.

## How to find your ideal audience?

It is important that you find your ideal audience because they are the only ones that will be interested in reading your book and give you valuable feedback.

One way to find your perfect match is to write a book proposal. This will help you get clear in your mind who it is that you are writing to.

Another way to find your perfect match is to imagine what kind of a person would walk into a bookshop and pick up your book. Are they male or female? What are they wearing? What is their age? Are they married? Do they have children? Where do they work? What is their income? Their hobbies? Which charities do they support?

You think that I'm kidding you, don't you? But this really is the process to find out what your ideal audience is like. Where do they shop and what school do they send their children to? What car do they buy and what is their favourite holiday destination?

Did I go through this for all my books? No. For my first book I imagined writing to people who suffered health problems similar to mine. My second book was written for my launch team and my third book was written in gratitude for my health and to encourage other people with serious health problems to never, ever give up.

But I would feel negligent if I did not tell you that we are supposed to figure out who our perfect match is.

Dorie Clark has done a lot of research on how to find your audience. You can order her book *Stand Out* from Amazon or go to her website and download the bonus material 'How to find your breakthrough idea and build a following around it.'

## Where to find my perfect match?

The easiest way nowadays to find our perfect match is on social media. Social media is defined as 'websites and applications that enable users to create and share content or to participate in social networking.' It goes without saying that the more we show our 'face' in various places, the more exposure for our books and business. And the more likely it is that our ideal audience will find us.

\*\*\*\*\*

**UTILISE SOCIAL MEDIA TO LAUNCH OR RELAUNCH YOUR BOOK** - Brittany Barbera, bestselling author of *Let Me be Weak*, shares in Volume Three, Chapter Four how she utilised social media for her re-launch and offered incentives to her team members. She also donated digital 'music' download (business sized) cards at a charity event with info about her book/song, which enabled people to download one of her songs. You can download her template at [Volume Three Chapter Four](#), here or at the end of this chapter.

\*\*\*\*\*

The operative word is 'social.' Be social on media. How social can a person be? It is easy to spread oneself too thin and therefore be unable to maintain newfound friendships.

There is some overlap with social media; for instance, I use Google+ to share books published by classmates and myself, but I also use Google+ to find out the latest about writing and publishing courses, and I also participate in Google+ sites that are relevant to my niche. The same goes for Facebook.

## Bake muffins

Social media mimics what happens in real life. When I was new in town, I didn't know anyone and no one knew me. Now, ten years later, we know all our neighbours by their first name and meet on a regular basis. How did this happen?

No one invited us over after we just arrived. Instead, we baked muffins (and burned them real good) and took them over to the building site next door. We did the same when the next new building shot up, and the next one. It didn't take long to form friendships with

our new neighbours and sit down with a cuppa or mug of soup every now and then. We invited other neighbours to join and now we have social happenings all the time. When we moved in we didn't know anyone. But we reached out with a friendly gesture and it all went from there.

Social media online is just a variation on socialising in real life, with similar etiquette and rules, but it allows us a wider reach and a whole bunch of different methods and techniques to get to know people.

If you are new in town, learn to bake muffins.

You can download a mini tutorial on how to support fellow authors with their books from [www.mimiemmanuel.com/the-holy-grail-of-book-launching-downloads](http://www.mimiemmanuel.com/the-holy-grail-of-book-launching-downloads).

## Social media sections

We can roughly divide the social media section up in:

1. Most popular social media accounts
2. Social media statistics
3. Social media etiquette
4. Effective social media tactics
5. Samples of social media tactics, tools, and techniques
6. Various other useful social media platforms

Please see the following list—in order of Alexa ranking—the ten most popular social media sites for the US (It's similar for Australia and the UK). Note that Amazon (not regarded a social media site) is ranked #4.

## 1. MOST POPULAR SOCIAL MEDIA ACCOUNTS

1. Google
2. Facebook
3. Youtube.com
4. Amazon.com
5. Yahoo.com
6. Wikepedia.org
7. Ebay.com
8. Twitter
9. Reddit
10. Netflix
11. LinkedIn
12. Live.com
13. Pinterest
14. 15, 16, 17, 18, various other websites and 19 CNN
20. Instagram
21. Espn.go (Sports news network)
22. Tumblr
23. 24, 25, 26, 27, 28, 29, 30, 31 various other websites
32. Blogspot

Huffington Post ranks #38 and is followed by Etsy at #39 and WordPress at #41. Goodreads ranks #126 and Slideshare.net ranks 184 in the US.

Remember to synchronise your social media accounts. When people meet you in real life, they recognise you by the way you walk, talk, and look. It is the same with your social media accounts online. Branding is important. Do your social media accounts reflect what you want them to reflect?

People with the same values, interests, and hobbies tend to hang out together in real life. It is the same with social media. Like attracts like. The stronger your brand the easier people will recognise you. Help them find you. [Emily Cobb wrote a great post](#) on how to develop your brand.

## 2. Social media statistics

More than 2 billion people have social media accounts. Of all online time, 47% is spent on social media. Worldwide we have nearly 4 billion mobile users.

Gopi Kallail, Google's Chief Evangelist of Brand Marketing, tells us that in February 2015, 100 billion searches took place on Google alone. This equates to roughly 50 single searches per person.

### GOOGLE ranks one

Did you notice the greyed out Google ranking #1 under most popular social media accounts? It is greyed out because Google is a search engine and not a social media account, but Google+ is. Google the search engine doesn't care about your likes or tweets, but it does look at how many +1's your posts get. Open a Google+ account and start using it!

You can utilise Google as a search engine by studying keywords and see which searches in your niche are popular searches, or utilise any of the tools as mentioned in the resources section. Be sure to check out the link, which tells you how.

### FACEBOOK comes second

You don't like Facebook? Just know that more than half of marketers say Facebook is the most important social network they use to grow and market their business. LinkedIn takes the top spot with B2B marketers: 41% say it is the most important network they use (30% pick Facebook).

At the time of this writing, Zuckerberg's network (Facebook) has near 1.5 billion monthly active users, and is the dominant social network in 129 out of 137 countries analysed. It has 496 million users in Asia (+47 million since December 2015), 311 million in Europe (+10 million), 213 million in USA & Canada (+5 million), 471 million in the rest of the world (+35 million in six months).

### YOUTUBE lists third

In February 2015, 6 billion hours of video were watched on YouTube, which is roughly 3 hours per person. Google is a search engine and YouTube is a platform which can be

utilised for getting the word out there for our book. You can create mini videos about your book on YouTube and get the word out this way.

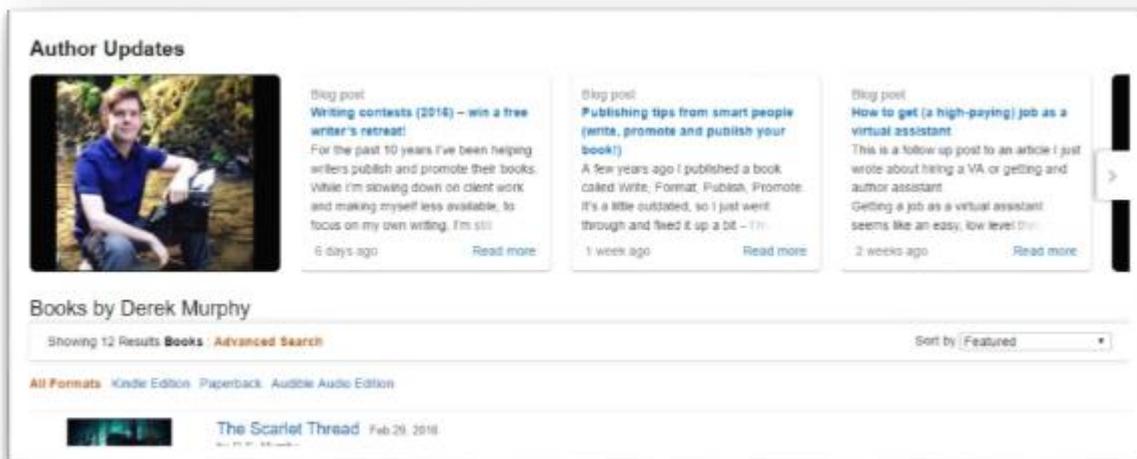
Later on I will share how to create a simple Social Media Marketing Plan for your book which posts simultaneously from a WordPress blog to Facebook, Twitter, LinkedIn, and Google+ accounts, all for free, and can be set in advance to post at a time of your choosing.

## AMAZON comes fourth

My Amazon store, where I sell my books, is also a search tool and a very powerful one at that. Therefore, use your book description as a sales page. What do I mean? Describe your book in a way that makes it super attractive for people to purchase your book. Use tips that are given to you by [Nick Daniel](#), the Wealthy Health Copywriter, in Volume Three, Chapter Four of this book.

Also, use an html generator like this one created by Dave Chesson from Kindlepreneur. Dave's html generator ensures that your book description looks as professional as possible.

Fill out your author page the best way you know how to.



Your Amazon page is where you can shine. Use the book description page and author page to your advantage. See how author Derek Murphy links to his blog posts where he gives free tips for writers.

\*\*\*\*\*

**BOOST THE SUCCESS OF ANY SALES MESSAGE** - Nick Daniel, bestselling author of *The Wealthy Health Copywriter*, teaches us how to boost the success of any sales message in [Volume Three Chapter Four](#). What I like about Nick is that his message is clear as day and you cannot fail by following up on his suggestions.

\*\*\*\*\*

I just listed the four most powerful and popular 'social media' sites available to you. If you do not have an account with them today, make sure that you do tomorrow, and start utilising these accounts.

Later on in Chapter Five, I will show you how you can post to what I call the BIG 5 in one go for free (BIG 5 meaning WordPress blog post posting to Google+, LinkedIn, Facebook, and Twitter simultaneously).

### 3. Social media etiquette

Social media etiquette seems obvious and yet many of us get caught out doing the wrong thing. Quite a few people have been mentioned in the media who lost their jobs as a result of too-eager fingers on the keyboard.

- a. 'Do unto others as you would like them to do unto you' kind of sums it up.
- b. Run spell check before you publish.
- c. When you are angry... be upset privately.
- d. Remember that socialising in cyber space is just like socialising in the real world.
- e. Be real, be kind, be helpful, provide value, and respond to people's requests.
- f. Engage and show a genuine interest in other people's projects and lives.
- g. Share your good stuff AS WELL AS other people's good stuff. Make sure it is really TOP NOTCH stuff!

### 4. Effective social media tactics and tools

Most important questions that marketers are interested in when planning their campaigns are:

1. What social tactics are most effective?
2. What are the best ways to engage my audience?
3. How do I measure the return on my social media marketing?
4. How do I find my target audience?

5. What are the best social management tools?

Advice from the hub spot tells us that when planning your marketing campaign, you must:

- a. Optimise your pages and profiles.
- b. Brand these pages and profiles to become easily recognisable and engage your audience.
- c. Determine user interest, i.e., find out what your audience's needs are.
- d. Learn from leaders (mentors).
- e. Post frequently.
- f. When you post, you should use hashtags.
- g. Share great images.
- h. Build one-to-one relationships.
- i. Use a conversational tone.
- j. Offer concise morsels of advice.

You know, all the ordinary things we do when we socialise. KEEP IT REAL!

[Jeff Bullas' blog on internet marketing](#) provides many marketing tools that will help you get the job done easily and effectively.

**Please keep in mind:**

1. A hashtag must be written as a single word, without any spaces.
2. You can include numbers in a hashtag, but punctuation and special characters (like \$ and %) won't work.
3. You can search for a hashtag using the search bar at the top of any page.
4. You'll only see posts that were shared with you.

[How do I use hashtags? | Facebook Help Center | Facebook](#)

<https://www.facebook.com/help/587836257914341>

You know how to use hashtags, don't you? #freebooks, #greatreads, #newrelease and so on.



Sharing great graphics is quite important nowadays, and under 'Links' you will find a blog post from our friends at CoSchedule on how to make all the best social media images with all the image sizes listed for the various social media. That's a resource I will keep on my computer, and print out to keep handy in my toolkit.

There are tools to help us measure the return on our social media marketing. One effective way is to measure downloads on Amazon after we activate our promotions.

There is a host of social media management tools to choose from. [www.Buffer.com](http://www.Buffer.com) offers a free version and [www.Hootsuite.com](http://www.Hootsuite.com) offers a free period. When you sign up to these sites you can try their tools, which will post to our social media on a regular basis at certain times. At the moment I only use the free version of [www.Commune.it](http://www.Commune.it), which has increased my Twitter followers.

And I post my WP blog posts across Google+, LinkedIn, Facebook, Twitter and Goodreads accounts to let my followers know what I am up to.

Once we decide on our niche, we can find our target audience by fine-tuning our Facebook and Twitter ads, starting to engage with niche-related blogs, Facebook groups and Google+, Yahoo forums, and so on.

## 5. Samples of social media tactics and techniques

### Bookmarks, business sized cards, sample chapters

Some authors hand out bookmarks containing information about their book months before their book is actually published, to create buzz. Check out [www.vistaprint.com](http://www.vistaprint.com) for good value printing of postcards, flyers, business cards, and bookmarks.

As mentioned above, Brittany Barbera handed out business card sized digital download cards of her book/song at a charity event and spread the word about her book and music this way.

In the past I noticed 'samplers' of 'soon to be released' books at the checkout in bookshops.

We can easily apply the above methods to social media and create a pretty graphic, enticing people to 'pre-order a book,' or 'download a song' or a 'sample chapter' of our book.

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We created the following invitation to entice readers to join my posse and other authors to join my launch team. This invite can be found on my BookLaunch.io page. <http://booklaunch.io/mimiemmanuel/the-holy-grail-of-book-launching>



Why BookLaunch.io? Cause I effortlessly get purchase clicks and shares. I like how this looks.



Then we created another graphic to share on social media as below.



When you look at Kathryn Jones' invite in Chapter 9, you will see that the original invite does not mention what kind of books she writes, and yet she had over 500 people sign up in 3 days. The original graphic does show her smiley and inviting face, however.

## How to utilise social media when promoting your book?

When I started writing my book, I did not have a social media technique and still do not. I pretty much did what I do in ordinary life.

When I meet people I show an interest in whatever it is they are involved in and see if I can be of any use to them in their interest.

As such, read a fair amount of books and reviewed these, posted links to these books on my blog, Facebook page, Twitter, Google+ account, and Pinterest, as well on my launch team page to support other team members. I participate in blog tours and hold author interviews.

I also list fellow authors' books which are related to my niche in my Amazon Associates store. I go into a fair bit of detail about this in *Mimi's Book Launch Plan* and have duplicated some of this information as a download called ['How to Support Fellow Authors.'](#) This download shows how others and I utilise social media to get the word out there about our products.

How do you find your ideal audience? By getting out there and mixing and mingling. It is as simple as that.

## Tale of caution regarding social media posting: FACEBOOK ban

As mentioned before, when launching my second book, my daughter and I decided to share the posting to Facebook groups and tagging of my Facebook friends and my launch party, and so on. We went pretty fast because we only had one day to do this instead of the three days that we planned for.

As we are in the middle of posting the Amazon link to the free promo, a box pops up telling me that I am 'going too fast' and have been banned from posting. Yes, I was banned from posting to Facebook in the middle of my free launch of my second book.

We figured what happened is that we were both posting to Facebook groups, as well as multiple private messages to classmates and Facebook friends and so on, and it may have appeared to FB that we were a robot or spammers.

The ban intimidated me so much that I did not even try to find out how long it was for or why, I just stopped posting for the rest of the week and let the paid promos do their job, which by the way, they did very well.

You can visit [www.mimiemmanuel.com](http://www.mimiemmanuel.com) to find a tutorial on how to create your own (free) graphics or promo that you can use to promote your book on social media.

## 6. Various other useful (social media) platforms and retail outlets

As an author it is a good idea to become a member of book club sites such as [www.Goodreads.com](http://www.Goodreads.com), [www.readerscircle.org](http://www.readerscircle.org), Yahoo reading groups, [www.LibraryThing.com](http://www.LibraryThing.com), [www.RiffleBooks.com](http://www.RiffleBooks.com) and [www.BookLikes.com](http://www.BookLikes.com), as well as the more than hundreds of Facebook groups and Twitter accounts and Google+ accounts, various niche-related blogs, and forums. Don't dismiss your local libraries and the various reader groups in your area that host get-togethers for voracious readers. Listen to podcasts, get interviewed on them, and create your own. I know that most bookshops are happy to host book launches for local authors and organise readings from time to time.

If your book is appropriate you can take it to the hospital and read to patients, or the retirement village and read it out to the aged residents.

Schools and local libraries may be interested in what you have to share and be happy to place a copy of your book in their library or have you read it out to their students.

Look in your phone book to see what clubs there are in your area: The Rotary Club, Probus, Zonta, and the Lion's Club.

Consider entering competitions to get your story out there. [Here is a link](#) for Australian Competitions as well as publishers with open submissions. Thank you Lisa! And here are links to [27 Competitions](#) in the US courtesy of Thewritelife. This list of [UK writing competitions](#) is courtesy prizemagic and lists And here is a link with a mix of [competitions across the globe](#) courtesy of Christopher Fielden. All links are available in the Resources section



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No one expects you to do all of the above. It is simply not possible. I list many different options so that you can pick and choose and try to see what works for you. I am still not very mobile myself, and as such I am not in a position to go visit people. But when my local radio station expressed an interest in interviewing me (which can be done by phone), I said, 'Yes, please.' Pick and choose what works for you, your book, and your circumstances. Please do not try to do everything that is listed. Select a few activities and prepare for and participate in them to the best of your abilities.

### *UTILISE SOCIAL MEDIA FOR YOUR LAUNCH; MIX AND MINGLE*





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## FIND YOUR PERFECT MATCH – CHECKLIST CHAPTER 3

	Open popular social media accounts such as FB, Twitter, Pinterest, WP, and Instagram.
	Research which other social media platforms will serve your purpose and niche best.
	Learn about social media etiquette and abide by the rules.
	Create a checklist of social media tactics, tools, and techniques, or use the one I supply.
	Adapt to your needs and use my Social Media Checklist
	Adapt to your needs and use my Book Marketing Event Calendar

You can download my Simple Social Media Marketing Plan and all other templates and links mentioned in this chapter from [www.mimiemmanuel.com/the-holy-grail-of-book-launching-downloads](http://www.mimiemmanuel.com/the-holy-grail-of-book-launching-downloads)



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**W** *the* **OW**  
**FACTOR**

4



PRODUCT PAGE  
BOOK TITLE  
BOOK DESCRIPTION  
EDITORIAL REVIEWS  
AUTHOR PAGE  
**KEYWORDS**  
CATEGORIES  
COVER



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## VOLUME TWO - CHAPTER FOUR

# THE WOW FACTOR

What makes your book stand out from the crowd? How is it different from other books in your genre? What do you have to offer that others do not?

### Stand out from the crowd

Make sure that everything in your book is top notch. The best graphics, the best content, thoroughly researched, and neatly presented. Make sure that your book carries your flavour and has character. We don't need any more generic books.

I gave my best with the infographics, templates and tutorials focussing on helping in a practical way solve challenges associated with launching a book.

At a minimum my book will give readers alternative ways to go about things and a few new links to check out. I invite my readers to visit and check out the mentors who helped me so much, and I provide them with simple checklists at the end of each chapter as well as simple templates to follow for an easy and enjoyable launch.

I have searched high and low for free resources because I like the idea that everyone can publish a book, regardless of income or status. The majority of my resources are freely available to anyone, and some come at a minimal cost.

You can launch your book for free if you follow all the links and suggestions given with regards to formatting and cover design, and utilise the Free 200 Facebook groups and other links for free promotions.

In addition, some of my author friends have been generous to share some of their secrets and tips with my audience.

All these mentioned features are not what your typical 'launch book' usually contains.

One good way to introduce people to your book's wow factor is through infographics. Another way to help your customers find out about your book's uniqueness is by mentioning this on your product page.

Your product page is your sales page. This is where you share all the special features of your book. Don't hold back.

Remember, it is not so much about what you have to offer in terms of features. It is about how your book will make your readers feel. It is important that your book makes your readers feel that they can achieve more happiness, more pleasure, more spare time, more money and satisfaction in their life.

If yours is a fiction book, you will have to draw your readers into the story and entice them this way.

For a non-fiction book, be sure to address their concerns, help your readers fix their problems, make their life a little easier for them, and make sure to deliver what you promise.

I love this part because I find it a lot of lot of fun to figure out where my book is a good fit. What parts are there to the product page?

1. Book Title
2. Cover
3. Book description
4. Author page
5. Keywords
6. Categories

## 1. Book title

Is your title an invitation to open the first page? If it is not then keep working on it until it is. Ask for advice from other authors, run it past your friends, and keep refining the title and subtitle until you know that your perfect match, your target audience, will want to know more and open the book.

The title of my first book was going to be *The One Size Fits All Diet (OSFA)*. I know, I know, such a diet does not exist, but my diet is very adaptable and as such this seemed like a reasonable title.

However, when I asked my naturopath to write the foreword for my first book, he referred to my tale as 'A Story of Survival.' This just got me in my gut because that is indeed what it was. So I stuck with that and used 'The One Size Fits All Diet' as a subtitle.

I am not sure if this was a wise choice because there are many stories of survival on Amazon. But in the end my book sold well, so no complaints.

Make every chapter like a mini title, appealing and inviting so that your reader won't be able to resist turning the page.

## 2. Cover

We all judge books by their covers, and it goes without saying that you should not skimp on the cover. Make it the very best you can afford. It is a good idea to browse the books on Amazon and find books in your niche and have a look at the covers. See which covers appeal to you and use these as inspiration to come up with your own idea.

I had to do this because the style I had in mind and thought to be contemporary seemed to be dreadfully out of date, and I learned this by scrolling through pages and pages of book covers.

Be careful not to copy anything because all these covers are copyrighted.

If you are artistic, you can create your own cover, in a program like [www.canva.com](http://www.canva.com), and with the help of a 3D cover creator create a realistic image of your book.

You can go to Fiverr as I did for my first cover or you can use any of the designers at 99 Designs. It all depends on your creative ability and the budget you have set yourself.

Cost of cover creation is anywhere from \$0 to \$1200.

## 3. Book description

Spend time writing a good book description. This is very important. I always read the book description before I buy a book, and usually I read the author bio as well.

**AMAZON BOOK DESCRIPTION GENERATOR** - Courtesy of Dave Chesson, you will find an *Amazon Book Description Generator* under 'Links.' This generator will make your description look nicer and stick out, and can help to increase your book sales conversion rate by 15%.

Chandler Bolt recently wrote an excellent blog post on [how to write an introduction](#) that sells your book. The same method applies to writing a book description, and in fact, Chandler mentions that a good introduction can be used on your book description page.

Most buyers like to read lots of information before they buy, so fill up the page and utilise all the space that Amazon gives you to write an awesome book description. Read Chandler's 8 steps on how to write an introduction and apply this to your book description page on Amazon.

- Step 1: Identify the problem
- Step 2: Present the solution
- Step 3: Assert your credibility
- Step 4: Show them the benefits
- Step 5: Give them proof
- Step 6: Make a promise
- Step 7: Warn them against waiting
- Step 8: Prompt them to read

You can access the blog article in full here <http://goo.gl/oerBVH>. The longer URL can be found under Resources at the end of this volume.

## 4. Author page

Did you know that Amazon's goal is to have every book, ever published, in any language, available for Kindle customers to purchase and begin reading in less than 60 seconds? A great description and author page will go a long way towards achieving this goal. Did you ever think to link your author page up to your website and blog? This page is where readers can find out about you, as well as access all editions of your work.

Get an avatar for your author page.

### Example author page for Davina Chessid

*Davina Chessid is a personal development and identity coach, specializing in work/life balance. Her struggle with out-of-control eating has helped her understand, connect, and work effectively with clients facing a similar challenge.*

*If you suffer from compulsive eating, over-eating, binge-eating, or emotional eating – and the reduced quality of life that accompanies these – you're not alone.*

*Davina helps her clients reach a perspective that empowers them to change their circumstances, so they can live life more fully as they approach the solution to disordered eating.*

*Her candid, humorous, and thoughtful style has helped her become a source of inspiration.*

*Davina lives and works in New York City where the success of her Amazon #1 Bestseller, Food Crazy Mind, has created a busy workshop and speaking schedule.*

If you are going to fill out your author page, and I suggest that you do, you may as well look at examples of people who know what they are doing and model yourself after that.

## Tale of caution

Check and double-check when you publish on Amazon, and then get someone else to check also. At times your book description, author info, and so on may not appear the way you want it and you may not discover it for several hours. Then you must wait until it has been uploaded and been approved by Amazon before you can go in the portal again and correct this.

Trust me, it is worth spending an extra few minutes to make sure that everything appears the way you like it to.

Also, I was caught out when I booked my free promo with my second book with Amazon. For unknown reasons, this had not registered, and due to time zone differences we were up all night trying to sort this out. Afterwards, despite talking to Amazon staff, the promo was only activated for one day, which made the promo organisers not happy and, on some occasions, cancelled what was in place. Obviously no promotional agent wants to send out emails to their customers stating that a book is free, only to find that it is actually listed at full price.

I still don't know what happened there, but I want to impress on you to check and double-check that you are happy with your book description, and that you are absolutely sure that you have activated your free and/or 99 cent promo, and your computer did not hiccup the very moment you pressed that button.

## 5. Keywords

Under 'Resources' I will give you various resources that I have been told are awesome to use, but to be truthful, I have not done much with this as yet.

The keywords I have used for my books I picked from the material within my books and added as per instructions from Amazon.

**Keywords for *My Story of Survival*** these are as follows:

allergy-free cooking, survival, diet, gut health, food-chemical-sensitivity, healthy eating, prayer.

**Keywords for *Mimi's Book Launch Plan*** these are as follows,

launch e-book, bestseller, workbook, reference, business, money, entrepreneurship

After this I look for books that are like mine and incorporate whatever information or keywords are used in other high-ranking books that are applicable to mine, but only if they are a good fit and it makes sense to do so.

Later on I discovered that the word, 'bestseller' is a 'prohibited keyword' and I replaced it with another keyword.

Amazon can 'lock your account' if you use a 'prohibited keyword,' This is what happened to me. When I tried to change the price on my book, I was not able to do so for more than a week because I used the words 'publish a kindle' as a keyword for The Holy Grail of Book Launching.'

The word 'kindle' is not allowed as a keyword. When I asked Amazon for a list of 'prohibited' keywords, I was told that there is no such thing. This makes sense when you consider all the different categories and niches on Amazon.

Do not use 'bestseller' nor 'kindle' as a keyword on Amazon, other than that, you're on your own.



I share below part of the email I received from Amazon.

*Hello,*

*Thanks for using Amazon KDP. During our review, we found that the search keywords for the following book(s) create inaccurate or overwhelming search results and impair the customer experience:*

*The Holy Grail of Book Launching: Secrets from a bestselling author and friends - 3 Volume Set - Ultimate Launching Companion and step-by-step guide by Emmanuel, Mimi (AUTHOR); Brodie, Paul (FOREWORD); Roughton, Elaine (EDITOR) (ID:8299694) - contains search keyword(s): kindle*

*Search keywords that are not accurate descriptors of your book's central storyline or are completely unrelated to its content may be misleading to our customers and are unacceptable. Misleading search keywords such as reference to other authors, titles, promotions, sales rank, or Kindle result in confusion for customers as to why your work is included in search results. To check out our Metadata Guidelines, visit: <https://kdp.amazon.com/help?topicId=A294SHSUYLKTA6> ;*

*Please edit the search keywords of your book and all affected books in your catalog by following the steps below; a reply to this email is not required...*

*For tips on how to help customers discover your book, please visit:*

*<https://kdp.amazon.com/self-publishing/help?topicId=A2EZES9JAJ6H02>*

*Thank you,*

*Kindle Direct Publishing  
<http://kdp.amazon.com>*

\*\*\*\*\*

**HOW TO LIST AS A BESTSELLER IN MANY DIFFERENT CATEGORIES?** - Mimi shares how her books listed as bestsellers in many different categories. See [Volume Three, Chapter Five](#) for the sample letter to Amazon requesting a change of categories.

\*\*\*\*\*



## MIMI EMMANUEL'S HOLY GRAIL OF BOOK LAUNCHING

For instance, unbeknownst to me when I wrote my first book, my diet has a lot in common with the FODMAP diet, so I mention this so that people who may be helped by the FODMAP diet can make the connection.

In the 'Links' Resource pages I mention a booklet on categories and keywords from James Mayfield, which is very handy, and has information from Dave Chesson, which is useful if you need help with keywords.

## About Keywords

So much is written about keywords for your book on Amazon, but few authors read the guidelines. Amazon sells e-books as well as print copy books and they are VERY GOOD at it too. So I decided to go to the source and see what Amazon has to say about how to 'Make Your Book More Discoverable With Keywords' on Amazon and also how to 'Choose The Best Browse Categories.'

I will provide all the links to the articles, but to make it easy for you, I have posted a synopsis below. Just make sure to regularly check in with Amazon for updates.

<https://kdp.amazon.com/help?topicId=A2EZES9JAJ6H02>

### How to make your book more discoverable with keywords

To increase your book's discoverability on Amazon, you need descriptions and keywords that accurately portray your book's content and use the words customers will use when they search. Along with factors like sales history and Amazon Best Sellers Rank, relevant keywords can boost your placement in search results on Amazon.com.

## Best practices with keywords

Combine keywords in the most logical order. Customers will search for 'military science fiction', but probably not for 'fiction science military'.

Use up to seven keywords or short phrases. Separate them with commas, and keep an eye on the character limit in the text field.

Experiment. Before you publish, search for your book's title and keywords on Amazon. If you get irrelevant results, or results you dislike, consider making some changes — your book will ultimately appear among similar results. When you search, look at the suggestions that appear in the search field drop down.

Think like your customer. Think about how you would search for your book if you were a customer, and ask others to suggest keywords they would use.

## Useful keyword types

- Setting (Colonial America)
- Character types (single dad, veteran)
- Character roles (strong female lead)
- Plot themes (coming of age, forgiveness)
- Story tone (dystopian, feel-good)

## Do NOT include the following in keywords

- Information covered elsewhere in your book's metadata — title, contributor(s)
- Subjective claims about quality (e.g. 'best')
- Statements that are only temporarily true ('new,' 'on sale,' 'available now')
- Information common to most items in the category ('book')
- Common misspellings
- Variants of spacing, punctuation, capitalization, and pluralisation (both '80GB' and '80 GB', 'computer' and 'computers,' etc.). The only exception is for words translated in more than one way, like 'Mao Zedong' and 'Mao Tse-tung,' or 'Hanukkah' and 'Chanukah.'
- Anything misrepresentative, such as the name of an author that is not associated with your book. This type of information can create a confusing customer experience and Kindle Direct Publishing has a zero tolerance policy for metadata that is meant to advertise, promote, or mislead.
- Quotation marks in search terms: Single words work better than phrases — and specific words work better than general words. If you enter 'complex suspenseful whodunit,' only people who type all of those words will find your book. You will get better results if you enter this: complex suspenseful whodunit. Customers can search on any of those words and find your book.
- Amazon program names, such as 'Kindle Unlimited' or 'KDP Select'

**Note:** This list is not exhaustive and all keywords must comply with Amazon's Terms and Conditions.

## Other metadata tips

- Customers are more likely to skim past long titles (over 60 characters)
- Focus your book's description on the book's content
- Your keywords can capture useful, relevant information that won't fit in your title and description (setting, character, plot, theme, etc.)
- You can change keywords and descriptions as often as you like
- If your book is available in different formats (physical, audio) keep your keywords and description consistent across formats
- Make sure your book's metadata adheres to [KDP's Metadata Guidelines](#)

## Selecting browse categories

Selecting a browse category for your book is a lot like deciding where your book should be shelved in a library.

Customers shopping for books on the Amazon Kindle Store can browse by genre and subgenre. When you select browse categories, you are deciding which genres feature your book. KDP uses BISAC Subject Codes, an industry standard system, to help determine where your book should show up for customers. You can learn more and see the most current BISAC codes on the BISAC Subject Codes [website](#).

When you select BISAC Subject Codes in your KDP Bookshelf, Amazon translates them into the most relevant browse paths for each Amazon marketplace you are selling your book in. You can choose up to two BISAC codes for your book. Amazon may also assign additional browse categories depending on your BISAC selections and assigned keywords.

To determine which categories fit best, you can try searching for categories or titles on the [Amazon Kindle Store](#). You can look for relevant browse categories on the left under the Kindle Store > Kindle eBooks header. Or, you can search for titles similar to yours and find the browse categories assigned to those books by scrolling down the book detail pages to the section 'Look for Similar Items by Category.'

Choose a study aid or literary criticism category if you are publishing a companion book based on an original work, such as a summary, study guide, or analysis.

Choosing the best browse categories.



To choose the best browse categories:

1. Be accurate.
2. Be specific.
3. Don't be redundant.
4. See Amazon's [Help page](#) for information on entering Age and Grade ranges.

You can see information on browsing select categories on Amazon at:

<https://kdp.amazon.com/help?topicId=A200PDGPEIQX41>

## Categories with keyword requirements

Few authors realise that Amazon has keyword requirements. To list your title in certain sub-categories for Amazon.com and Amazon.co.uk, you need to add Search Keywords in addition to the categories you choose for your title. Click a category below to see the keyword requirements.

Amazon.com (US)

<a href="#">Biographies &amp; Memoirs</a>	<a href="#">Literature &amp; Fiction</a>
<a href="#">Business &amp; Money</a>	<a href="#">Mystery, Thriller, &amp; Suspense</a>
<a href="#">Children's eBooks</a>	<a href="#">Religion &amp; Spirituality</a>
<a href="#">Comics &amp; Graphic Novels</a>	<a href="#">Romance</a>
<a href="#">Erotica</a>	<a href="#">Science Fiction &amp; Fantasy</a>
<a href="#">Health, Fitness, &amp; Dieting</a>	<a href="#">Teen &amp; Young Adult</a>
<a href="#">History</a>	<a href="#">Textbooks</a>
<a href="#">LGBT</a>	<a href="#">Travel</a>

For more categories with keyword requirements in other languages also visit

<https://kdp.amazon.com/help?topicId=A200PDGPEIQX41>

For more on categories and search terms from Amazon visit

<https://authorcentral.amazon.com/gp/help?ie=UTF8&topicID=201231280#cat>

## Categories

Browse paths are listed in this format:

Books > Travel > Africa > Morocco

Books > Literature & Fiction > Women's Fiction > Single Women Literature

Amazon generally limits the number of assigned browse categories to two for each title. When data from publisher feeds is automatically added to a Product Detail Page, it sometimes results in more than two assigned browse paths. When making manual updates to your print edition book, Amazon can allow a total of two Browse Categories to be displayed.

To change the browse categories currently assigned to your print book, first take some time to peruse the categories in the 'Books' section of our store here. Once you have found one or two Browse Paths you like, please let Amazon know using the 'Contact Us' option on the side of any Help page. In your email, include the ISBN of the book, as well as your desired Browse Categories.

On the 'Contact Us' form:

Under 'Select an issue,' select 'My Books'.

Under 'Select details,' select 'Update information about a book'.

In the fields that appear, select 'Browse categories', and then I want to 'Update my book's browse categories'.

Amazon will ask for the book's ASIN and which browse paths you would like replaced with new categories.

## Search terms

To help your book appear more often in customer searches, Amazon is able to add up to five different search terms, or subject keywords, to your book listings.

When choosing a search term for your book, it's important to find the balance between specificity and brevity. Amazon recommends you choose the subject keywords most

likely to be used by readers looking for your book's subject matter. Generally, an optimal word count for a single search term is 2-3 words.

To request an update to your book's search terms/subject keywords, please contact Amazon.

If you prefer to email Amazon, they ask that you include the ISBN/ASIN of your book, as well as the five subject keywords you would like associated with your book in the Amazon system.

Amazon can't guarantee if or for how long search results will be affected by these keywords, as they are dependent on several factors. Search results are affected by past sales history, current availability, length of time books have been listed on their site, and books that other customers have found useful when conducting the same searches. These factors cause the search results on the website to change constantly to reflect the most recent information.

Before you publish make sure to read Amazon's guidelines and check out this Amazon article with regards to title and description of the Amazon product page at <https://kdp.amazon.com/help?topicId=A294SHSUYLKTA6>.

## 6. Categories quick tutorial

The easiest way to demonstrate how I listed my books in many categories is by telling you what I did. Going by what we just read from Amazon's website on categories and keywords, I will show you what I did.

When we upload our manuscript to Amazon, they tell us that we can pick two categories. But did you know that you can end up with more than two categories? And did you know that you can receive bestselling banners for more than two and be a bestselling author in many different categories?

### Where to find the appropriate categories?

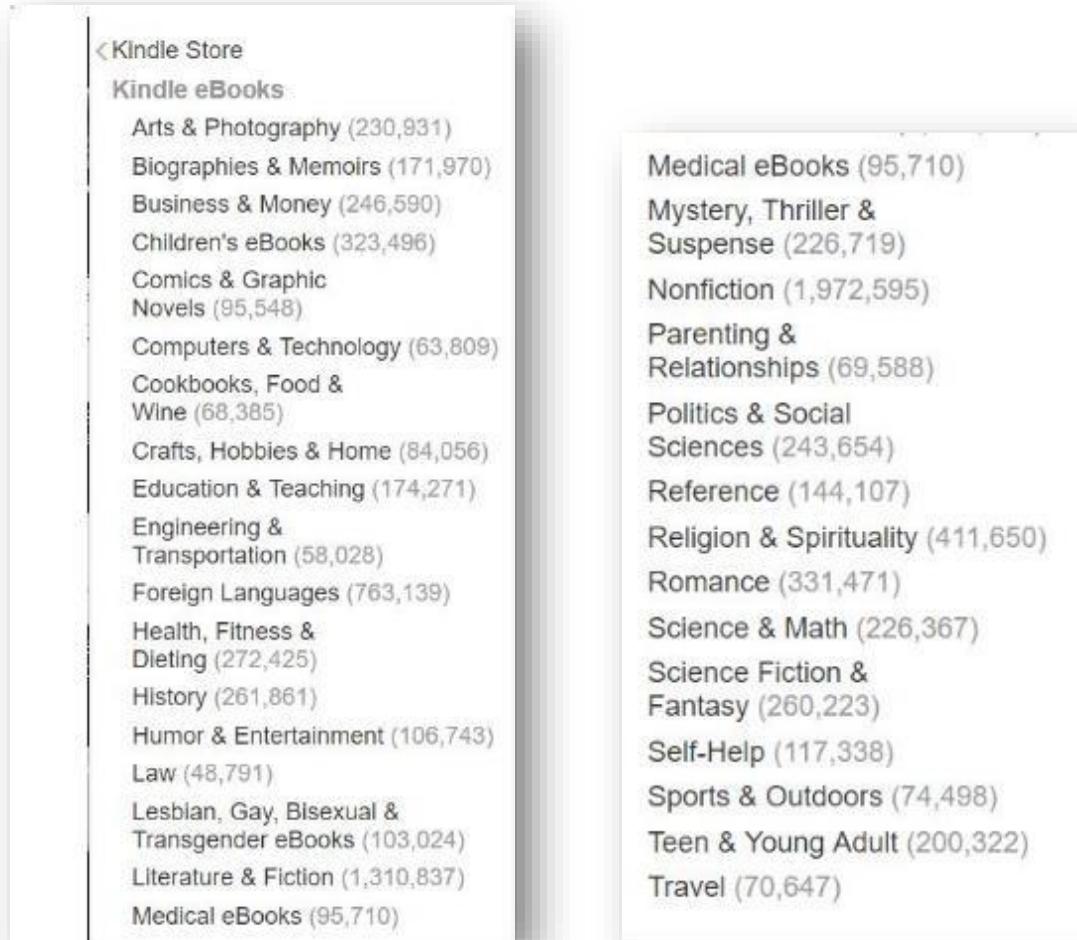
There are various ways to find the appropriate category for your book and here are a few of them. Biographies & Memoirs is the first example.

#### Example One

I do not know what category or sub category to list in ...

If you are not sure what category to list in:

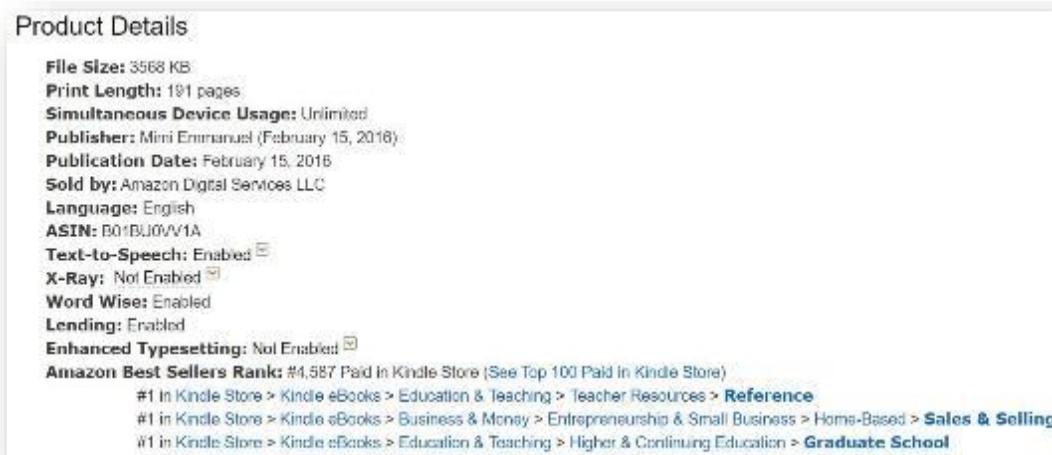
1. One way is to look at how other books similar to your subject are listed.
2. Go to the Amazon product page and click on the top left on 'Departments.'
3. Select 'Books and Audible' on the left and after this is 'Kindle Books' on the right.
4. What you will see on the left hand of your screen is all the available categories for Kindle ebooks.



5. Let's assume that your book is a Memoir, and when we click on Biographies & Memoirs we get the subcategories of Biographies and Memoirs as below:



6. Once you have selected a book on Amazon in your niche that has subject matter similar to your book, go to the product page of this book
7. Look for 'Category Information' under 'Product Details' on the left when you scroll down to about the middle of the page. It looks like this:



The blue writing shows the categories as well as subcategories that a book is listed under. You can list your book in any of those categories, if you believe that they are a good fit for your book. The higher rankings show that those books are more competitive in that particular category. The highest ranking pages get the most traffic and it would be terrific to get your book listed on the first page in your most preferred category because this gets plenty of eyes on your book.

## Example Two

When you continue to scroll down the page, at the very bottom of the product page you will likely find a set of categories looking similar to this one (for *Mimi's Book Launch Plan*), related to your niche:



Look for Similar Items by Category

- Books > Business & Money > Small Business & Entrepreneurship > Home Based
- Books > Education & Teaching
- Books > Reference
- Kindle Store > Kindle eBooks > Business & Money > Entrepreneurship & Small Business > Home-Based
- Kindle Store > Kindle eBooks > Business & Money > Marketing & Sales > Sales & Selling > Home-Based Business
- Kindle Store > Kindle eBooks > Business & Money > Women & Business
- Kindle Store > Kindle eBooks > Education & Teaching > Higher & Continuing Education > Graduate School > Business
- Kindle Store > Kindle eBooks > Education & Teaching > Studying & Workbooks > Workbooks
- Kindle Store > Kindle eBooks > Education & Teaching > Teacher Resources > Reference

As I understand it, this list of categories is a service provided by Amazon to help customers search for similar books to mine, in similar categories.

Below are the categories listed at the bottom of the product page for *My Story of Survival*.



Look for Similar Items by Category

- Books > Health, Fitness & Dieting > Nutrition > Food Allergies
- Books > Medical Books > Medicine > Internal Medicine > Pathology > Diseases
- Kindle Store > Kindle eBooks > Health, Fitness & Dieting > Diets & Weight Loss > Diets > Healthy
- Kindle Store > Kindle eBooks > Health, Fitness & Dieting > Diseases & Physical Ailments > Chronic Fatigue Syndrome
- Kindle Store > Kindle eBooks > Health, Fitness & Dieting > Diseases & Physical Ailments > Chronic Pain
- Kindle Store > Kindle eBooks > Health, Fitness & Dieting > Diseases & Physical Ailments > Irritable Bowel Syndrome
- Kindle Store > Kindle eBooks > Health, Fitness & Dieting > Diseases & Physical Ailments > Reference
- Kindle Store > Kindle eBooks > Health, Fitness & Dieting > Nutrition > Food Allergies
- Kindle Store > Kindle eBooks > Medical eBooks > Diseases > Digestive Organs
- Kindle Store > Kindle eBooks > Religion & Spirituality > Christian Books & Bibles > Catholicism > Self-Help
- Kindle Store > Kindle eBooks > Religion & Spirituality > Spirituality > Personal Growth > Spiritual Growth
- Kindle Store > Kindle eBooks > Religion & Spirituality > Spirituality > Personal Growth > Transformational

You can click on any of these links to find other books in that category which could lead to other category possibilities.

The above directions are some ways of finding out what categories you can list your book under.

## Example Three

### Find the bestseller in your category.

How to find the bestseller in your category?

1. Go to the Amazon product page.
2. Click on the top left 'Departments.'
3. Click on 'Books and Audible'
4. Click on 'Kindle Books' under 'Books.'
5. Under 'Popular Features' click 'Kindle Best Sellers.'
  - a. # 1 Best Seller in the whole wide Amazon store will come up.
  - b. Click on it and dream; DREAM BIG!!!
6. Now click on 'Kindle eBooks' on the left.
7. The various available Amazon categories will come up on the left.
8. Click on 'Biographies & Memoirs' to see the Best Sellers listed.
9. When I clicked on #1 what came up was *Gilded Lives, Fatal Voyage* which is ranked #42 in the whole Amazon store and listed #1 Best Seller in 4 categories. As well as out of stock...



Amazon Best Sellers Rank: #42 Paid in Kindle Store (See Top 100 Paid in Kindle Store)  
#1 in Kindle Store > Kindle eBooks > History > World > Transportation > **Ships**  
#1 in Books > History > **Historical Study & Educational Resources**  
#1 in Books > Biographies & Memoirs > Leaders & Notable People > **Rich & Famous**

10. I then clicked on the next three Best Sellers in that category and find that the ranking of all of those is quite high. This means that it'll be a challenge to list high in these categories. And unless I am very confident that my book has what it takes, it would be better to find another category for my book. In this scenario I would be competing with TIMOTHY EGAN, a Pulitzer Prize-winning reporter and the author of seven books. As a newbie author, I don't like my chances.

At #42, this author is selling between 300 and 1000 books per day (whilst out of stock?) and I can tell you right now that it is highly unlikely that a newbie indie author will be selling this much at their first launch.

You can use Dave Chesson's [Sales Rank Calculator](#) to see how many books an author is selling on Amazon. If they are selling more than 100 books a day, you are unlikely to beat them to the top spot.

## Example Four

### Kindle Trend Case study on 'Biographies and Memoirs.'

Kindle Trend is another way to find out what category to list under. I received Kindle Trend as a gift when I signed up with [Self-Publishing School](#). Kindle Trend has video tutorials on how to use the program. Because there are video tutorials I will skip the obvious way on how to find categories, such as by clicking on 'Category Summaries,' 'Easy Targets,' and 'Category Tree.' The videos will tell you how to do this.

Keep in mind that when you pick an 'Easy Target' category of under 100 books you won't be able to list as a bestseller. A category needs to have more than 100 books listed for an author to be awarded a bestselling banner.

A less obvious but equally valid way to search for an appropriate category for your niche would be

1. To click on 'Category Summaries' and
2. Now select your niche on the left such as 'Business & Money' or 'Biographies & Memoirs.'
3. Look under 'Filter by Category' on the right and click the little blue symbol that appears on the left of the aeroplane symbol.
4. Scroll halfway down the page and under 'Books' you may find books listed with similar subjects to your own.
5. Now scroll all the way down to the bottom of the page and on the left under 'Categories that books from Biographies & Memoirs also appear in,' you will find the various categories that are potentially compatible with your niche.

I have just listed a quite a few ways to find your category on Amazon according to the Amazon framework and directions as well as a few ways utilising Kindle Trend. I use a combination of all these methods.

How did my books list as Best Sellers in more than ten categories?

## Example Five

# This is what I did.

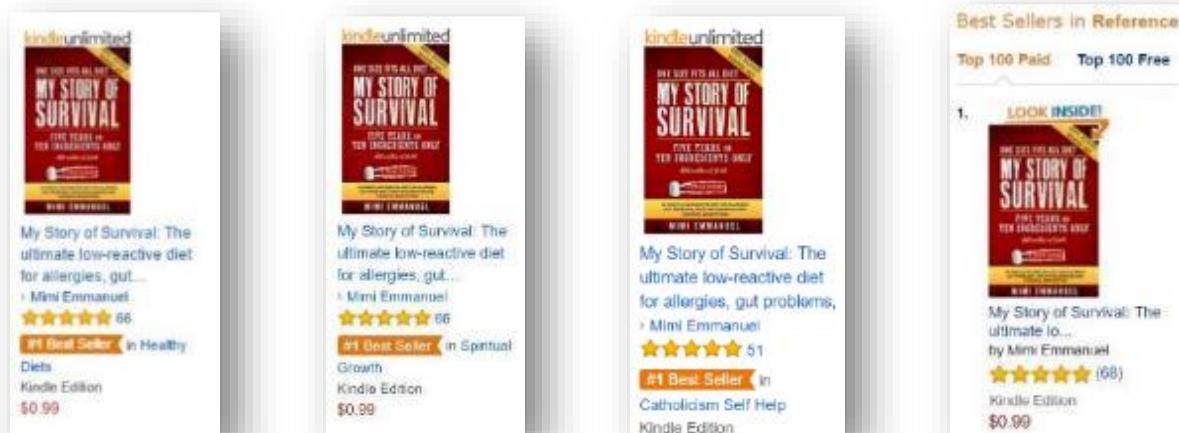
I asked myself the question: 'If I were to sell my book in the local bookstore, where would my book fit on their shelves?'

Surely I couldn't expect the staff at my local store to read my book just to figure out where it belongs.

Using the methods as outlined above, over the course of a few days, I found quite a few categories that were a good fit for *My Story of Survival*.

Does *My Story of Survival* belong with diet books? Or Self-Help and Spiritual Growth? Or Healthy Diets? Or Reference? Or Medical books? Or more specialised, such as Food Allergies and Irritable Bowel, Digestive Organs, Chronic Pain, and Viral? Actually, my book is a good fit for all of these categories.

So I wrote an email to Amazon and asked them to please consider placing my book under all of the following categories and circulate this as they see fit. After all, Amazon likes to sell many books, so pointing out to the bookseller that my book is a good fit for all these categories works as well for them as it does for me.



In addition, in the free store as well as the paid, Amazon also listed my book under the categories of Nutrition, Science and Health, Diet and Fitness Short Reads. It ranked #1 in some of these categories, and also appeared in the top ten and top one hundred of various other categories.

ASIN: B018QDEKXX  
Text-to-Speech: Enabled   
X-Ray: Not Enabled   
Word Wise: Enabled  
Lending: Enabled  
Enhanced Typesetting: Enabled   
Amazon Best Sellers Rank: #4,002 Paid in Kindle Store (See Top 100 Paid in Kindle Store)  
#1 in Kindle Store > Kindle eBooks > Medical eBooks > Diseases > **Digestive Organs**  
#1 in Kindle Store > Kindle eBooks > Health, Fitness & Dieting > Diseases & Physical Ailments > **Chronic Pain**  
#1 in Kindle Store > Kindle eBooks > Religion & Spirituality > Spirituality > Personal Growth > **Spiritual Growth**

ASIN: B018QDEKXX  
Text-to-Speech: Enabled   
X-Ray: Not Enabled   
Word Wise: Enabled  
Lending: enabled  
Enhanced Typesetting: Enabled   
Amazon Best Sellers Rank: #185 Free in Kindle Store (See Top 100 Free in Kindle Store)  
#1 in Kindle Store > Kindle eBooks > Religion & Spirituality > Spirituality > Personal Growth > **Spiritual Growth**  
#1 in Kindle Store > Kindle eBooks > Religion & Spirituality > Christian Books & Bibles > **Christian Denominations & Sects**  
#1 in Kindle Store > Kindle eBooks > Health, Fitness & Dieting > Diets & Weight Loss > Diets > **Healthy**

ASIN: B018QDEKXX  
Text-to-Speech: Enabled   
X-Ray: Not Enabled   
Word Wise: Enabled  
Lending: Enabled  
Enhanced Typesetting: Enabled   
Amazon Best Sellers Rank: #21,052 Free in Kindle Store (See Top 100 Free in Kindle Store)  
#1 in Kindle Store > Kindle eBooks > Religion & Spirituality > Christian Books & Bibles > Catholicism > **Self-Help**  
#1 in Kindle Store > Kindle eBooks > Health, Fitness & Dieting > Diseases & Physical Ailments > **Chronic Pain**  
#1 in Kindle Store > Kindle eBooks > Health, Fitness & Dieting > Diseases & Physical Ailments > **Irritable Bowel Syndrome**

All these rankings can come in handy when I am ready to contribute articles to relevant blog and news sites.

I did the same for *Mimi's Book Launch Plan*.

Mimi's Book Launch Plan <http://amzn.com/B01BU0VV1A>

Below are the categories that I believe are all a good fit for *Mimi's Book Launch Plan*.



## MIMI EMMANUEL'S HOLY GRAIL OF BOOK LAUNCHING

Kindle eBooks > Business & Money > Entrepreneurship & Small Business > Home-Based > Sales & Selling

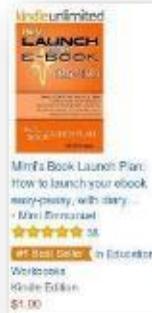
Kindle eBooks > Business & Money > Marketing & Sales > Sales & Selling > Home-Based Business

Kindle eBooks > Education & Teaching > Studying & Workbooks > Workbooks

Kindle eBooks > Education & Teaching > Teacher Resources > Reference

Kindle eBooks > Education & Teaching > Higher & Continuing Education > Graduate School

Kindle eBooks > Business & Money > Women & Business



In addition, *Mimi's Book Launch Plan* also ranked #1 in various other categories whilst listed in the free as well as the paid store.

ASIN: B01BU0VV1A

Text-to-Speech: Enabled

X-Ray: Not Enabled

Word Wise: Enabled

Lending: Enabled

Enhanced Typesetting: Not Enabled

Amazon Best Sellers Rank: #472 Free in Kindle Store (See Top 100 Free in Kindle Store)

- #1 in Kindle Store > Kindle eBooks > Business & Money > **Women & Business**
- #1 in Kindle Store > Kindle eBooks > Education & Teaching > Studying & Workbooks > **Workbooks**
- #1 in Kindle Store > Kindle eBooks > Education & Teaching > Teacher Resources > **Reference**



To be able to rank in various categories is obviously good for sales because this is one way to get more eyes on our books. In addition, ranking bestseller in categories such as teaching and education enables me to approach various websites such as the educational website [www.teacherspayteachers.com](http://www.teacherspayteachers.com) and display my books on their book shelves.

You can ask Amazon for the categories you want.

## How do you find these categories?

1. As mentioned earlier in this book or
2. Go to Kindle Trend and find easy targets.
3. Check out where books similar to yours are situated.
4. If you cannot find what you want then ask Amazon if they can create it for you.
5. I ask [my friend Sheri](#) and she finds the appropriate categories for me for a very modest fee.

Last time I approached Amazon about changing the categories for me they told me that only two categories are allowed per book. And then Amazon staff explained to me about the BISAC categories (Book Industry Standards and Communications) as below.

Response (excerpt) to my email from Amazon support staff.

Please keep in mind that to provide customers with an optimal search experience, we allow only two categories per book.

The category options displayed in your Bookshelf won't match the website exactly because the Bookshelf choices are BISAC categories (Book Industry Standards and Communications), while the names shown on the website are browse categories, the system will convert them and show the categories related to one specific BISAC category, this could be the reason why you have more than 2 categories assigned.

You can add or remove categories on your books pages in your KDP Account as long as they are 2, so I recommend you to choose only 2 of the categories that you would like to have on the detail page and make the necessary corrections, or reach us in order to make that manually for you. Otherwise if you would like to have more than 2 categories you will need to leave it the way it is now.

So yes, you can have your book listed in more than two categories, but not because you ask, but because the system may convert one of the browse categories you have requested and relate this to one specific BISAC category.

Overall, I am happy with how the categories worked out for me this time around and thought to share with you that

1. You can ask Amazon for what you want
2. You can change your mind as often as you like
3. You can have three categories but only due to 'system conversion'
4. You can ask Amazon to consider a whole bunch of categories.

After my last email conversation with KDP, I suggest you only ask for a couple of changes at a time because this appears to be what Amazon prefers, and I like to play by the rules.

EDIT made on 17 February 2017 it appears (through the grapevine) that now (once more) you can ask Amazon to be listed under ten categories. With some of my books this was accepted and with others it was not. Try your luck. END OF EDIT

## About the bestselling banner

Some categories have one hundred or less books listed in it. Other categories have 5000 or more books listed in it. It is my understanding that books receive a bestselling banner when they 'dominate the category' they are listed in for a certain period.

What does it mean to dominate a category? Only Amazon has the complete answer to this. What we do know is that 'dominating a category' comes about by a combination of sales, reviews, page clicks, reads, and other factors we do not even know about.

My book ranked #1 in various categories as soon as it launched, and I did not understand why I was not receiving the coveted orange banner. Eventually I picked up enough courage to ask the Amazon team why I was not awarded a bestselling banner even though I ranked #1 in three categories consistently, and I was told that this was because a book needs to be listed in a category which has more than 100 books in it.

### From Amazon Team about the bestselling banner.

Below is an excerpt of the response I received from Amazon support staff when I asked about the bestselling badge.

Our Technical Team has investigated the issue and said the following: "Even though this product is #1 in Kindle Store > Kindle eBooks > Medical eBooks > Diseases > Digestive Organs , this category doesn't meet the criteria for Badging. Specifically, it needs to have at least 100 products in the category before we show the badge for the #1 product in this category."

Just so you know.

Amazon's clever categorising and marketing, combined with my requests to move the books to different categories at various times, resulted in my books getting 13 bestselling banners between them (including [God Healed Me](#)) and ranking #1 in nearly twenty categories.

Thank you Amazon and readers!



*STUDY CATEGORIES AND KEYWORDS*





## THE WOW FACTOR – CHECKLIST CHAPTER 4

	Create a book description which has readers begging for more. Utilise Nick Daniel's tips.
	Create an author page after studying example author pages from bestselling authors.
	Find and use high ranking keywords in your descriptions with the tools given.
	Study the best category listing for your book and request Amazon to place your book there.

All the resources and links for The Holy Grail of Book launching can be downloaded from [www.mimiemmanuel.com/the-holy-grail-of-book-launching-downloads](http://www.mimiemmanuel.com/the-holy-grail-of-book-launching-downloads) Including 'How to fill out the Amazon Product Page.'



MIMI EMMANUEL'S HOLY GRAIL OF BOOK LAUNCHING



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# SERVE ON A SILVER PLATTER

5

MARKETING PLAN  
EVENT CALENDAR  
KINDLE UNLIMITED  
KINDLE LIBRARY  
BOOK PROMOTIONS  
SHARE ON SOCIAL MEDIA



CREATE A ONE SHEET



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THE HOLY GRAIL OF BOOK LAUNCHING  
BY MIMI EMMANUEL.COM ©2016



MIMI EMMANUEL'S HOLY GRAIL OF BOOK LAUNCHING



## VOLUME TWO - CHAPTER FIVE

# PROMOTIONS/MARKETING

You can skip this Chapter if you like.

You can skip this chapter if you published your family history to share with your children and for extra kicks published on Amazon so that you can give family members a link to your book.

[Cultbranding.com](http://Cultbranding.com) tells us that there are at least 52 marketing strategies, for instance, Freebie marketing, Direct Marketing, Email Marketing, Word of Mouth Marketing, Newsletter Marketing, Niche Marketing, B2B Marketing, Promotional Marketing, and plenty more as mentioned under 'Resources.'

I recently listened to a presentation where a funeral home in Holland managed to get a whole nation excited about praising people 'before they die' and near enough moved the whole country and got a cult following because of this campaign. The company directors met the emotional needs of their potential customers and increased their sales manifold as a result of sensitive marketing.

This campaign is good to keep in mind when you decide on a marketing strategy. How can you meet the emotional needs of your prospective clients?

There are many different ways to launch a book, and as I said before, I focus mainly on how to launch on Amazon because this is where most of the book sales are made. The following formula is tried and tested and worked for me.

By now we have 1) a well-structured, edited and polished story and a 2) a support team in place. We also know where and how to find, or at least go looking for, our 3) a perfect match. And we have our unique flavour or 4) a WOW factor. Next we will serve our wonderful unique story to the right audience on a silver platter.

We will bring our story to them whilst they browse on their iPhone in their lunch hour. Whilst they check their emails from friends and family. We will give them access to our story during their one-hour long commute to and from work as they check their social

media account and as they browse their Kindle library for something to read and PM their friends on Facebook.

If you want the rest of the world to know about your book and are prepared to spend a little extra time to do so, follow the next steps. You need the following accounts:

## What accounts do you need to open to publish?

1. Open [www.amazon.com](http://www.amazon.com) account to become an Amazon customer.
2. Open [www.kpd.com](http://www.kpd.com) account. Now you can publish a Kindle.
3. Open [www.authorcentral.com](http://www.authorcentral.com) to get an author page.
4. Open [www.createspace.com](http://www.createspace.com) account to publish a print version of your manuscript.
5. Open an [www.acx.com](http://www.acx.com) account to publish an audio book.
6. Open a [www.rev.com](http://www.rev.com) account if you need material transcribed.

## Did I publish a Kindle, softcover, and audio book all at the same time?

No, I still have not published an audio book, but I did buy a mic and am keen to get going. You do not have to publish a Kindle, softcover, and audiobook all at the same time. You can start with a Kindle and at your leisure organise the softcover and audio book when you are ready to do so.

## What accounts do you need to have on social media?

You do not need any of the following accounts to publish a book, but I find these helpful. I know that you do not necessarily need social media because there are successful authors who do not use social media at all. I however, would not know how to launch a book without social media. So here goes, the following are the accounts that I signed up to.

1. [www.facebook.com](http://www.facebook.com)
2. [www.twitter.com](http://www.twitter.com)
3. [www.Google.com](http://www.Google.com)
4. [www.linkedin.com](http://www.linkedin.com)
5. [www.wordpress.com](http://www.wordpress.com) blog will post to all of the above sites for you.
6. [www.wordpress.org](http://www.wordpress.org) is where you host the blog yourself.
7. [www.youtube.com](http://www.youtube.com) can be useful but have not utilised this myself yet.
8. [www.pinterest.com](http://www.pinterest.com) is not essential but fun.

9. [www.instagram.com](http://www.instagram.com) is not essential but fun.
10. [www.blogspot.com](http://www.blogspot.com) is not essential but fun.
11. [www.reddit.com](http://www.reddit.com) is not essential but fun.

## WARNING

Let me warn you beforehand that things can go wrong when you launch a book, and often they do. There are no guarantees.

### LAUNCH ONE

When I launched my first book, *My Story of Survival*, the Internet went bust the very moment my book launched. This prevented me from sending messages to my launch team to activate their support and I was not able to post on social media at all to introduce my book to the world. The wonderful team at Self-Publishing School and my classmates jumped into action and saved the day!

### LAUNCH TWO

For unknown reasons *Mimi's Book Launch Plan* was only listed for free for one day instead of the three-day promo that was planned and (I thought) had been booked. As a result, booked promos were pulled by the advertisers because they do not want to be seen promoting a book for free whilst it is listed on Amazon for 99 cents or full price.

To make matters worse, I received my very first (and hope only) Facebook ban. When my daughter and I keenly took to Facebook to let everyone know about the hiccup and that we would be moving on to plan B for the promotion, we were identified as 'robots' by Facebook and banned from posting. Probably going too fast in our enthusiasm to get the message out there.

So not only did half the promos not go ahead, but in addition, I was not able to promote the book myself on Facebook.

### LAUNCH THREE

You would think that after three go's you can get it right, but there were major hiccups when launching *God Healed Me*. Only at the last moment did we discover that coloured books with many graphics cannot launch at 99 cents due to the larger file size.

All 99 cent promos had already been booked and set in place. Considering our last blooper, I did not want to be blacklisted by the advertisers and therefore we decided last minute to bring out a black & white version to launch at 99 cents. This delayed us so much that it was only a few days before launch that I could confidently engage my launch team. When I did so, or attempted to, I found that the Internet had gone bust once more, this time nation-wide. I am not kidding you. Crazy!

A wonderful friend jumped into action, as well other team members and a virtual assistant (VA), and we were lucky that the Internet was only out for two days this time. But the STRESS!!

I wanted to tell you beforehand that you cannot expect things to go smoothly. They rarely do. None of my launches went smoothly, as you can tell. And yet, they were successful! Each book received a minimum of three bestselling banners in various categories and listed #1 in many more!

So, if things don't go smoothly, don't worry. It'll be fine. Truly. As long as you go through the steps and put all the right things in place. Make sure that you have a back-up plan A and B, say your prayers, and she'll be right, mate!

You already have these templates from Chapter One. But this time I go in a little more detail about the process.

1. Use a Social Media Plan and a Book Marketing Event Calendar
2. Book promotions for free period
3. Promote your book through Kindle Unlimited and Library
4. Book promotions for 99 cent period
5. Share on Social media
6. Create One sheet
7. Create a flip book

## 1. Create a Social Media Plan

I created a Social Media Plan checklist template which you can utilise for your blog throughout the year.

Decide on how often you want to post. Starting off with one post a week is fine. One post a week means that 52 times a year you are communicating with your audience about things that give meaning to their lives and make them more useful and fun.

I will first explain how I intend to use this Plan throughout the year for sharing my social media posts, and after this I show how this Plan can be adapted and become an Event Calendar to share posts with information on your writing, leading up to the launch of your book.

You can download the step-by-step guide of my marketing plan at the end of this chapter.

## 2. EASY AND FUN SOCIAL MEDIA PLAN SAMPLE

WP – WordPress, FB – Facebook, TW – Twitter, LI – LinkedIn, G+ – Google Plus,  
 GR – Good Reads, Amazon, Pint – Pinterest, Red – Reddit, Insta – Instagram, Blogsp – Blogspot

Day	Subject	WP/FB/TW/LI/G+	GR	Amazon	Pint	Red	Insta	Blogsp
<i>Monday</i>	Health	Auto						
<i>Tuesday</i>	Health							
<i>Wed</i>	Writing							
<i>Thursday</i>	Writing							
<i>Friday</i>	Scripture							
<i>Saturday</i>	Scripture							
<i>Sunday</i>	Scripture							
<i>Once a month</i>	Email subscribers							

I have not really had a Social Media Plan in place. Any postings I have done, have been pretty haphazard so far. But you may be familiar with the saying that failing to plan is equal to planning to fail and so I intend to do better.

My EASY AND FUN SOCIAL MEDIA PLAN CHECKLIST has been put in place with some help from the rich and famous. How so? The celebs have well and truly tested the waters and know the times, days, and what kind of material to post, when, I'll address this later on.



## MIMI EMMANUEL'S HOLY GRAIL OF BOOK LAUNCHING

Why easy? It is easy because all you have to do is write your blog and it will post this throughout your social network with one click of your mouse.

Why Fun? It is fun because it takes the stress out of organising your social media postings. And it is even more fun because the way I have set it up, you will be sharing content of your friends 3 times a week, and what is not fun about having an awesome network like that?

You may have noticed that I have various interests such as health, Scripture, and writing, and I love talking and writing about all of them.

I set myself the challenge to post three times a week. Mon, Wed, Fri, once on each subject. On the alternate days, I will share a post from one of my friends or experts in the field and on Saturday, I plan to take it easy and post only a Scripture verse.

You can adapt this plan to your own needs and interests. To start off with, it is perfectly fine to post once a week. Don't put any pressure on yourself. Remember to do what is fun, so that you want to do more of it.

## WORDPRESS SHARES AUTOMATICALLY

*How to* **FREE**

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**SIMULTANEOUSLY  
POST**  
*in an instant*

**To the BIG 5**

WP FB LI  
TW G+

---

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MIMI EMMANUEL'S HOLY GRAIL OF BOOK LAUNCHING ©2016

As we market our goods and services, we hear that it is a good idea to write regular blog posts. I discovered that not many people are aware of this nifty WordPress feature where you can post to the BIG 5 social media networks in one go.

When I mention the BIG 5, I am referring to the high traffic social media networks Google+, Facebook, Twitter, LinkedIn, and WordPress.

You need an account with all of these to be able to make a post on any of them.

Once you set up your accounts with the BIG 5, go to your WordPress account and write a blog post.

When I write on my WordPress Blog this is set to automatically share with my Facebook, Twitter, LinkedIn, and Google+ accounts. How sweet is that?

## How to simultaneously post to the BIG 5?

The feature to automatically share my post on my other social media is found on the left of my WordPress portal beneath the 'Sharing' button when I create a post.

You can see that I have selected to share with two Facebook accounts, Twitter, Google+ and LinkedIn. That's 6 accounts! Click, done! Easy-peasy and effortless sharing for free.



## One click of your mouse can post to 7 accounts

In addition, you can add your blog URL to your Goodreads account as well as link up your blog in Amazon Author Central. This will give you two additional media accounts with a large exposure displaying your blog content to their audiences.

Write a post on WordPress and automatically post to

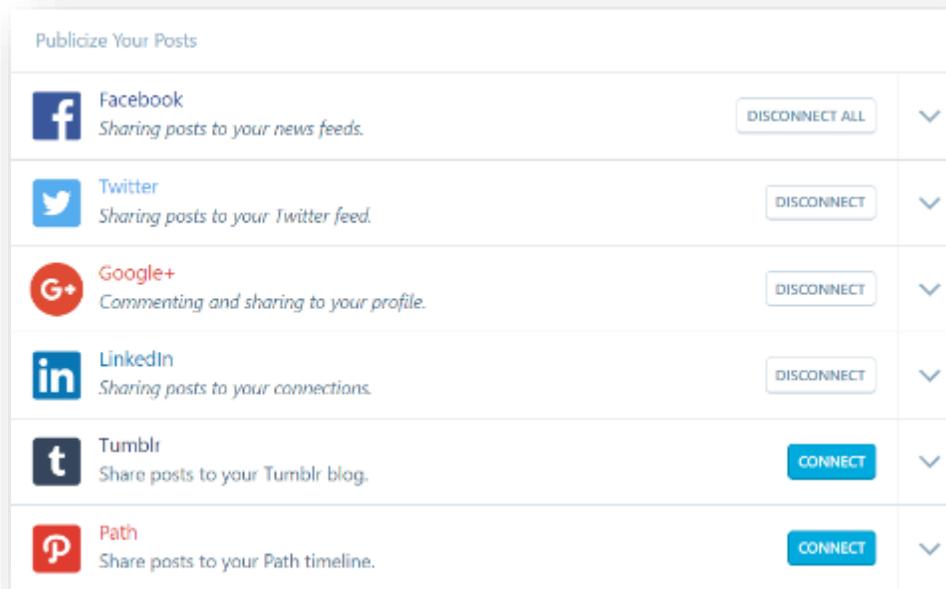
1. Facebook
2. Twitter
3. LinkedIn

4. Google+
5. Goodreads (when linked up)
6. Amazon (when linked up)

## How do you connect this service?

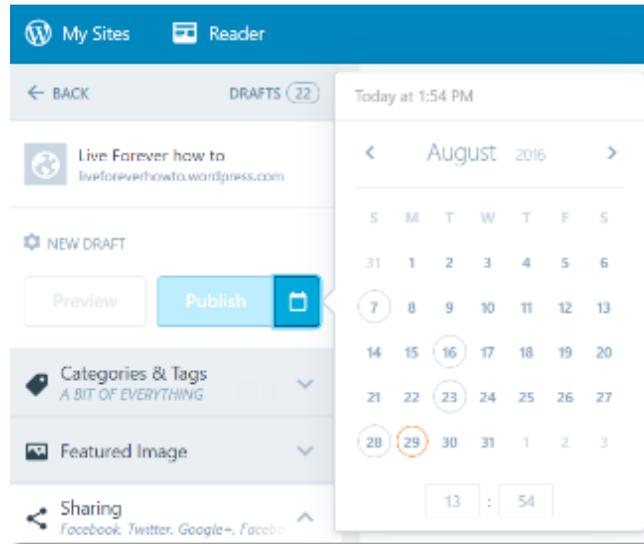
Click on the + CONNECT NEW SERVICE BUTTON underneath these accounts in your WordPress portal. When you click that button what will come up on the right hand side in your WordPress portal is a list of social media sites that you can link up with.

Certain posts you may only want to post to certain media networks, in which case you can uncheck the relevant box.



## How to prepare for blog posts to be shared in advance?

To prepare my posts in advance I click on the PUBLISH button on the left of the page, and set the date and time I would like my post to be shared.



## Bonus post

In addition to the BIG 5, you can also make your post appear on your Amazon author page.

Go to Author Central and click ADD BLOG. Then follow the steps to link up your WordPress blog.

## My schedule for posting

- On Monday, share my health discoveries.
- On Tuesday, share good health websites and articles.
- On Wednesday, share my writing endeavours, books, and progress.
- On Thursday, share good writing websites and blogs.
- On Friday, share on My Live For Ever Blog; Life Application Scripture.
- On Saturday, share Scripture on Instagram and Pinterest.
- On Sunday, share interesting religious websites and writing.

Remember how earlier in the book I cautioned against bombarding your subscribers with too many emails. Find out what the 'sweet spot' is for you and your audience. This is just an example and should not be taken as gospel. At the moment, I am only posting once a week and this seems sufficient for my purposes right now. Be flexible, adjust and tweak to see what works for you. I am just giving you the template.

## Ideal times for posting on social media

As mentioned before, there are certain days and times which get the most exposure on the Internet for your postings. This obviously needs to correlate with where you live and the market you are aiming at. There appears to be a general consensus for ideal times:

Facebook — 1 p.m. to 4 p.m.,  
Twitter — 1 p.m. to 3 p.m.,  
LinkedIn — 7 a.m. to 9 a.m. and 5 p.m. to 6 p.m.,  
Google+ — 9 a.m. to 11 a.m., and  
Pinterest — 2 p.m. to 4 p.m. and 8 p.m. to 1 a.m.

I wonder if it isn't very crowded at those times because everyone else wants to post their content at the 'right times.' You will have to make up your mind about that yourself. I intend to be cruising along for a while until such time as I notice that I may not be getting the traction that I'm seeking.

## Easy and fun book marketing event calendar

What is the difference between the various plans and calendars?

My BOOK MARKETING EVENT CALENDAR is specifically organised to promote my book. This is different from the SOCIAL MEDIA PLAN which I can use throughout the year when I write on my blog and this way post to my social media accounts.

The Marketing Event Calendar focusses specifically on promoting my book and is therefore more targeted.

This Calendar is different from the 30-DAY COUNTDOWN doc in that the 30-DAY COUNTDOWN doc is not optional, whilst the BOOK MARKETING EVENT CALENDAR is optional, and intended to give your book a boost and extra exposure on various platforms.

Why do I suggest that you create a Facebook event for the launch of your book? It appears that Facebook gives more notifications to people who express an interest to participate in an event. This is a great way to stay in touch and add more buzz to the whole launch happening.

Do not try to do everything I suggest because that it is way too much. Pick and choose what appeals to you, and only do what you can fit in comfortably and what strikes you as a fun thing to do.



## EASY AND FUN BOOK MARKETING EVENT CALENDAR

WP – WordPress, FB – Facebook, TW – Twitter, LI – LinkedIn, G+ – Google Plus, GR – Good Reads, Amazon, Pint – Pinterest, Red – Reddit, Insta – Instagram, Blogsp – Blogspot

<b>Week One</b>	<b>Event Calendar Action to be taken</b>	<b>WP/FB/TW/LI/G+</b>	<b>GR</b>	<b>Amazon</b>	<b>Pint</b>	<b>Red</b>	<b>Insta</b>	<b>Blogsp</b>
<i>Mon</i>	Write blog post with free chapter or part of book	Auto share						
<i>Tue</i>	Share several cover options and collect votes							
<i>Wed</i>	Create gift tutorials							
<i>Thu</i>	Post a contest on Goodreads with book giveaways							
<i>Fri</i>	Share infographic							
<i>Sat</i>	Rest							
<i>Sun</i>	Write and submit a guest blog post. Create <a href="#">one sheet</a>							
<i>Once a week</i>	Email subscribers with a free gift tutorial							
<b>Week Two</b>	<b>Action to be taken</b>	<b>WP/FB/TW/LI/G+</b>	<b>GR</b>	<b>Amazon</b>	<b>Pint</b>	<b>Red</b>	<b>Insta</b>	<b>Blogsp</b>
<i>Mon</i>	Share my book proposal							
<i>Tue</i>	Create Book promo ads to use on free FB promo sites							
<i>Wed</i>	Share tutorial							
<i>Thu</i>	Mention what happens on pages 89 and 123.							
<i>Fri</i>	Share infographic							
<i>Sat</i>	Rest							
<i>Sun</i>	Approach podcasters for a podcast interview							
<i>Once a week</i>	Email subscribers with free gift tutorial							
<b>Week Three</b>	<b>Action to be taken</b>	<b>WP/FB/TW/LI/G+</b>	<b>GR</b>	<b>Amazon</b>	<b>Pint</b>	<b>Red</b>	<b>Insta</b>	<b>Blogsp</b>
<i>Mon</i>	Share video trailer about my book							
<i>Tue</i>	Promote my book on all my sites and share with friends							
<i>Wed</i>	Share tutorial							
<i>Thu</i>	Participate in a book blog tour							
<i>Fri</i>	Share infographic							
<i>Sat</i>	Rest							
<i>Sun</i>	Local radio interview							
<i>Once a week</i>	Email subscribers with free gift tutorial							
<b>Week Four</b>	<b>Action to be taken</b>	<b>WP/FB/TW/LI/G+</b>	<b>GR</b>	<b>Amazon</b>	<b>Pint</b>	<b>Red</b>	<b>Insta</b>	<b>Blogsp</b>
<i>Mon</i>	Use affiliates to sell your book for you. JVZoo.com							



MIMI EMMANUEL'S HOLY GRAIL OF BOOK LAUNCHING

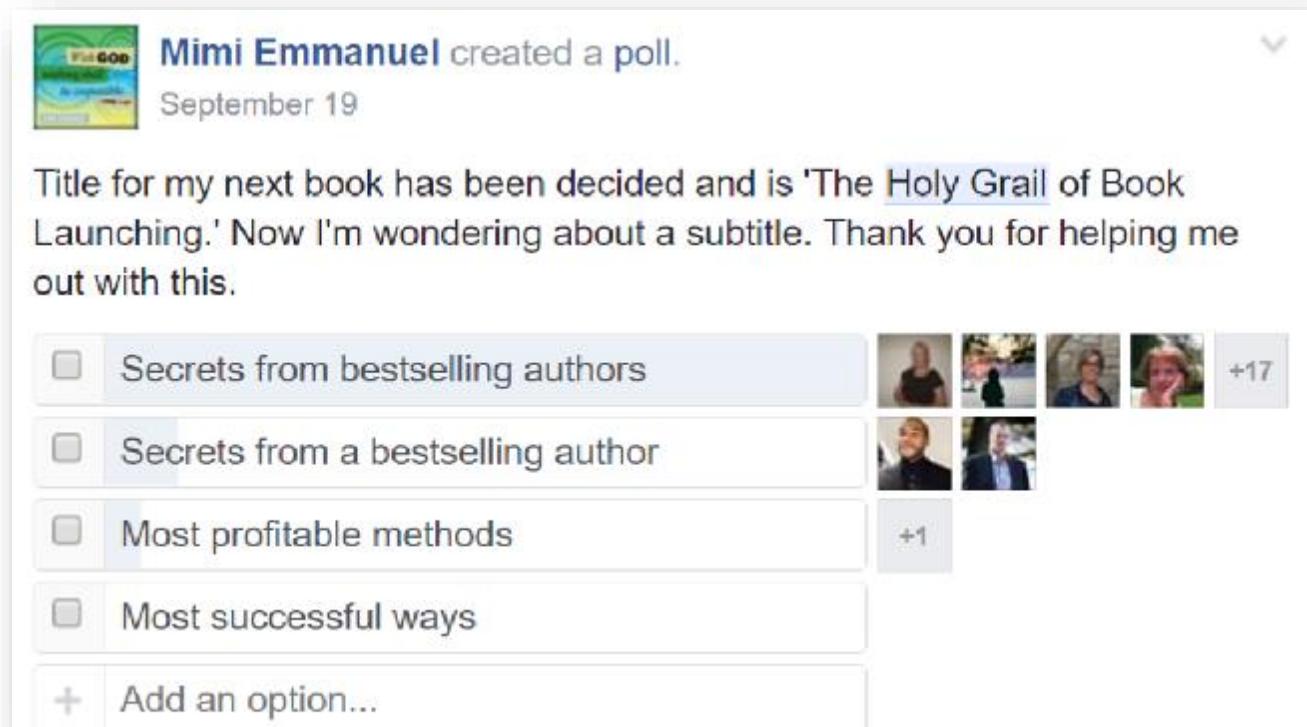
<i>Tue</i>	Collaborate with other authors in my niche.							
<i>Wed</i>	Share tutorial							
<i>Thu</i>	Post author radio inter- view on FB promo sites.							
<i>Fri</i>	Share infographic							
<i>Sat</i>	Rest							
<i>Sun</i>	Create a Facebook event for my launch							
<i>Once a week</i>	Email subscribers with free gift tutorial							
<b>Week Five</b>	<b>Action to be taken</b>	<b>WP/FB/ TW/LI/G+</b>	<b>GR</b>	<b>Amazon</b>	<b>Pint</b>	<b>Red</b>	<b>Insta</b>	<b>Blogsp</b>
<i>Mon</i>	Write and share press release about my book							
<i>Tue</i>	Share my Facebook author page							
<i>Wed</i>	Share free tutorial							
<i>Thu</i>	Create a permaftee book to entice more followers*							
<i>Fri</i>	Share infographic							
<i>Sat</i>	Rest							
<i>Sun</i>	Ask fans to post their reviews on GoodReads.							
<i>Once a week</i>	Email subscribers with gift Share tutorial							

The sky is the limit. I am just giving you some ideas here. Very few authors do all of this. For instance, when you create a video trailer for your book you could skip the [one sheet](#) and the flipbook. Do what looks like a fun thing to you. The more fun you have, the more likely you are to keep going. If you get frustrated you're more likely to do less.

As a fiction writer you can share a chapter of your book whilst a non-fiction writer can create lead magnets (little gifts) for various chapters of their book. A fiction writer can share character descriptions and share chapters that never made it into the book. See if you can come up with your own unique ideas for your book. I encourage you to create a plan in advance and stick to this as much as possible, but be flexible enough to adjust when necessary.

To build suspense leading up to your book launch it is good practice to share your book cover and title and subtitle on social media. Ask Facebook friends and Twitter followers for feedback and advice. One of my proposed subtitles won hands down when I asked my FB friends for feedback. The problem was that during research I discovered that the title, *Secrets from Bestselling Authors*, has been trademarked by [Kathy Ide](#). She beat me to it. Well done, Kathy. Great title!

This meant that I had to come up with something a little bit different.



*'Secrets from a Bestselling Author and Friends.'*

## 2. Book promotions for free period on Amazon

How do you book promotions for a free period? In the Amazon portal sign up to enrol your book in Kindle Direct Publishing (KDP Select).

### Now give away your book for free

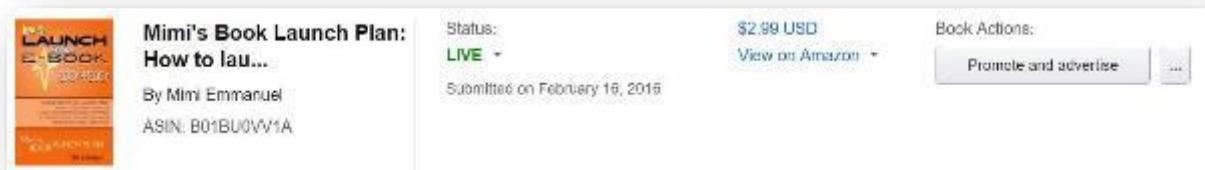
The good thing about ticking the KDP Select box is that when you are enrolled in KDP Select you can choose between two great promotional tools: Kindle Countdown Deals,

time-bound promotional discounting for your book while earning royalties; or Free Book Promotion where readers worldwide can get your book free for a limited time.

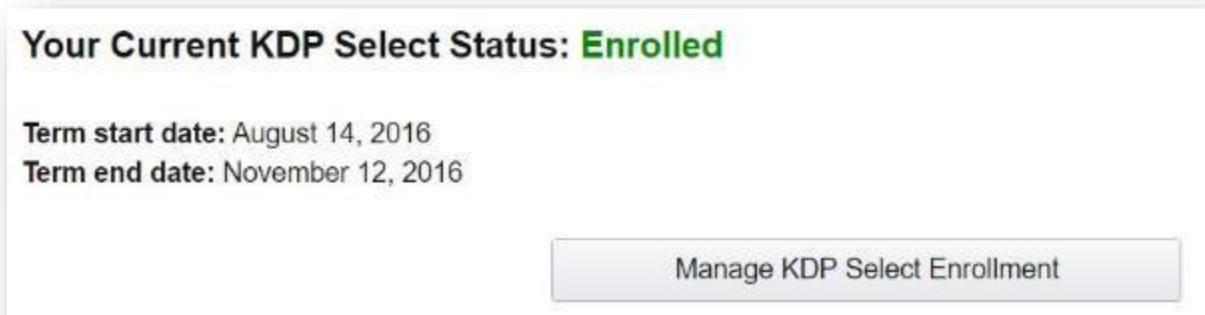


Clicking on the BOOKSHELF tab will bring up your published book information.

Let's say that I want to book a free promo for MIMI'S BOOK LAUNCH PLAN as below I click the PROMOTE AND ADVERTISE BUTTON.

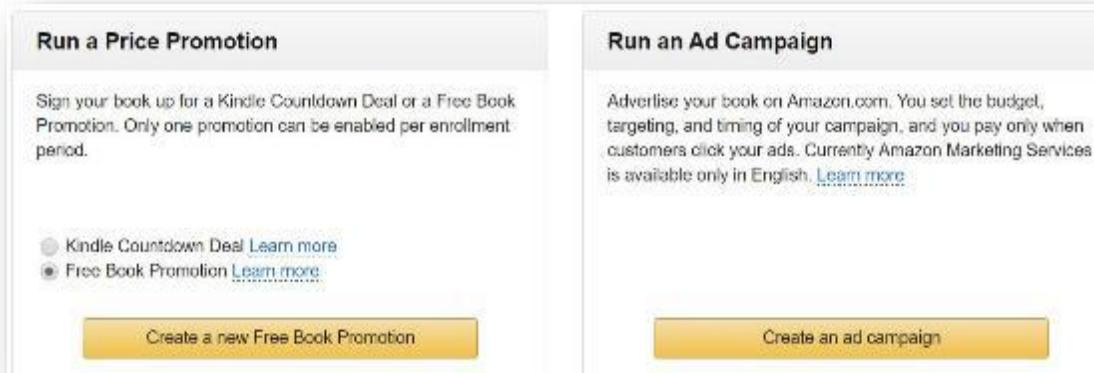


What comes up next is a box which shows me my current status. And as you can see I am ENROLLED in KDP Select till November 12, 2016.



I selected to be enrolled when I launched my book in February 2016 and Amazon will renew this arrangement on a three-monthly basis unless I ask them not to.

Underneath this information there is another box which allows me to RUN A PRICE PROMOTION. You can also run an Ad Campaign, but I have not done this, so cannot tell you about it.



As you can see I clicked the box to run a FREE BOOK PROMOTION and when I click the box to CREATE A NEW FREE BOOK PROMOTION another page comes up where I can CREATE A NEW FREE BOOK DEAL for *Mimi's Book Launch Plan*.



Select a start and an end date and we're now set to book our paid promotions. I select to run three-day free promotions for my book, which leaves me another two days in a three-month period to have my book available for free to do mini promo runs.

**Why would anyone in their right mind give their book away for free?**

Good question. After spending months, if not years, writing your book, why on earth would anyone give it away for free? This has become normal practice because the competition is so strong that it has become a common marketing strategy to give your book away for free for a limited period of time only. I do this to create buzz, and as a result of this buzz have been listed as a #1 hot new release on Amazon for all three of my books, even beating *Miracle Morning* to the first spot with *Mimi's Book Launch Plan*.



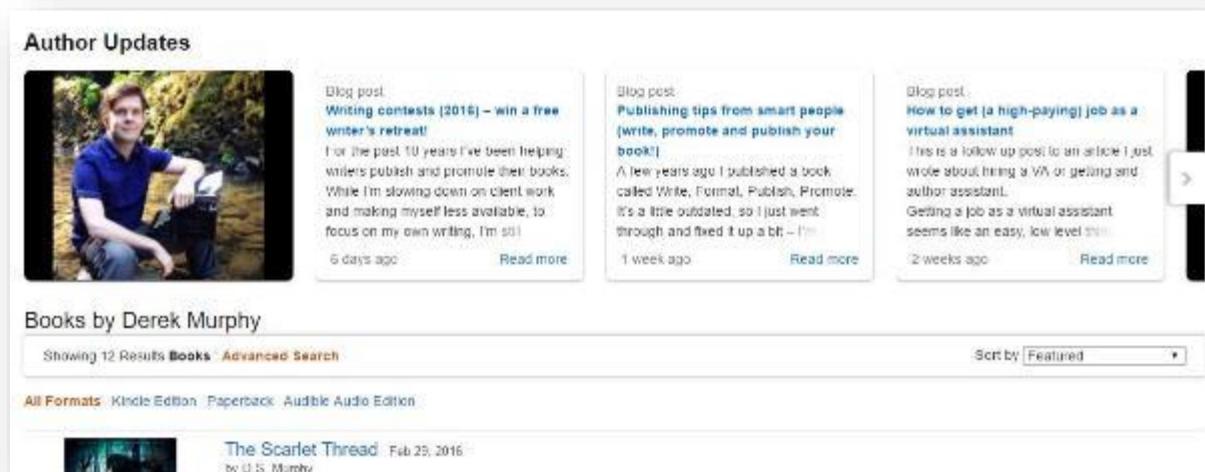
Finally, I also booked promos throughout the three days such as can be found under Links. If you book one promo per day you can track how many downloads each promo generated in your Amazon portal when you click on the REPORTS tab in your Amazon portal.



You can only look three months back and therefore I cannot bring up my last promo to show you.

## Giveaways

Derek Murphy from BOOK MARKETING IS DEAD says that he runs a big giveaway contest of ten signed bestsellers in the market he wants to enter and targets readers who like those authors or subjects with Facebook ads. Derek then proceeds to build a list of 5000 readers for under \$100 and warms them up for the launch with articles and blog posts as I described before. You can see here that Derek has his blog connected up with his Amazon author page.



### 3. Promote your book through Kindle Unlimited and Lending Library

Why do I sign up for KDP Select? It allows me to run free promos as mentioned above. My book gets included in the lending library, which means that Amazon Prime Members can choose to read one book a month with no due dates. And readers subscribing to Kindle Unlimited have access to all my books. What's in it for me? My books get wide exposure and I get paid for pages read.

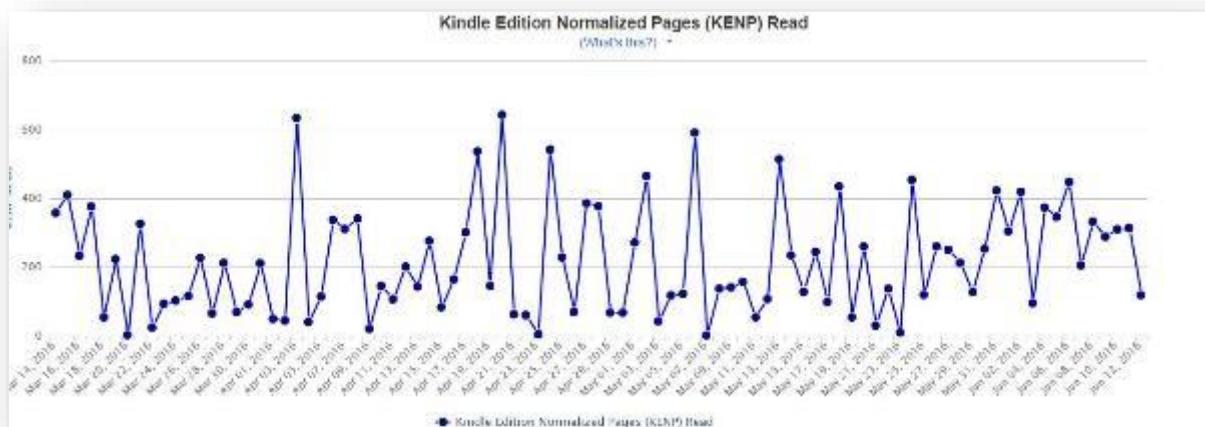
In addition, I become eligible for Amazon bonuses such as KDP All Stars. More about this later.

Click on KDP SELECT tab to enrol your book(s).



Be aware that when you enrol in KDP Select you give Amazon exclusive rights to sell your book for a period of three months. During this period, you are not allowed to sell your digital book elsewhere or make it available for free, for instance, on your website. However, you can continue to distribute your book in physical format, or in any format other than digital.

By enrolling in KDP Select, I get paid for customers reading my book in the Amazon library. How cool is that?



## 4. Book promotions for 99 cent period

I have tried various promotions and had good results with them with my books. The crazy thing with promos is that some are better with some books than others, and some are better on certain days rather than other days. Certain times of the year also seem to affect launches, but then again, this could depend on the type of book you are launching.

Do you see what I mean? It is near impossible to suggest what promo is going to work for your book. A lot is trial and error, and what works for one launch may not work as well for another launch.

For this reason, I will list under 'Resources' links of promo sites that I have used successfully. However, there is no guarantee that these same promos will work for your book.

A full list of promo sites that I know about, and most of which I have tried, can be downloaded at the end of this chapter. I often book promos that overlap so I do not have exact results available of which ones are my favourite, but I have had good results with



a combination all of those that I mention. If I do not get the results that I am after, I book a few more promos to get more eyes on my books.

If you know of other promos and prefer these; that is fine! Realise that just publishing your book(s) does not mean that readers will find your book(s). Readers will find your book(s) because you send them there and because you have promotions in place.

Book a minimum of 2 or three promos during the free launch and

Book a minimum of 2 or 3 promos during the 99 cent launch.

\*\*\*\*\*

**PICKING THE RIGHT PROMOTIONS AND BOOKING THESE, CAN BE TIME CONSUMING.**  
This is where Sally Miller's Super Simple Launch Strategy comes into it. You can find her strategy in Volume Three Chapter Four. It is easy, quick, and simple.

\*\*\*\*\*

## How to schedule promos?

Don't expect people to find you if you do not actively promote your book.

Remember that certain promotions need a minimum of three weeks' notice. Most people launch in the beginning of the week. For that reason, promo sites may be booked out some time ahead for the beginning of the week.

That's why my step-by-step launch guide starts off with 'book promotions for your book.' Many writers leave this until last and find that the promos they want are booked out for the period of their launch.

Some promo sites also want to see up to 15 four- to five-star reviews on your site before they book the promo. This is to make sure that you published a decent book that has wide appeal.

Many authors tend to book all their promos together. What I found works for my books is to book promos throughout the launching month as well as throughout the year. This way there is constant activity. This will be more like 'organic traffic,' which is favoured by Amazon.

## Before you book your promos.

Before you book any promotions I highly recommend that you check out

1. Rupert Colleys' list of [promotions listed by Alexa ranking](#) and
2. This post from [Self-Publishing advice](#) which does an excellent comparison between the various most popular promo sites listed by genre.

My suggestions may not necessarily work for your genre and these two resources will help you decide on the right promotions for your book.

Book Tours can be a lot of fun and this resource from [theeternalscribe](#) will point you in the right direction.

Apart from the 'launch activity promos and reviews,' spread some love before and after with promos and reviews. Check out [www.ASKDAVID.com](http://www.ASKDAVID.com) and [www.shoutmybook.com](http://www.shoutmybook.com). This will increase your budget, however, and is not necessary usually to have a successful launch with many downloads, but it may help to get consistent sales.

KDROI \$47 (<http://www.kdroi.com/>) will submit your book link to some 30+ promotional book sites for you. This tool can replace the Book Marketing Tools promo but is more expensive if you only ever intend to promote one book. For multiple books KDROI is better value and works best during the free promo period.

Reviews increase the visibility of your book and good reviews encourage potential readers to download your book. You can distribute Advance Reader Copies (ARC's) of your book to appropriate people and places to help this process along.

### Remember

1. Constant activity encourages sales.
2. It is a good idea to regularly promote for free on Facebook groups
3. Be sure to book your promos on time.
4. Some promoters need notice weeks in advance.
5. Some promo sites insist on several reviews in place already.
6. Different book descriptions for each promo site is good for SEO. Check out my [cheat sheet](#) to simplify this process.

7. You can organise for readers to download the Advanced Reader Copy (ARC), by utilising a plugin on your WordPress account or website, and software programs and sites such as
  - a. [www.noisetrade.com](http://www.noisetrade.com)
  - b. [www.instafreebie.com](http://www.instafreebie.com)
  - c. [www.leadpages.com](http://www.leadpages.com)
  - d. [www.gumroad.com](http://www.gumroad.com)

The purpose of an Advanced Reader Copy is to allow readers and media to get a peek preview of your book. The idea is to generate social shares, reviews, word of mouth and encourage media coverage and publicity for your book. Do not dismiss #7. Utilise these sites to hare your book with the world *before* the official launch.

## 5. SHARE ON SOCIAL MEDIA

During the free promotion period we tell all our friends and family about it so that they can tell their friends, social media connections, and colleagues about the free download.

This is when we start to engage our launch team, email list, social media, and get as many free downloads as possible to create buzz on Amazon and throughout the Web. Use the promo sheet with the 200 Facebook groups from DAVINA as well as Rupert Colley's promos ranked by Alexa. Make sure that you sign up with the Facebook sites at least a month before you launch and take your time doing so, because Facebook bans people when they join too many groups at once or contact too many people at once.

This is also the time to write a blog post about the launch of your book and share this to the BIG 5 media platforms, as per the tutorial I have given.

So far I have only been able to promote my book online because I have not been up and out much as yet (see *My Story of Survival* by Mimi Emmanuel).

Don't overlook your [home town](#) though. Contact the local newspaper, radio station, Probus and Lions Club. [Seek out people in your community](#) that will benefit from hearing your message and take this message to them. This is what community is all about, sharing the goodness around so that everyone benefits.

## 6. CREATE A ONE SHEET

Originally one sheets were created for members of the entertainment industry as an advertising tool or promotional tool. A [one sheet](#) is a single document that summarises you or your product for publicity and sales.

A one sheet typically contains your name, contact details, image or avatar, website URL, and a little blurb about you and your credentials.

Ideally, it contains client testimonials and what is called a 'personal tag line.'

Your one sheet will list products you sell and services you provide. You can make it any colour you like and use any font that takes your fancy. The most important thing to keep in mind is that this one sheet represents you and what you stand for.

This sheet is part of your branding, and the colours and fonts should reflect this and be in line with the rest of your social media if you want people to be able to recognise you quickly when they come across you and your services on the World Wide Web.

You can check out my one sheet at [www.mimiemmanuel.com](http://www.mimiemmanuel.com).

This one-sheet is what you send to radio stations and the local newspaper along with your story and request for an interview. If you are smart you can write the copy and make it really easy for the local paper or radio station to feature you. You can also use this sheet as well as your book when you approach podcasters, and your local book store and library for when you are launching your book.

## 7. CREATE A FLIP BOOK

Whilst a one sheet works really well as a printout and to send along with your book to radio stations and publishers, it does not always work well on the Web due to size restrictions.

This is one of the reasons why I came up with a different medium to tell people a little bit about who I am and where I came from.

People usually post a photo to say, 'Look at me, this is who I am.' However, as we all know, photos can be deceptive, and particularly when they are thumbnail sized, they don't really tell us much about the person it represents.

I discovered a novel way to overcome all of this. A flipbook.

I can hear you say, 'What? One of those advertising brochures?' Well, yes and no.

Yes, it is advertising yourself, but no, not as one of those advertising brochures. It is more quirky, intimate, and honest.

A flipbook can tell us an enormous amount in a few minutes about the author's background, credentials, achievements, and aims in a quirky, yet clear and succinct way.

It is a nice option to present yourself to the public using a medium where you can let your personality shine through.

This is the flipbook my team and I created for my Amazon Author page.

You can find it at [www.mimiemmanuel.com](http://www.mimiemmanuel.com) and also at my Amazon author page. I will be reading it out next and I intend to do this for some of my upcoming books as teasers.

It is different and original and another tool that may help you stand out from the crowd.



I am in the process of creating a free instructional so that you can create your very own flipbook for any purpose, and if you want a copy of this you can click here and [you will go on my mailing list](#) and be informed of new instructionals as well as my new releases.

The above five chapters contain all the necessary elements of a successful launch. Once you have ticked all the boxes at the end of the chapters you can be confident that you have taken all the steps for a successful book launch.

As I mentioned at the beginning of the book; despite the best intentions and all our hard work, things do not always go according to plan. I have seen authors do all these things and more and yet their sales are not as expected and this orange banner remains elusive.

You may be launching at the very same time another author of great repute is launching in your same category. He or she may have 100,000 people on their list, all downloading his/her book, and yours gets overlooked in the rush. We cannot predict these things, and sometimes you just have to let it go and resolve to give it another shot at another time and re-launch.

However, it is possible that the sales are not quite what you expect and you rank #2 so you decide to help it along a little. You book a few extra promos over and above what you had planned to do and you ask some friends to share your book link with their social network, and before you know it, you are #1 in all your categories and get rewarded with a pretty orange banner. Sometimes you need to give it this little extra push. Other times it may come easy, or you may just have to let it go, for the time being at least.

Nothing is guaranteed, but if you follow the steps as outlined above you have put everything in place to give you the best possible chance for the best possible outcome.

Book promotions for a successful launch: Use the included cheatsheets which, once filled out for your purposes, will make it easy for you to book your promos.

*ACTIVELY PROMOTE YOUR BOOK FOR BEST RESULTS.*





MIMI EMMANUEL'S HOLY GRAIL OF BOOK LAUNCHING



## PROMOTIONS, MARKETING – CHECKLIST CHAPTER 5

	Schedule to book promotions one month ahead of launch. Check off list of planned promos.
	Schedule to get reviews a couple of weeks ahead of launch.
	Follow Easy and Fun Book marketing Event Calendar and check off the to-do list.
	Utilise Davina Chessid's 200 free Facebook groups to promote your book. Engage a virtual assistant (VA) to do this.

You can download my step-by-step (10 steps) marketing plan from <http://www.mimiemmanuel.com/the-holy-grail-of-book-launching-downloads>.

1. Step-by-step launch guide
2. Easy and Fun Social Media Plan
3. Easy and Fun Book Marketing Event Calendar
5. 200 free Facebook sites promo sheet
6. Promo sheet with cheat sheet
7. Promo sheet listed by Alexa ranking



MIMI EMMANUEL'S HOLY GRAIL OF BOOK LAUNCHING

## RESOURCES FOR VOLUME TWO CHAPTER ONE

### YOUR STORY IS YOUR LEGACY

All the resources and links for The Holy Grail of Book launching can be downloaded from [www.mimiemmanuel.com/the-holy-grail-of-book-launching-downloads](http://www.mimiemmanuel.com/the-holy-grail-of-book-launching-downloads)

#### Introduction

##### **SWARM INTELLIGENCE**

<http://unu.ai/unu-faq/>

**Jeff Bullas** Social Media Guru extraordinaire

<http://www.jeffbullas.com/>

<https://twitter.com/jeffbullas>

<http://www.jeffbullas.com/2016/01/05/gain-100k-monthly-twitter-impressions/>

##### **ALPHASMART**

The AlphaSmart is a brand of portable, battery powered, word-processing keyboards manufactured by NEO Direct, Inc. (formerly AlphaSmart, Inc.), currently owned by Renaissance Learning, Inc. <http://hackeducation.com/2015/07/25/alphasmart>

##### **EPIC BOOK LAUNCH**

Go to [www.mimiemmanuel.com/favourites](http://www.mimiemmanuel.com/favourites) to find exclusive offers from Partners.

**JA KONRATH** earns \$100,000 in 3 weeks on Amazon:

<http://jakonrath.blogspot.com.au/2012/01/100000.html>

<http://jakonrath.blogspot.com.au/2011/12/list-story-of-rejection.html>

#### Why I focus selling on Amazon

<http://authorearnings.com/report/october-2015-apple-bn-kobo-and-google-a-look-at-the-rest-of-the-ebook-market/>

#### Amazon facts

<http://authorearnings.com/report/february-2016-author-earnings-report/>

## Platforms to publish your book

[www.createspace.com](http://www.createspace.com)

[www.lulu.com](http://www.lulu.com)

[www.smashwords.com](http://www.smashwords.com)

[www.ebookjunkie.com](http://www.ebookjunkie.com)

[www.bookbaby.com](http://www.bookbaby.com)

[www.Sony.com](http://www.Sony.com)

[www.itunes.com](http://www.itunes.com)

[www.draft2Digital.com](http://www.draft2Digital.com)

[www.kobo.com](http://www.kobo.com)

[www.apple.com/ibooks](http://www.apple.com/ibooks)

[www.barnesandnoble.com](http://www.barnesandnoble.com)

[www.inktera.com](http://www.inktera.com)

[www.scribd.com](http://www.scribd.com)

[www.24symbols.com](http://www.24symbols.com)

[www.tolino.com](http://www.tolino.com)

## Comparison between the platforms

<http://www.hongkiat.com/blog/sell-ebooks/>

[http://web.blogads.com/adspotgroups/mininetwork.2007-04-27.1123778986/ba\\_mininetwork\\_view#order](http://web.blogads.com/adspotgroups/mininetwork.2007-04-27.1123778986/ba_mininetwork_view#order)

<http://www.cnet.com/au/how-to/how-to-self-publish-an-ebook/>

## Which eBook Publishing Platform is Best?

<http://www.magnoliamedianetwork.com/ebook-publishing-platforms/>

And for a more in-depth look at where to self-publish you can check out

<https://janefriedman.com/how-to-publish-an-ebook/>

<http://www.eprintedbooks.com/SWstores.html>

Book proposal, see Mimi's sample plus links.

### 1. Structured finished story with a hook

More templates for the structure of your book:

<https://graphicriver.net/search?utf8=%E2%9C%93&term=book+template&as=0&referrer=search&view=grid&category=print-templates>

How to write a preface and a foreword:

[https://www.scribendi.com/advice/how to write a preface and a foreword.en.html](https://www.scribendi.com/advice/how_to_write_a_preface_and_a_foreword.en.html)

- a. How to prepare images for your book:  
<http://www.thebookdesigner.com/2015/10/preparing-images-for-your-e-book>
- b. Transcription services [www.rev.com](http://www.rev.com)
- c. Flabby words NOT to use in your writing from [www.smartblogger.com](http://www.smartblogger.com)
- d. Readability Score: Visit <https://readability-score.com/text>
- e. Headline quality <http://coschedule.com/headline-analyzer>

## 2. Online writing communities

- a. <http://arielkprice.com/8-online-writing-communities-to-know-about/>  
<http://www.scribophile.com/>
- b. <http://www.webook.com/>
- c. <http://mashable.com/2012/01/23/social-networks-writers/#IM1OyxacLgg5>.
- d. <http://www.kboards.com/>
- e. <http://www.faithwriters.com/Boards/phpBB2/viewtopic.php?f=22&t=41486>
- f. Online writing course for teens <http://writerontheroad.com/story-slingers/>

There are plenty more. These are just some examples. It is a matter of trial and error to find that place where you belong. I hang out at [www.OMEGAWRITERSnonfiction.com](http://www.OMEGAWRITERSnonfiction.com) and a few other private groups as well as [www.facebook.com/groups/selfpublishingschool](http://www.facebook.com/groups/selfpublishingschool).

## 3. Beta readers

- a. <https://www.goodreads.com/group/show/50920-beta-reader-group>
- b. <http://betareadershub.tumblr.com/>
- c. <http://www.worldliterarycafe.com/forum/125>
- d. <http://absolutewrite.com/forums/forumdisplay.php?30-Beta-Readers-Mentors-and-Writing-Buddies>
- e. Small Blue Dog gives excellent ideas on how to find a good match  
<http://www.smallbluedog.com/how-to-find-a-beta-reader.html>.
- f. Readability score <http://www.readabilityformulas.com/free-readability-formula-tests.php>
- g. Microsoft help <https://support.office.com/en-us/article/Test-your-document-s-readability-0adc0e9a-b3fb-4bde-85f4-c9e88926c6aa>
- h. <https://readability-score.com/>

## 4. Proof readers and editors

In addition to the services mentioned in *My Book Launch Plan*,

- a. Elaine Roughton is my editor - [h.elaine.roughton@gmail.com](mailto:h.elaine.roughton@gmail.com)
- b. Laurence French [laurencefrench92@yahoo.co.uk](mailto:laurencefrench92@yahoo.co.uk)
- c. Josephine Anne Griffiths – [JosephineAnneGriffiths@outlook.com](mailto:JosephineAnneGriffiths@outlook.com)
- d. Tim and Nola Passmore - [www.thewriteflourish.com.au](http://www.thewriteflourish.com.au)
- e. Jeanette O'Hagan - [bythelightbooks@gmail.com](mailto:bythelightbooks@gmail.com)
- f. Lynne Stringer - [www.lynnestringer.com/editing](http://www.lynnestringer.com/editing)
- g. <http://secretsofbestsellingauthors.com/recommended-resources/>
- h. Kindlepreneur makes great suggestions <https://kindlepreneur.com/book-editors/>
- i. Joanna Penn's suggestions <http://www.thecreativepenn.com/editors/>

## 5. Formatters and cover designers

- a. Do it yourself <https://calibre-ebook.com/download>
- b. FOR BETTER BOOKS <http://bibliocrunch.com>
- c. FORMATTING AND COVERS - Rick Carufel [rickcarufel@netscape.net](mailto:rickcarufel@netscape.net) or
- d. Derek Murphy, free video training <http://diybookcovers.com/>
- e. EBOOK LAUNCH FOR FORMATTING AND COVERS <http://ebooklaunch.com>
- f. COVERS - [www.selfpubbookcovers.com/](http://www.selfpubbookcovers.com/)
- g. <http://www.darrenackers.com/how-to-create-a-3d-ebook-cover/>
- h. COVER/LOGO/BOOK/WEB DESIGN
  - a. [www.idafiasveningsson.se](http://www.idafiasveningsson.se)
  - b. Nehara at [www.fiverr.com/creativelog](http://www.fiverr.com/creativelog)
  - c. Angie Mroczka - <http://authorgeek.com/>
  - d. Jyotsna Ramachandran - <http://happyselfpublishing.com/>
  - e. <https://www.draft2digital.com/partners/>
  - f. <https://logotypemaker.com/>

## 6. Publish Kindle/hard copy/audio

- a. Why publish on Amazon?
  - a. <http://authorearnings.com/report/october-2015-apple-bn-kobo-and-google-a-look-at-the-rest-of-the-ebook-market/>
  - b. <http://authorearnings.com/report/february-2016-author-earnings-report/>



- c. <http://www.digitalbookworld.com/2016/dbw-interview-with-hugh-howey-author/>
- b. Publishing timer to keep on track with things:  
<http://www.timeanddate.com/countdown/generic?p0=47&iso=20161004T00>

## AMAZON links for publishing on Kindle

- a. HELP - <https://authorcentral.amazon.com>
- b. FORMATTING - <https://kdp.amazon.com/help?topicId=A2GF0UFHIYG9VQ>.
- c. SIMPLIFIED - <https://kdp.amazon.com/help?topicId=A17W8UM0MMSQX6>.
- d. FILE FORMATTING TIPS -  
<https://kdp.amazon.com/help?topicId=A14LJ3QNDNO64G>.

## CREATESPACE links for publishing hard copy

- a. FORUMS <https://forumscreatespace.com>
- b. BOOK SIZE <https://wwwcreatespace.com/Products/Book/#content4>
- c. Step by step Word doc formatting  
<https://forumscreatespace.com/en/community/docs/DOC-1482>
- d. Templates  
<https://wwwcreatespace.com/Products/Book/InteriorPDF.jsp>
- e. COVER SIZE - <https://wwwcreatespace.com/Products/Book/CoverPDF.jsp>
- f. PDF Submission Specification  
<https://wwwcreatespace.com/ServicesWorkflow/ResourceDownload.do?id=1583>
- g. Or you can publish through [www.draft2digital.com](http://www.draft2digital.com) on different platforms

## Audio books

For help with recording your audio book visit

[www.acx.com](http://www.acx.com) and check out this [helpful article from SPS http://self-publishingschool.com/creating-audiobook-every-author-know/](http://self-publishingschool.com/creating-audiobook-every-author-know/)

And if you prefer to buy a publication package try the following services

1. [CHANDLER BOLT - Self-Publishing School](http://www.chandlerbolt.com)
2. REEDSY – [www.reedsy.com](http://www.reedsy.com)
3. OCEAN REEVE – [www.oceanreeve.com](http://www.oceanreeve.com)



4. TUCKER MAX - [www.bookinabox.com](http://www.bookinabox.com)

## RESOURCES FOR VOLUME TWO CHAPTER TWO

### GET A SUPPORT TEAM

## Support links

### 1. Support of one person who has your back.

- a. Jenny is my go-to girl [fiverr.com/Jenny\\_fiver](https://www.fiverr.com/Jenny_fiver)
- b. VIRTUAL ASSISTANTS [www.virtualstafffinder.com/Upworks](http://www.virtualstafffinder.com/Upworks)
- c. BEST COMPANIES [www.symmetry50.com/blog/2015/8/21/the-top-virtual-assistant-companies](http://www.symmetry50.com/blog/2015/8/21/the-top-virtual-assistant-companies)
- d. BEST SITES <http://virtual-assistants-review.toptenreviews.com/>
- e. VIRTUAL WORKERS <http://www.virtualcoworker.com.au/>
- f. REMOTE STAFF [www.remotestaff.com.au](http://www.remotestaff.com.au)
- g. A RANGE OF HELPERS [www.freelancer.com](http://www.freelancer.com)

### 2. Mentors

- a. Jenny Wagner wrote [John Brown, Rose and the Midnight Cat](#) and [The Bunyip of Berkeley's Creek](#) and many others.
- b. Chandler Bolt - [www.amazon.com/Chandler-Bolt/e/B00GM19IKY](http://www.amazon.com/Chandler-Bolt/e/B00GM19IKY) and [www.self-publishingschool.com](http://www.self-publishingschool.com)
- c. John Kremer [www.bookmarket.com](http://www.bookmarket.com), read '1001 Ways to market your books.'
- d. Michael Hyatt - [www.michaelhyatt.com](http://www.michaelhyatt.com) and [www.platformuniversity.com](http://www.platformuniversity.com)
- e. Penny Sansevieri at [www.amarketingexpert.com](http://www.amarketingexpert.com)
- f. Paul Brodie at [Brodie@BrodieConsultingGroup.com](mailto:Brodie@BrodieConsultingGroup.com)
- g. Tom Morkes at [www.tommorkes.com](http://www.tommorkes.com)
- h. Tim Grahl - [www.timgrahl.com](http://www.timgrahl.com)
- i. David Chesson - <http://kindlepreneur.com>

### 3. Virtual Assistants

- a. FORMATTING/virtual assistant (VA)/FB Jenny at [www.fiverr.com/jenny\\_fiver](https://www.fiverr.com/jenny_fiver)
- b. FB GROUP BLAST Ashley - [www.fiverr.com/ashley92shaw](https://www.fiverr.com/ashley92shaw)
- c. COVERS Nehara - <https://www.fiverr.com/creativelog>
- d. PROMOS – BKNights - <https://www.fiverr.com/bknights>

## 4. Launch party

- a. Facebook friends joined
- b. Twitter followers joined
- c. Classmates from SPS joined
- d. People who read my books joined
- e. Invited friends and family

## 5. 15 to 25 reviewers

- a. Readers, launch team members, FB and Twitter contacts
- b. BOOK RAZOR [www.bookrazor.com](http://www.bookrazor.com)
- c. READINGDEALS [www.readingdeals.com/submit-ebook](http://www.readingdeals.com/submit-ebook)
- d. INDIE REVIEWERS <http://www.theindieview.com/indie-reviewers/>
- e. Contact TOP Amazon reviewers through BOOK REVIEW BROKER  
<http://bookreviewbroker.com>
- f. NETGALLEY [www.Netgalley.com](http://www.Netgalley.com)
- g. GETBOOKREVIEWNOW <http://getbookreviewsnow.com/>

## 6. Email list

- a. Readers who like my books
- b. Readers who follow my blog
- c. Readers who signed up to my newsletter
- d. People who signed up to my FB page
- e. Landing page
- f. Customers/clients
- g. Class mates from SPS
- h. Organic email, people who have been part of my list forever

## 7. Groups to hang out with

- a. By-invite-only Authorpreneur group  
[www.facebook.com/groups/560263284122916/](http://www.facebook.com/groups/560263284122916/)
- b. OMEGA non-friction writers  
[www.facebook.com/groups/OMEGAnonfictionWRITERS/](http://www.facebook.com/groups/OMEGAnonfictionWRITERS/)
- c. MY LAUNCH PARTY [www.facebook.com/groups/mimislaunchparty/](http://www.facebook.com/groups/mimislaunchparty/)
- d. SELF PUBLISHING SCHOOL  
<https://www.facebook.com/groups/selfpublishingschool/>



MIMI EMMANUEL'S HOLY GRAIL OF BOOK LAUNCHING

- e. CHRISTIAN AUTHORS WORLDWIDE  
<https://www.facebook.com/groups/165988006931339/>
- f. SUPPORT GROUPS AS MENTIONED ON THE SHEET WITH 200 FACEBOOK GROUPS



MIMI EMMANUEL'S HOLY GRAIL OF BOOK LAUNCHING

## RESOURCES FOR VOLUME TWO CHAPTER THREE

### FIND YOUR PERFECT MATCH

Dorie Clark research on how to find your ideal audience: <http://dorieclark.com>

#### 1. Most popular social media accounts

- a. Top sites according to ALEXA <http://www.alexa.com/topsites/countries/US>
- b. Top 15 Most popular social networking sites in April 2016  
<http://www.ebizmba.com/articles/social-networking-websites>
- c. Top 25 Social networking sites people are using and why  
<http://webtrends.about.com/od/socialnetworkingreviews/tp/Social-Networking-Sites.htm>
- d. Why you want to use GOOGLE+ [https://blog.bufferapp.com/google-plus?utm\\_content=buffer6536a&utm\\_medium=social&utm\\_source=facebook.com&utm\\_campaign=bu+fer](https://blog.bufferapp.com/google-plus?utm_content=buffer6536a&utm_medium=social&utm_source=facebook.com&utm_campaign=bu+fer)
- e. Wikipedia list of social networking websites  
[https://en.wikipedia.org/wiki/List\\_of\\_social\\_networking\\_websites](https://en.wikipedia.org/wiki/List_of_social_networking_websites)

#### 2. Social media statistics

- a. Gopi Kallail, Google's Chief Evangelist of Brand Marketing  
<https://www.youtube.com/watch?v=Of4az-LwS34>
- b. SOCIAL MEDIA STRATEGY RESEARCH  
<http://www.smartinsights.com/social-media-marketing/social-media-strategy/new-global-social-media-research>
- c. MOST EFFECTIVE SOCIAL NETWORKS  
<http://www.marketingprofs.com/charts/2015/27718/the-most-effective-social-networks-for-marketing-a-business-in-2015>
- d. WORLD MAP OF SOCIAL NETWORKS  
<http://vincos.it/world-map-of-social-networks/>
- e. SOCIAL NETWORKS STATISTICS RANKED BY NUMBERS OF USERS  
<http://www.statista.com/statistics/272014/global-social-networks-ranked-by-number-of-users/>
- f. SOCIAL NETWORKING FACT SHEET <http://www.pewinternet.org/fact-sheets/social-networking-fact-sheet/>



- g. Html generator from Dave Chesson from Kindlepreneur.  
<https://kindlepreneur.com/amazon-book-description-generator>

### 3. Social media etiquette

- a. MICHAEL HYATT EMAIL ETIQUETTE  
<http://michaelhyatt.com/e-mail-etiquette-101.html>
- b. 6 TIPS FOR PROPER SOCIAL MEDIA ETIQUETTE  
[http://www.huffingtonpost.com/diane-gottsman/social-media-etiquette\\_b\\_4548813.html](http://www.huffingtonpost.com/diane-gottsman/social-media-etiquette_b_4548813.html)
- c. Good advice from <http://self-publishingschool.com/social-media-authors/>

### 4. Effective Social Media tactics

- a. EFFECTIVE SOCIAL MEDIA TACTICS  
<http://blog.hubspot.com/marketing/effective-social-media-tactics>
- b. 6 WAYS TO FIND YOUR TARGET MARKET  
<http://www.marketingdonut.co.uk/marketing/marketing-strategy/your-target-market/six-steps-to-defining-your-target-market>
- c. HOW TO MAKE THE BEST SOCIAL MEDIA IMAGE Courtesy of our friends at CoSchedule. Yes, it is a long link. [http://coschedule.com/blog/social-media-images/?utm\\_medium=email&utm\\_campaign=CMU%20APRIL%2012TH&utm\\_content=CMU%20APRIL%2012TH+Version+A+CID\\_ab1bdb82cf78215b1a73e0b7e2a5bbbe&utm\\_source=todaymail&utm\\_term=How%20To%20Make%20The%20Best%20Social%20Media%20Images%20The%20Easy%20Way](http://coschedule.com/blog/social-media-images/?utm_medium=email&utm_campaign=CMU%20APRIL%2012TH&utm_content=CMU%20APRIL%2012TH+Version+A+CID_ab1bdb82cf78215b1a73e0b7e2a5bbbe&utm_source=todaymail&utm_term=How%20To%20Make%20The%20Best%20Social%20Media%20Images%20The%20Easy%20Way)
- d. The do's and don'ts of how to use hasthtags:  
<https://blog.hootsuite.com/how-to-use-hashtags/>  
The beginner's guide to the hashtag: <http://mashable.com/2013/10/08/what-is-hashtag/#4WksHi5Wvuq8>
- e. When I was wondering about my niche I received help from Ton Bil. He told me that sometimes he's happy to help others with marketing questions. You can contact him [atton.bil@gmail.com](mailto:atton.bil@gmail.com).

## 5. Samples of use of social media

Check out pages from *Mimi's Book Launch Plan* to see examples of how I used social media. One of the most effective ways to use social media is to utilise writing guest posts for blogs in your niche.

- a. COPYBLOGGER gives 10 Proven Steps to Snag a Guest Post on an A-List Blog  
<http://www.copyblogger.com/guest-posts/>
- b. PROBLOGGER 4 Tips for Pitching Guest Posts Like a Pro, includes a sample submission from Prologger  
<http://www.prologger.net/archives/2011/07/26/4-tips-for-pitching-guest-posts-like-a-pro/>
- c. Courtesy of ClaytonJohnson.com, 386 blogs that accept guest blogging  
<https://claytonjohnson.com/guest-network>
- d. Big Black Book

## 6. Platforms for readers

- a. Readers Circle <http://www.readerscircle.org/>
- b. Yahoo reading groups <https://groups.yahoo.com/neo/dir/1600019888>
- c. Riffle books <https://www.rifflebooks.com>
- d. Library Thing <https://www.librarything.com>
- e. Goodreads, which belongs to Amazon <https://www.goodreads.com>
- f. Book Likes <http://booklikes.com/>

Ian Banner helps enterprise-size companies understand and implement agility and lean tools into their organisation - <http://ianbanner.com>

## MOST POPULAR SOCIAL MEDIA ACCOUNTS

1. Google
2. Facebook
3. Youtube.com
4. Amazon.com
5. Yahoo.com
6. Wikipedia.org
7. Ebay.com
8. Twitter
9. Reddit
10. Netflix
11. LinkedIn
12. Live.com
13. Pinterest
14. 15, 16, 17, 18, various other websites and 19 CNN
20. Instagram
21. Espn.go (Sports news network)
22. Tumblr
23. 24, 25, 26, 27, 28, 29, 30, 31 various other websites
32. Blogspot

Huffington Post ranks #38 and is followed by Etsy at #39 and WordPress at #41. Goodreads ranks #126 and Slideshare.net ranks 184 in the US.

### Writing competitions

#### Australia

<http://lisafleetwood.com.au/2016/06/16/submit-it-writing-comps-open-submissions/>

#### United States

<http://thewritelife.com/27-free-writing-contests/>

#### United Kingdom

[http://www.prizemagic.co.uk/html/writing\\_comps.htm](http://www.prizemagic.co.uk/html/writing_comps.htm)

#### Across the globe

<http://www.christopherfielden.com/short-story-tips-and-writing-advice/essay-contests-and-non-fiction-writing-competitions.php>

## RESOURCES FOR VOLUME TWO CHAPTER FOUR

### THE WOW FACTOR

#### 1. Book Title

Get help with finding the appropriate book title on [www.pickfu.com](http://www.pickfu.com). You can also use [www.google.com/forms/about](http://www.google.com/forms/about) or [www.typeform.com](http://www.typeform.com)

#### 2. Book Cover

- a. Book cover creator at <https://www.canva.com/create/book-covers/>
- b. Designers at [www.99designs.com.au](http://www.99designs.com.au)
- c. Browse Fiverr for designers [www.fiverr.com](http://www.fiverr.com)

#### 2. Book Description

- a. *How to write an introduction that sells your book* blog post by Chandler Bolt  
<http://self-publishingschool.com/write-introduction-sells-book/>
- b. BOOK DESCRIPTION GENERATOR courtesy Dave Chesson  
<http://kindlepreneur.com/amazon-book-description-generator/>

#### 4. Author Page

Look for samples on Amazon, find people you admire and like and model after that. Find bestselling authors on Amazon. Here are the top 100 <https://www.amazon.com/author-rank>, who will give you an idea of how to write your own bio.

Post an avatar to build your brand and so that readers can recognise you.

#### 5. Keywords

- a. Check out all Amazon links
- b. Use [www.keywordtool.io](http://www.keywordtool.io)
- c. <https://kwfinder.com/>
- d. Dave Chesson explains about keywords  
<http://kindlepreneur.com/how-to-choose-kindle-keywords/>



- e. Amazon links on keywords and categories to follow up on  
<https://kdp.amazon.com/help?topicId=A2EZES9JAJ6H02>
  - a. [KDP's Metadata Guidelines](#)
  - b. BISAC SUBJECT CODES - <http://bisg.org/page/BISACSubjectCodes>
- f. Dork discount on Merchant words  
<http://www.merchantwords.com/offer/okdork>

## 6. Categories

At some stage **James Mayfield** had a copy of Keyword & Category Research Handbook at [www.jamesmayfield.com/keyword-research-and-optimization/](http://www.jamesmayfield.com/keyword-research-and-optimization/).

Read up on what Amazon has to say about categories.

- a. <https://kdp.amazon.com/help?topicId=A200PDGPEIQX41>
- b. <https://authorcentral.amazon.com/gp/help?ie=UTF8&topicID=201231280#cat>
- c. <https://kdp.amazon.com/help?topicId=A294SHSUYLKTA6>.

I received Kindle Trend for free (to search category trends) when I signed up with [Self-Publishing School](#)

## 7. Testimonials/top reviewers

Approach top reviewers and ask for testimonials. Utilise the tools as mentioned in [Great Tips for Amazon Review tutorial](#).

Befriend bloggers and influencers to get endorsements.

- a. Do the best possible research for publishing on Amazon.
- b. Tap into Kindle's organic sales with Kindle Samurai [www.kindlesamurai.net/](http://www.kindlesamurai.net/)
- c. Find lucrative Kindle niches with Kindle Spy <http://www.kdspys.com/>

## RESOURCES FOR VOLUME TWO CHAPTER FIVE

### PROMOTIONS/MARKETING

Marketing tactics from Fab Marketing & PR

<http://fabulosityreads.blogspot.com.au/2014/04/120-marketing-tactics-for-new-blogs-get.html>

52 marketing strategies from cultbranding.com will give you many more ideas on where and how to market your book. <http://cultbranding.com/ceo/52-types-of-marketing-strategies/>

Get help with branding from [www.mikekim.com](http://www.mikekim.com)

Get help with categories from Sheri Farley at [sherifarley@outlook.com](mailto:sherifarley@outlook.com).

## Promotions

I will note prices when available at the time of writing, but these prices may have changed by the time you read this book. Prices also often change according to the genre.

Remember to use the free list of 200 Facebook sites.

Remember to utilise the goodwill of friends and family and colleagues and classmates and members of your choir. Ask all of them to download your book and share the link around.

Jenny at Fiverr will do a blast for you on more than 200 Facebook groups.

Very happy with results from BOOKGOODIES <http://bookgoodies.com/bargain-books/>

Worked well for me: BOOKS BUTTERFLY FREE ADS

<http://www.booksbutterfly.com/bookpromotion/>

Did great: BOOKS BUTTERFLY 99 cent

<http://www.booksbutterfly.com/bookpromotion/paidbookpromotion/>

Happy with FREEBOOKSY <https://www.freebooksy.com/freebooksy-feature-pricing/>

Will book again BARGAIN BOOKSY

<https://www.bargainbooksy.com/sell-more-books/>



MIMI EMMANUEL'S HOLY GRAIL OF BOOK LAUNCHING

Lot of downloads: BOOKZIO \$29

<http://www.bookzio.com/submit-a-listing/>

Nice promos: James Mayfield \$12 (book in advance)

<http://www.jamesmayfield.com/book-promotions/>

Good downloads

<http://www.thefussylibrarian.com/for-authors/> \$19

Great service: Awesome Gang \$10

<http://awesomegang.com/submit-your-book/>

SPECIAL DISCOUNT

[www.AwesomeBookPromotion.com](http://www.AwesomeBookPromotion.com) puts your book on 5 sites and in their newsletters for \$65. Your book will also be spread across social media once a week for 4 weeks. Apply coupon code 'Mimi' for \$15 discount.

Awesome value: BK Nights \$5

<https://www.fiverr.com/bknights>

Very happy with Bookmarketing tools \$29

<http://bookmarketingtools.com/>

Good results with

[www.readingdeals.com](http://www.readingdeals.com)

Love KDROI \$47 Can be used over and over again. Great for free promos.

[www.kdroi.com](http://www.kdroi.com) (book in advance)

Great team and good value at

[www.buckbooks.net](http://www.buckbooks.net) \$32

I love these guys. \$5

<http://www.ebookchristian.com>

CHRISTIAN KINDLE Free promo

<http://christiankindlenews.com/submit-free-christian-ebook-deal/> **NOTIFY 48 hours before it launches, no guarantee**

Christian book readers

<http://christianbookreaders.com/advertising/>



Love

[www.askdavid.com](http://www.askdavid.com) \$14.99

Excellent value at

[www.shoutmybook.com](http://www.shoutmybook.com), \$14.99

Still to try:

[www.quuupromote.com](http://www.quuupromote.com) as well as Facebook promotions. Can be used before as well as throughout and after your launch to keep the buzz going.

[www.bookbub.com](http://www.bookbub.com)

is a popular promotion site that I have not applied for as yet.

[www.instafreebie.com](http://www.instafreebie.com)

is a site which helps you build an audience when you give away your book for free.

Storyreads

[www.kboards.com/index.php/board,42.0.html](http://www.kboards.com/index.php/board,42.0.html)

spotlight promo

Book Club Reading List

This site will promote your novel for a one-time fee

<http://bookclubreading.com/submit-your-book/> I do not write novels so have not tested this site.

## Wonderful links from helpful people

DANY FLOOD

[https://www.reddit.com/r/digitalnomad/comments/3x33bd/thinking\\_about\\_selfpublishing\\_a\\_bestselling\\_book/?st=itza28c3&sh](https://www.reddit.com/r/digitalnomad/comments/3x33bd/thinking_about_selfpublishing_a_bestselling_book/?st=itza28c3&sh)

[www.openworldmag.com/dominate-amazon-bestseller-54-resources-kindle-countdown-promo/](http://www.openworldmag.com/dominate-amazon-bestseller-54-resources-kindle-countdown-promo/)

JOHN KREMER

[www.bookmarketingbestsellers.com/101-ebook-listing-and-book-review-websites](http://www.bookmarketingbestsellers.com/101-ebook-listing-and-book-review-websites)

DAVE CHESSON

[www.kindlepreneur.com/list-sites-promote-free-amazon-books](http://www.kindlepreneur.com/list-sites-promote-free-amazon-books)

AUTHOR MEDIA book marketing ideas

<http://www.authormedia.com/89-book-marketing-ideas-that-will-change-your-life/>



How to promote your book on Pinterest

<https://www.youtube.com/watch?v=W0IOACXao9o&feature=youtu.be>

<http://www.paidauthor.com/best-ebook-promotion-sites/>

## More promos and sites to check out

18 top websites to promote your book for free

<https://savvybookwriters.wordpress.com/2012/03/11/18-top-websites-to-promote-your-book-for-free/>

BookBaby

[www.bookbaby.com/bookpromo](http://www.bookbaby.com/bookpromo)

Readers in the know list of promo sites

<http://www.readersintheknow.com/list-of-book-promotion-sites>

tck publishing list for paid and free promos

<http://www.tckpublishing.com/list-of-sites-to-promote-your-free-amazon-kindle-books/>

<http://www.tckpublishing.com/top-kindle-book-promotion-sites-for-paid-kindle-books-0-99-and-up/>

ReadIndies ranks promo sites

<http://readindies.blogspot.com/2015/01/book-promotion-sites-ranked-rated-part.html>

Kindlepreneur list and various others

<https://kindlepreneur.com/list-sites-promote-free-amazon-books/>

<http://www.winchad.com/blog/top-100-websites-for-book-promotion-and-author-promotion>

<https://www.writersstore.com/15-do-it-yourself-tools-to-promote-your-book/>

[http://sethgodin.typepad.com/seths\\_blog/2006/08/advice\\_for\\_auth.html](http://sethgodin.typepad.com/seths_blog/2006/08/advice_for_auth.html)

<http://amberargyle.blogspot.com/2015/03/book-promotion-sites-good-bad-ugly.html>

<http://yourbookpromoter.com/products/>

<http://www.indiesunlimited.com/book-promo-sites/>

<http://www.betterbooktools.com/join/>

[https://yourbookpromoter.com/?gclid=CNXZ\\_bAw88CFZWUvQod8q4Kmg](https://yourbookpromoter.com/?gclid=CNXZ_bAw88CFZWUvQod8q4Kmg)



How to contact podcasters

<http://www.authormedia.com/top-marketing-writing-podcasts-for-authors/>

[Seek out people in your local community](#)

Launch your book at the local library or bookshop and give a talk. Give away free copies to nursing homes, churches and hospitals.

[Check out the Facebook groups as mentioned before.](#)

## This is the end of Volume Two: The Essential Ingredients

In Volume Two, I shared all the essential ingredients necessary for a successful launch. I elaborated on my Ten Step Plan and given you all the resources that I use myself as well as those that are recommended by my writer friends and author buddies.

In Step One I explained how to write a book proposal and get clear on who you are writing to and your why. You now know what beta readers, proof readers and editors are and where to find them. You also know where to go for feedback and how to structure and format your manuscript. I provided resources that will help you with your cover design and listed the various options and platforms where to publish your ebook and print your soft cover. I also mentioned that it is a good idea to get an audio recording of your book and where to go for that.

In Step Two I addressed why you would want a Support Team, how to create it and who can be part of this Team.

In Step Three I described ways and methods that will help you find your perfect match. Social media statistics are listed here as well as the etiquette and effective techniques to utilise social media for book promotions. This is where I provide samples and tools as well as list other platforms that will help you get your book out there.

In Step Four you learned how to fill out the Amazon product page and book description, where to find your Amazon Author page and how to fill this out. I explained about the importance of keywords and categories, how to use these and where to find a good cover. You now also know about the importance of reviews.

With Step Five I showed you how to serve your book on a silver platter to your raving fans. This is also where we got down into the nitty gritty of the Marketing Plan for your book and the Event Calendar. You learned about Kindles, book promotions and how to share on social media.



Coming up is Volume Three: *The Extra Awesome Sauce*.

This is where I introduce you to my mentors and author friends. The Extra Awesome Sauce are extra resources that will help you skyrocket your success and find your Holy Grail as an author for sure.



MIMI EMMANUEL'S HOLY GRAIL OF BOOK LAUNCHING



MIMI EMMANUEL'S HOLY GRAIL OF BOOK LAUNCHING



**H**

*the*

**HOLY**

**GRAIL**

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*of* **BOOK**

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**LAUNCHING**

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**VOLUME THREE**  
*Awesome Sauce*

*Nimi Emmanuel*



MIMI EMMANUEL'S HOLY GRAIL OF BOOK LAUNCHING



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MIMI EMMANUEL'S HOLY GRAIL OF BOOK LAUNCHING



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**P**RODUCTS  
& SERVICES



SHOW CASE  
GOODS &  
SERVICES  
COACHING  
COURSES  
LEAD MAGNETS  
SPEAKING  
ENGAGEMENTS



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MIMI EMMANUEL'S HOLY GRAIL OF BOOK LAUNCHING



## VOLUME THREE - CHAPTER ONE

# PRODUCTS, SERVICES

This chapter is not essential reading for a successful launch. This chapter is about products and services and only of interest if you intend to make an income out of bestsellers. As we read in the introduction, some authors, such as [www.JaKonrath.com](http://www.JaKonrath.com), make a good living out of writing books. The truth is that authors such as him are the exception, not the rule, and many authors have what we call a 'back-end.' These are the goods and services they sell other than their books. We will have a look at what needs to be in place if you want to make money out of writing books and/or the back-end.

1. Showcase
2. Goods and services
3. Coaching
4. Courses
5. Lead magnets
6. Affiliates
7. Speaking Engagements

If you just wrote and launched a book to share your favourite recipes with the grandchildren or to document your travels for posterity's sake, you can skip this part.

If you launched your book because you intend to receive regular royalty cheques in the mail and intend to build a business or even swap your daytime job for a lucrative career in the subject you daily dream about, sit up and listen. You need to build a back-end. What is a back-end? This is your business; these are the services you provide or the goods you deliver. This can be more books. This can be coaching services or courses, this can be speaking engagements. This can be anything your heart desires and the marketplace is begging for. The marketplace may not know that there is a gap. All you need to do is identify a gap and fill it.

## Find a problem to solve

Find a problem to solve: the next story illustrates how two Australian entrepreneurs encountered a situation that did not make sense to them. They resented paying so much for airport parking and knew they wouldn't be the only ones. Steven and Christian found a win/win solution.

### CARHOOD – Australia's no. 1 Car Sharing Service.

Two young Australian entrepreneurs identified a gap in the market. Steven Johnson, 26, and Christian Schaefer, 27, from Melbourne, Australia, had their car-sharing business idea rejected on Channel Ten's Shark Tank reality TV competition show eight months ago. The panel said NO to their request for a cash injection of \$300,000.

They came up with a plan to have travellers leave their cars with them when they fly out of their home city and have them rented out, rather than pay 'exorbitant parking costs' at airports.

Eight months later, their business is worth \$4 million.

On July 19, 2016, FORD Australia announced a deal struck with the young entrepreneurs where the motor company will provide vehicles for hire to boost the available [Carhood](#) fleet.

'Our unique partnership with Carhood combines both, allowing customers to experience our world-class vehicles while making their lives better through easier, more affordable airport parking,' said said Graeme Whickman, CEO and President, Ford Australia.

### Find a gap in the market and fill it. Simple as that.

This part of the book will be brief because it is not part of the launch per se, but it makes good sense to utilise your book to promote your goods and/or services. If you do not have any goods or services, don't worry about it. You can just write a book or two and enjoy being an author.

It is relatively easy to link your book to your services and follow up with your readers to see if they are interested in what else you have to offer.

Once you've identified what gap in the market you'll be filling and once you've given it your unique flavour by branding appropriately and ensuring that you have a WOW factor, you'll be looking to show case your goods and services.

## 1. Showcase

Your showcase can be any of the online retailers we mentioned earlier, such as Amazon, Barnes and Nobles, Smashwords, or a Facebook Author page, website, a blog, or a real-life shop or venue.

Make sure that on your website you include a [lead magnet](#) (freebie of some kind), an [opt-in page](#), testimonials and that your Search Engine Optimisation ([SEO](#)) is up to date.

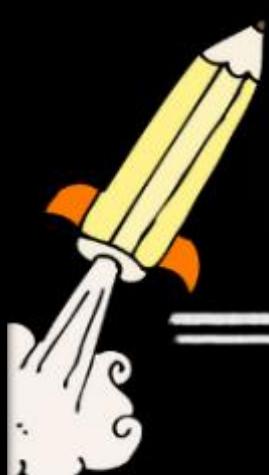
You can start sharing your wisdom or friendly banter with the world and sign up for a blog at [wordpress.com](#), and when you feel confident with posting regularly you can transfer your blog to a self-hosted site on [wordpress.org](#). Or you can create a website with any of the [free website builders](#) available on the Net.

Let's assume, that you are an author now. You've launched your book. People are downloading and reading your book. You are getting some nice feedback. You may or may not have some goods or services connected to your book.

How would you be able to showcase your work and skyrocket your success as an author? I have found a few ways and will share these with you next.



MIMI EMMANUEL'S HOLY GRAIL OF BOOK LAUNCHING



*How to* **FREE**

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**SKYROCKET  
YOUR SUCCESS**

*one action  
per day  
for a year*

*find your Holy Grail*  
**as an author**

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MIMI EMMANUEL'S HOLY GRAIL OF BOOK LAUNCHING

*How to*

Skyrocket your Success as an Author

*ONE ACTION PER DAY FOR A YEAR*

**How to find your Holy Grail?**

Video trailers are a popular way to promote your book and they start as low as five dollars on [Fiverr](#). Think about showcasing your work on other blogs related to your niche and writing articles for media networks such as The Huffington Post and The New York Times

and CNN. Establish yourself as an expert on LinkedIn and HARO. Open an account on Quora, Medium, and/or Reddit and start answering questions and writing e-zine articles.

In one paragraph, I just gave you eleven places that are top notch for displaying your work/book and skills. Any post written by you on any of these sites can skyrocket your exposure to desired heights faster than any paid promotion is likely to do.

Please do yourself a favour and do not just skim over this material and think, 'Oh yeah, that's a good idea.' Or worse still, you may be thinking, 'I know all this stuff, she's not telling me anything new.'

In this section of 'How to find your Holy Grail?' I am telling you something new. If you follow up on even half of the eleven ideas I just gave you in the first paragraph, it will near enough guarantee that you vastly increased exposure for your business/book.

The difference between knowing and doing is where you will find your Holy Grail. You can totally trust me on that one.

And that counts for all the material in *The Holy Grail of Book Launching*. If you merely read through it without following up, you will be wasting your time and that would be a real shame.

Do yourself a favour and resolve to do one task a day. One task only. Be that to book a promo, write an article and submit to a guest blog, research who to write to on CNN, open a Quora account and get a feel for the site. Or maybe organise a video trailer for your book. One task per day for a year with days of rest calculated in will be at least 300 positive actions you can do to achieve your goals.

Now we're talking! 300 positive actions per year towards your goal is very achievable, even with a full-time job! Give it a go, just for one week, and see how you feel at the end of the week after you effortlessly edged yourself closer to your goal.

Use my [Easy and Fun Book Marketing Event Calendar](#) to get you going and take it from there. For your convenience, you can download 'How to Skyrocket your Success as an Author' for your [One Action Per Day for a Year Plan](#) and also a blank template at [www.mimiemmanuel.com/the-holy-grail-of-book-launching-downloads](http://www.mimiemmanuel.com/the-holy-grail-of-book-launching-downloads).

Remember how I mentioned 'swarm intelligence' in the introduction? Using these templates is putting swarm intelligence to work in the best possible way by utilising all the techniques and methods that the best in the industry have tried and tested.



## Thunderclap

What is Thunderclap? Thunderclap amplifies your message with the power of the crowd. Get enough supporters and your message will be blasted through the network of all your supporters.

### What is Thunderclap?

Thunderclap is the first crowd-speaking platform that helps people be heard by saying something together.

### How does it work?

If you reach your supporter goal, Thunderclap will blast out a timed Twitter, Facebook, or Tumblr post from all your supporters, creating a wave of attention.

### Who's using it?

From [passionate individuals](#) with a message to share, to organizations such as [The White House](#), [Levis](#) and the [United Nations](#).



MIMI EMMANUEL'S HOLY GRAIL OF BOOK LAUNCHING

## Kindle Scout

Not many writers seem to know about Kindle Scout. It's another little-known secret that may put your book in front of thousands and thousands of readers.

*How to* **FREE**

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**APPLY TO  
KINDLE SCOUT**  
*in a few easy steps with*  
**your book**

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MIMI EMMANUEL'S HOLY GRAIL OF BOOK LAUNCHING ©2016

## How to APPLY TO KINDLE SCOUT

Vivi Stutz applied to Kindle Scout with her book *The Creed - A Novel of Romantic Magical Realism*. Her campaign has ended, but you can read about her novel and find out more about Vivi here.

<https://kindlescout.amazon.com/p/QNBOI4AEVP1P>.

## What is Kindle Scout all about?

Kindle Scout is reader-powered publishing for new, never-before-published books. It's a place where readers help decide if a book gets published. Selected books will be published by Kindle Press and receive 5-year renewable terms, a \$1,500 advance, 50% eBook royalty rate, easy rights reversions and featured Amazon marketing.

[kindlescout.amazon.com/about](http://kindlescout.amazon.com/about)

The major challenge: Sounds good, doesn't it? What books are eligible to apply for Kindle Scout?

Submit your new, never-before-published, English-language book of 50,000 words or more to Kindle Scout and be considered for a publishing contract with Kindle Press in 45 days or less. We welcome submissions for English-language books in the following categories: Romance, Mystery & Thriller, Science Fiction & Fantasy, Teen & Young Adult, and general Literature & Fiction. Adults (ages 18+) with a valid Amazon account that reside in a Kindle Scout-eligible country can submit.

You can check out the guidelines and entree requirements in full here <https://kindlescout.amazon.com/help?topicId=AP72QR5GUKEQS>.

When Vivi was in the midst of her campaign, September 21, 2016, she had the following to say about it.

*'The major challenge of running a Kindle Scout campaign is that the novel does not only need to collect nominations, but also needs to spend a good amount of hours in 'Hot & Trending.' This only happens when about 20 votes come in within an hour. My novel spent 32 hours in 'Hot & Trending' in the beginning, but hasn't made it back there after the first week. Advertising is more difficult than a regular launch, because most book promo sites do not accept Kindle Scout campaigns. Author Shout does, and so does Black Caviar Book Club. Another great resource for gathering support for a Kindle Scout campaign is Kboards, which has a thread for nomination requests. While posting there, I also created a book page for my previous book since the site seems to get enormous traffic. Goodreads also has a thread for nomination requests.*

*'What most authors do not realize is that promoting a campaign is far more difficult than a regular launch. It is easiest for authors who have an established fan base and mailing list. Without a fan base or outside help, the campaign is less likely to succeed.'*

*So for any of us fiction authors considering Kindle Scout, I still recommend it even though it requires a high frustration tolerance and a month's worth of posting in Facebook groups who will allow yet unpublished books. It's worth the try, since authors selected by Kindle Scout do very well financially across the board (that is after reading the posts and blogs by winners). I also found several accounts of authors who spent very little or no time in 'Hot & Trending' and were selected for publication anyway, while some authors dominated 'Hot & Trending' throughout their campaign and were not selected at the end. Amazon editors do seem to read the manuscripts, and I guess at the end, a novel still has to be a good-enough story. I think it is wise to add Kindle Scout to the self-publishing tool box.*

Thank you, Vivi, for sharing. That is really helpful information for writers applying to Kindle Scout.

Vivi's novel has a biblical backstory and is inspirational in nature; the themes are forgiveness, aligning with the divine plan, and belief in the wholeness which surrounds and nurtures us.

To help writers apply to Kindle Scout, Vivi from [www.ViviStutz.com](http://www.ViviStutz.com) has written the following:

## Synopsis

*Kindle Scout is a reader-powered Amazon publishing program in which readers can nominate a novel for possible publication through Kindle Press. If selected, the author receives a \$1,500 advance and 50% royalties during a five-year contract. If the author's royalties are less than \$25,000 within the five-year term, the author may withdraw publishing rights from Amazon. Kindle Press will only publish and market the ebook version of the novel, which leaves print rights with the author.*

*Kindle Scout is open to submissions year-round. After submission, Kindle editors review the manuscript within 2-3 days. If accepted, Amazon notifies the author of the beginning date of the campaign. The campaign is active for 30 days, after which Amazon editors decide whether or not to offer a publishing contract.*

*As a rule of thumb, an author must promote the campaign for 30 days to collect nominations and spend as many hours as possible on the 'Hot & Trending' list. 'Hot & Trending' requires a high amount of votes during any given hour (the exact algorithm is not published, but it appears that approximately 20+ votes are required).*

Kindle Scout is currently open to US residents only.

Kindle Scout is a significant opportunity for self-published authors. With the backing of Amazon's marketing muscle, novels published through Kindle Press perform financially better than self-published novels. A selection by Kindle Scout can mean the breakthrough of an author's career.

Requirements for submission to Kindle Scout, also found here:

<https://kindlescout.amazon.com/submit>

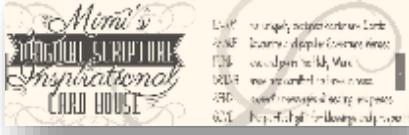
- a previously unpublished novel of a minimum of 50,000 words, submitted as a Word document
- genres: literature & fiction, mystery, thriller & suspense; science fiction & fantasy; romance; teen & young adult
- a professionally copy-edited manuscript (Chicago Manual of Style)
- a professionally designed, genre-specific book cover
- a one-liner about the book's premise in 45 characters (spaces included)
- a strong blurb of 500 characters (spaces included)
- author bio of 500 characters (spaces included)
- author headshot
- thank you note to readers for voting
- author Q&A, which can be chosen from a list of questions
- author contacts and social media links

## 2. Goods and Services

I will give you examples of goods and services that can be connected up to your book. The list is endless, but I want to give you a few ideas.

Below I list my gift shop website where I sell Scripture cards, and my free Scripture card website, which I am refurbishing at the time of this writing. Both these sites will also carry inspirational (non-religious) cards. And the gift selection at Mosaic House will be expanded. I also provide mini tutorials on my blog, which are free for now, and in the future may be hosted on [www.gumroad.com](http://www.gumroad.com) where visitors can pay whatever they think is a fair price for it.

## Sample One of Goods and Services

<p style="text-align: center;"><b>AUTHOR WEBSITE</b></p> <p style="text-align: center;"><a href="http://www.mimiemmanuel.com">www.mimiemmanuel.com</a></p> 	<p style="text-align: center;"><b>GIFT SHOP</b></p> <p style="text-align: center;"><a href="http://www.mosaichouse.co">www.mosaichouse.co</a></p> 
<p style="text-align: center;"><b>FREE SCRIPTURE CARDS</b></p> <p style="text-align: center;"><a href="http://www.freescriturecards.com">www.freescriturecards.com</a></p> 	<p style="text-align: center;"><b>MINI TUTORIALS</b></p> <p style="text-align: center;"><a href="http://www.liveforeverhowto.com/mimis-blog">www.liveforeverhowto.com/mimis-blog</a></p> 

My 'back-ends' are goods, such as my books and Scripture Cards.

## Sample Two of Goods and Services

### Charity

Ian Banner is an IT professional with over 25 years' experience as a highly experienced entrepreneurial change leader, as well as a bestselling author. Ian successfully delivers agility and strategic business transformation at some of UK's biggest companies.

One of his passions is the Uganda charity which he founded: 'Forever Caring Homes,' which supports orphaned children whose parents have died from AIDS.

All profits from the sales of Ian's bestselling book, *How to Hear God*, are donated to the Uganda charity.

Ian's book is a perfect example of using your book to benefit a cause that you're passionate about.

### Sample Three of Goods and Services

## Creating awareness

Suzy Milhoan is a mum of eight and has fourteen grandchildren. Suzy is a volunteer online mentor for 'Focus on the Family,' where she counsels women and men across the United States on many key life issues. (Child abuse, pro-life issues, parenting, domestic violence, blended families, and many more). Suzy trains on how to 'Journal thru Grief' at Indiana libraries and other venues.

Suzy wrote the bestseller *A Mother's Courage* to create awareness and save children from abuse situations.

Suzy's book is another example of how a book can be used to create awareness about a cause that you're passionate about.

### Sample Four of Goods and Services.

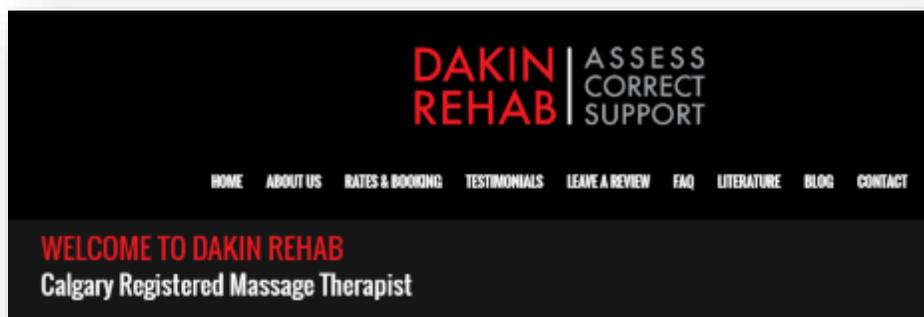
## Massage therapist services

Geoff Dakin is a registered massage therapist. I read his book, followed his instructions, and honestly have never felt better. If there is such a thing as the Holy Grail of Exercises, this is it.

Geoff has come up with a series of progressive exercises which are super gentle and can be totally adjusted to the person as necessary.

Well for me, as you can imagine, after laying about for the last decade or so, I needed a fair bit of adjusting. I am STOKED to have come across his services and never would have if Geoff had not written a book about it called *The Biomechanics*.

Geoff lives in the US and I live in Australia. Because of the exercises in his book, I am actually starting to have hope that I could be up and running once more and regain my mobility. (Read *My Story of Survival* for more info on my health).



[www.dakinrehab.com](http://www.dakinrehab.com)

As you can see, if it were not for Geoff's book, I would possibly never have found out about his services. And now a local doctor, physiotherapist, and chiropractor in Australia are finding out about his exercises too because they are helping me and reading about Geoff's fabulous exercises also.

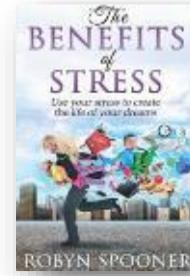
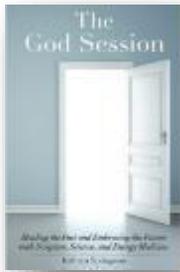
Geoff's services are now accessible across the globe because of this book.

Sample Five of Goods and Services.

## Health Practitioner services

Two more examples are Robyn Spooner, author of *The Benefits of Stress*, and Kathryn Springman, author of *The God Session*, both BodyTalk practitioners. If you have never heard of BodyTalk, do not worry about it, I had never heard about it either until I came across these two ladies. Neither one of them wrote about BodyTalk in their book, but both authors have readers booking appointments with them because of their books.

Kathryn Springman is currently conducting courses based on material for her upcoming book, and Robyn Spooner has been invited to teach at a local college about the content of her book.



I can go on and on, but you get the drift: Any product, service, cause, or passion can be promoted through writing a book, and readers can be introduced to your charity, goods, and services with your book. A book is informative, can be entertaining, and adds credibility to whatever services or goods you are providing.

Next I will introduce you to a few platforms where you can showcase your books and writing.

## A community of millions of educators

Teachers Pay Teachers is a community of millions of educators who come together to share their work, their insights, and their inspiration with one another. This site will showcase your educational goods and services.

## Scribd – 80 million monthly readers

Scribd is the world's most popular platform for publishing and sharing documents of all kinds, which has 80 million monthly readers. What are you waiting for? Upload your book!

## Palatium Books – 6 million readers in 24 countries

Palatium Books is the indie author's gateway to worldwide subscription services and more than 6 million new readers. They have made agreements with subscription services all over the world - in 24 countries so far - to deliver a curated collection of indie author titles.

I have mentioned a handful of examples to encourage you to find a place where you can showcase your book and related goods and services suitable to your niche.

### 3. Coaching services

A book is a wonderful way to promote your coaching services and add credibility to anything you are involved in. As I said before, I will keep this chapter brief, but I want to give you a few examples that may be of interest to you of people who link their books with their coaching services.

Paul Brodie is a multiple bestselling author who is a speaker, educator, and author, and offers a free coaching call to any author launching a book.

Kylie Ansett is a bestselling author who is now coaching 'The Book Launch Boot Camp.' She offers free webinars to subscribers.

Bestselling author Davina Chessid is your go-to person for any branding to do with your book.

You can find their links under 'Resources.'

### 4. Courses

Bestselling author T. Harv Eker used to struggle like crazy for many years. This is, until he stumbled upon the principle of sharing his knowledge. He went from flat broke to millionaire in just 2.5 years, and now he follows his passions whilst helping people and teaches *'The 8 Millionaire Blocks That Keep Spiritual People from Becoming Truly Wealthy.'*

If you want to learn how to focus your mind better, I suggest that you follow one of Joanna Jast's courses. She is the author of [\*Laser-Sharp Focus\*](#) and has created a course to help her readers become more focussed.

If you have knowledge to share you can test the waters by going to Udemy and creating a course in your expertise and sharing this online. The feedback you receive will enable you to fine-tune your course. There is a host of services on the Internet that allows you to create your own course and test the waters.

### 5. Gifts, also known as lead magnets

Remember how we mentioned an email list as part of your support team? This is the good thing about an email list: it is your support team, as well as your customers, as well as your fan base, all rolled into one. That is, of course, if you take good care of them, and

listen to their concerns and address them. One way to respond to your customers' concerns is by creating what are called freebies or 'lead magnets.'

Essentially, these magnets are gifts that appeal to your readers. In the case of a fiction author, this could be giving out a PDF of one of their chapters in exchange for the reader's email. Or if the reader is already on your email list, you can entice them to sign up for a pre-order of your next book by giving them a free character outline, in a PDF format, on the main players in your new novel.

[Permafree books](#) are listed on Amazon and other sites for free, permanently. It is not surprising that these books are very popular and bring many customers and new readers to your fan base. This is a known 'sales technique' that works very well for many authors.

I do not, as yet, have a permafree book, but I sent out a document which is called 'In a Nutshell' as a thank you to my team that helps me share my next book on social media and with their friends and family. This PDF mentions the bare minimums to keep in mind for a successful launch. I have created other little gifts, such as the ones below:



When people click on these graphics, I send them a document which gives a step-by-step tutorial on how to book free book promos, 30 at a time, with one click of the mouse, great tips for getting reviews on Amazon, and how to create infographics for your book.

## 6. Affiliates

Become an affiliate or partner with someone for extra leverage in your chosen market.

Affiliate Marketing allows you to have your website advertised using your own large 'pay for performance' online sales team (known as Affiliates). This sales team will widely promote your website's products and services via your Affiliate program in return for commission payments based on the sales they make for you. That is one side of the story, and affiliate services are often utilised when speakers organise summits or webinars.

To find out more about becoming an affiliate or how to set up an affiliate launch you can visit Matt McWilliams, who has a free course on this.

## JVZoo

JVZoo Ads is a great way for you to attract new customers and affiliates. It's a cost-effective means for growing sales and building your business. You can sign up as a partner with JVZoo and get paid instant commissions by promoting any of the products JVZoo vendors have for sale, or sell your own products through JVZoo.

## Appsumo

Visit Appsumo website:

- ✓ If you have a professional tool or course and want to get it in front of hundreds of thousands of potential lifetime customers at no upfront cost.
- ✓ If you already have an online product/presence that you want to improve.
- ✓ If you already have a small but loyal customer base and want to crank it up.
- ✓ If you are great at creating an amazing product but having a hard time with marketing it yourself.

Last year [www.appsumo.com](http://www.appsumo.com) paid out 4 million dollars to their partners. You could be one of them. Go check them out!

## Amazon

You can join as an affiliate with Amazon. Become an associate and get your own Amazon store up and running, which will give you between 2 and 4% of sales from your store. This is a wonderful way to advertise your own books because you can sell through a widget from your blog and website. This is also a fine way to support other authors and friends with goods and services.

Become an affiliate or partner with businesses and people that you love and naturally would recommend, regardless if there are benefits for you.

## 7. Speaking engagements

One author friend, Wendy Van de Poll (who has run with wolves; how cool is that?) is a certified end of life and pet loss grief coach. She has written a number of books on the subject and now needs an assistant to keep up with her bookings as a speaker.

Wendy Van de Poll, MS, CEOL is an expert and pioneering leader in the field of pet loss grief support, and the founder of the Center for Pet Loss Grief.

She is the author of the bestselling Pet Bereavement Series. She provides wisdom, joy, and compassion for grief relief in her practice, books, courses and speaking engagements.

Wendy is a certified end-of-life and grief coach, pet funeral celebrant, a licensed massage therapist for humans, horses, and hounds, and a tested animal communicator/medium. With a master's of science in wolf ecology, Wendy has run with wolves in Minnesota, coyotes in Massachusetts, and foxes in her backyard.

You can reach her [www.centerpetlossgrief.com](http://www.centerpetlossgrief.com) to schedule an appointment, download free gifts and schedule her for a speaking engagement.

Find out what it is that resonates with you. One author friend of mine is an experienced speaker, and she finds it easy to have her presentations transcribed and turn them into books. Maybe you just want to be writing books, and that is fine. Realise that once you are an author, the sky is the limit with regards to the direction you want to take this in.

Another author friend was invited to teach at a U3A university class here in Australia because of her credentials as an author and qualifications as a health practitioner. If you intend to make a living out of your books, it is a good idea to think about how your passion can translate into a service you can provide for your audience.

## Serve on a silver platter

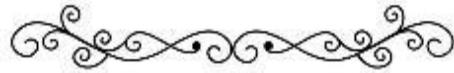
Whatever it is, make sure that you serve your book on a silver platter.

1. First, identify a gap in the market.
2. After this, brand your product.
3. Enter the WOW factor.
4. Deliver with good old-fashioned undeniably good service.



Keeping the above four essentials in mind, you will have a winner, for sure!

*CREATE A PROFITABLE BACK-END.*



## PRODUCTS, SERVICES CHECK LIST

	Create a website and blog for goods and services relevant to your niche and book.
	Book speaking engagements.
	Create a course to help readers implement the content of your book.
	Write more books.
	Become an affiliate or partner with someone for extra leverage in your chosen market.



MIMI EMMANUEL'S HOLY GRAIL OF BOOK LAUNCHING

## VOLUME THREE - CHAPTER TWO

How many books do you need to sell?  
(Courtesy and copyright of Kindle Trend 2016)

### How to make a living of bestsellers

#### Statistics

Let's have a look at how many books you need to sell to get into the top 100 bestsellers according to Kindle Trend.

If you have access to [Kindle Trend](#) (which I received as a gift when I joined Self-Publishing School), you can click on 'Category Summaries' on the top of the page and what comes up are the Kindle Category Comparisons.

**Kindle Category Comparisons**

Kindle Trend Category Comparisons are a great way to understand how valuable a Kindle store category will be for you, depending on your writing goals. Uses multiple factors to determine the value of a category for authors, but for high-level recommendations, the estimated mean income (see our calculation page for a description of how we get our numbers), along with the amount of competition (i.e. how many books are in the category).

Category data is now segmented by top level categories. You can compare the data that you are interested in, and avoid loading what you don't need. To get started, simply choose from the list on the left the categories you wish to compare. You can add or remove as many as you wish, at any time during your analysis.

Filter by category:

Filter by category

Category	# Children	# Books in Cat.	Est. Daily Sales	Est. Monthly Income	Max Est. Daily Sales	Max Est. Monthly Income	Min Est. Daily Sales	Min Est. Monthly Income
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In the left-hand column, we click on our niche. I clicked Biographies & Memoirs and the next screen shows us 'Filter by Category.'

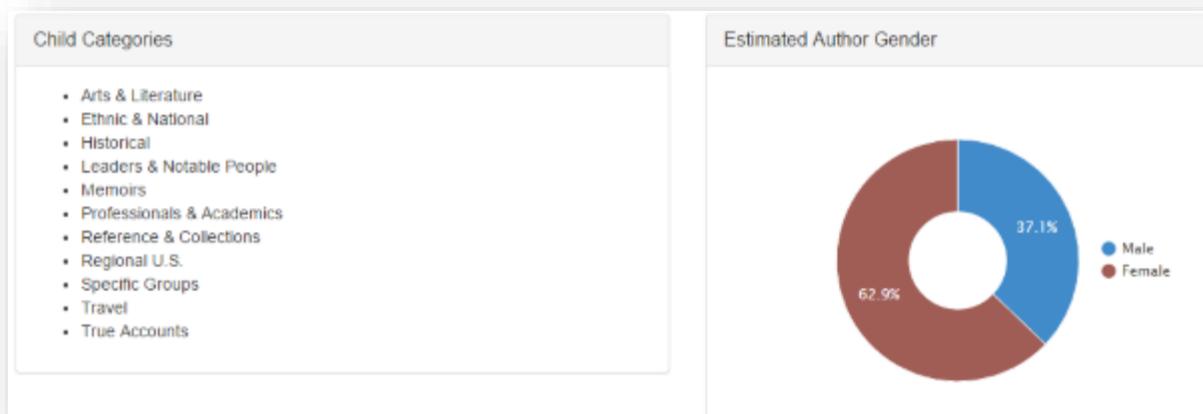
And at the bottom of the page click on 'Filter by Category.' What comes up are estimated book sales and income for the category of Biographies & Memoirs,

Filter by category:

Category	# Children	# Books in Cat.	Est. Daily Sales	Est. Monthly Income	Max Est. Daily Sales	Max Est. Monthly Income	Min Est. Daily Sales	Min Est. Monthly Income	
Biographies & Memoirs	11	116,872	210	\$25,253.43	2,000	\$314,790.00	70	\$727.65	 

After this we click on the little ‘aeroplane symbol’ at the very end on the right-hand side of your page, and the statistics as printed below will come up. These will tell you how many books per day you will have to sell for books in your niche to get into the top 100 bestsellers, and so on. I have copied and pasted them as they are listed for Biographies & Memoirs. You can do the same for your own category.

When you click on the symbol next to the aeroplane, what comes up for this category is the ‘Child Categories,’ estimated author gender.



## Average number of reviews and pages

The screenshot displays a 'Statistics' dashboard with two main sections: 'Averages (Means)' and 'Medians'. The 'Averages (Means)' section includes:

Average number of reviews	1,442
Average number of pages	325
Estimated monthly income	\$6,592.95
Estimated daily sales	210

The 'Medians' section includes:

Average number of reviews	794
Average number of pages	329

To the right is a 'Common Words in Titles' section with a 'Keyword Search' input field. Below it, a table shows common Amazon searches:

Word	Count
life	4

## Monthly income and daily sales

The screenshot displays a 'Floors' dashboard with a table of statistics:

Average number of reviews	3
Average number of pages	70
Estimated monthly income	\$2,197.65
Estimated daily sales	70

Below this is a 'Common words in description' section with a 'Keyword Search' input field. To the right is a 'Books' section listing several titles:

- *Finding Me: A Decade of Darkness, a Life Reclaimed: A Memoir of the Cleveland Kidnappings* (Michelle Knight, Author) (Michelle Burford, Author) Google • Shelfari • GoodReads • Google Trends
- *The Nazi Officer's Wife: How One Jewish Woman Survived The Holocaust* (Edith H. Beer, Author) (Susan Dworkin, Author) (Edith H. Beer, Author) (Susan Dworkin, Author) Google • Shelfari • GoodReads • Google Trends
- *Etched in Sand* (Regina Calcaterra, Author) (Regina Calcaterra, Author) Google • Shelfari • GoodReads • Google Trends
- *Unbroken: A World War II Story of Survival, Resilience, and Redemption* (Laura Hillenbrand, Author) (Laura Hillenbrand, Author) Google • Shelfari • GoodReads • Google Trends

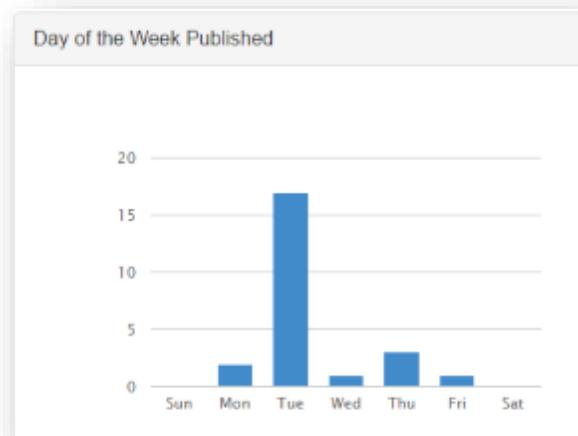
## Keyword tools

We also find here (See graphics before) two keyword search tools. One on the right says 'Common Words in Titles' and reveals popular searches. The other one a little lower

down on the left which says 'Common Words in Description' which reveals common Amazon searches.

Next to this second one we find a long list with book titles from the category of Biographies and Memoirs listed.

We find out what day of the week most of the books in this category are published. This is a good thing to keep in mind for when you publish your own book.



The various sub-categories are listed also at the very bottom of the page.

These statistics are useful for deciding what category is a good fit for your book. But even more so, *before* you start writing, do a little market research to find out what would be a good fit for you and your interests.

The writing on the following image is small. The image is zoomed as large as the page allows. I included the category Arts & Photography and typed the results so that it is easier to read and shows variances between the two categories.

MIMI EMMANUEL'S HOLY GRAIL OF BOOK LAUNCHING

Breaking into <b>Biographies &amp; Memoirs</b>	
How many books will I have to sell per day to get into the top 100 bestsellers?	88
How much money can I expect to make with the 100th bestseller?	\$2,762.76
How many books will I have to sell per day to get onto the next page (81-80) of bestsellers?	93
How much money can I expect to make with the 80th bestseller?	\$4,108.26
How many books will I have to sell per day to get onto the next page (41-80) of bestsellers?	113
How much money can I expect to make with the 60th bestseller?	\$5,453.76
How many books will I have to sell per day to get onto the next page (21-40) of bestsellers?	118
How much money can I expect to make with the 40th bestseller?	\$6,799.26
How many books will I have to sell per day to get into the top 20 bestsellers?	150
How much money can I expect to make with the 20th bestseller?	\$8,144.76
How many books will I have to sell per day to get into the top 10 bestsellers?	400
How much money can I expect to make with the 10th bestseller?	\$12,558.00
How many books will I have to sell per day to get the #1 bestsellers in this category?	1300
How much money can I expect to make with the #1 bestseller?	\$40,813.50

This may give you an idea of how many books you need to sell to get to where you want to go.

Next I also list how many books you need to sell per day to get into the top 100 bestsellers for Arts & Photography, because this graphic is easier to read than the Biographies & Memoir category and shows the variances in numbers between the different categories.

## Breaking into Arts & Photography

Data below is copyrighted to Kindle Trend 2016 [www.kindletrend.com](http://www.kindletrend.com)

How many books will I have to sell per day to get into the top 100 bestsellers?

12

How much money can I expect to make with the 100th bestseller?

\$376.74

How many books will I have to sell per day to get onto the next page (61-80) of bestsellers?

17

How much money can I expect to make with the 80th bestseller?

\$1,722.24

How many books will I have to sell per day to get onto the next page (41-60) of bestsellers?

22

How much money can I expect to make with the 60th bestseller?

\$3,067.74

How many books will I have to sell per day to get onto the next page (21-40) of bestsellers?

27

How much money can I expect to make with the 40th bestseller?

\$4,413.24

How many books will I have to sell per day to get into the top 20 bestsellers?

62

How much money can I expect to make with the 20th bestseller?



MIMI EMMANUEL'S HOLY GRAIL OF BOOK LAUNCHING

\$5,758.74

How many books will I have to sell per day to get into the top 10 bestsellers?

88

How much money can I expect to make with the 10th bestseller?

\$7,104.24

How many books will I have to sell per day to get the #1 bestsellers in this category?

150

How much money can I expect to make with the #1 bestseller?

\$8,449.74

The above data shows you the possibilities in a couple of categories. If you have access to Kindle Trend you can look up the possibilities for your own category. It is my understanding that Kindle Spy does a similar thing.

As of May 2016, #1 bestseller in the whole Kindle store is *Blood Defence* by Marcia Clarke. This book has already received 166 reviews and is only available on pre-order. The release date is May 16, which at the time of writing was one whole month away.



## KDP Select All-Stars

How to earn \$25,000 per month in addition to your royalties.

If you intend to make an income out of writing books, you need to know that signing up with KDP makes you eligible for the KDP Select All-Star Bonus.

In addition to paying royalties from the [KDP Select Global Fund](#), each month Amazon awards All-Star bonuses to books and authors that are read the most in [Kindle Unlimited \(KU\)](#) and the [Kindle Owners' Lending Library \(KOLL\)](#). All-Star recipients are also eligible for All-Star badges on their book detail pages. Anyone with titles in KDP Select — even a brand-new author — is eligible.

Amazon awards All-Star bonuses to authors and titles that provide their customers with the best reading experience based on how much they're read in KU and KOLL. Below is a synopsis of the bonuses on Amazon.com.

**KDP Select All-Stars**

If you enroll your book in **KDP Select**, you're eligible for the **KDP Select All-Star Bonus**. In addition to paying royalties from the **KDP Select** Global Fund, each month we award **All-Star** bonuses to books and authors that are read the most in Kindle Unlimited (KU) and the Kindle Owners' Lending Library (KOLL). **All-Star** recipients are also eligible for **All-Star** badges on their book detail pages. Anyone with titles in **KDP Select**—even a brand-new author—is eligible. ...

**KDPS Select All-Star Bonuses on Amazon.com** Author ranking Bonus amount 1-10 \$25,000 11-20 \$10,000 21-30 \$5,000 31-50 \$2,500 51-100 \$1,000 Title ranking Bonus amount 1-10 \$2,500 11-50 \$1,000 51-100 \$500 **KDPS Select All-Star bonuses on Amazon.co.uk** Author ranking Bonus amount 1-10 £2,000 11-20 £1,500 21-30 £750 31-100 £500 Title ranking Bonus amount 1-10 £500 11-50 £250 51-100 £100 **KDPS Select All-Star bonuses on Amazon.de** Author ranking Bonus amount 1-10 € 7,500 11-20 € 5,000 21-30 € 3,500 31-50 € 2,500 51-100 € 1,500 101-150 € 500 Title ranking Bonus amount 1-10 € 750 11-50 € 500 51-100 € 250 **Illustrated Kids' Book bonuses on Amazon.com** Title ranking Bonus amount 1-5 \$1,000 6-10 \$750 11-30 \$500 31-50 \$250 51-100 \$150 **Illustrated Kids' Book bonuses on Amazon.co.uk** Title ranking Bonus amount 1-25 £100

**Important Information:** To be eligible for All-Star bonuses, [you must claim your title on your Author Central Page](#) and you must be in compliance with Amazon's [Content Guidelines](#). You can find more information in your Amazon KDP portal. The first top ten bestselling authors receive \$25,000.

KDPS Select All-Star bonuses on Amazon.com	
Author ranking	Bonus amount
1-10	\$25,000
11-20	\$10,000
21-30	\$5,000
31-50	\$2,500
51-100	\$1,000
Title ranking	Bonus amount
1-10	\$2,500
11-50	\$1,000
51-100	\$500

## Amazon rapids

If you are a children's author, check out Amazon [newly launched RAPIDS](#).

The Rapids app tells stories in the style of chat sessions and is available for iOS, Android and Amazon Fire devices. These stories are made for kids aged 7 to 12. [Kids' authors working with Amazon write the stories](#), and Amazon approves each one. Dozens of new stories are added each month.

For fiction writers, check out the tutorial on how to apply for [Kindle Scout](#) in Volume Three Chapter One.

## Kindle Worlds

[Kindle Worlds](#) is a publication platform where you choose a licensed World, read the Content Guidelines for that World, write your story, upload that story, create a cover, and click through a publishing agreement with Amazon Publishing. Once published, every Kindle Worlds story will be featured on Amazon.com, as well as on Kindle devices and apps.

## Regular postings on Facebook

Another way to keep up sales after launch is by posting links to your book on a regular basis.

Remember the bonus sheet of 200 Facebook groups where you can post your book for free? This is a great start. Some authors manage to keep the sales going and hold on to their bestseller banner for months and months by regular postings on free Facebook groups. There will be a saturation point, but for new books and new authors this is a wonderful way to keep your book sales going at no cost to you.

You can do the posting yourself or employ a virtual assistant (VA) to do this for you. My VA also posts to additional groups and an email list of her own.

## Carry your one sheet and book with you

Creating a [one sheet](#) means that you are prepared to answer any questions that come your way with regards to your credentials, qualifications, testimonials, and a tiny peek into your life as to who you are, where you come from, and your aims and motivations.

Take your one sheet with you wherever you go. This one sheet, combined with your book, is your business card. Take it with you when you approach radio stations and podcasts for interviews. Send this one sheet to bloggers when you request to do a guest blog post. Include a link on your one sheet that allows people to download or read one or two chapters of your book.

## Local Book shops and radio

Visit your local bookshop, library, health food shop, church (depending on your genre), radio station, Lions Club, RSL, Zonta, and so on, and distribute bookmarks and give away free copies of your book when this seems appropriate. Get yourself out there, mix and mingle and share your wisdom around.

From what I have seen around me all sorts of weird and wonderful things happen to authors who get themselves out there. Invitations for interviews, to give talks and lectures and courses, and one was even invited for a visit with the Queen, yes really! Looking at you Stefano L. Tresca!

## Regular advertising

Few authors I meet really consider regular advertising. Yet we all know that big businesses spend millions of dollars each year in advertising. Sure, we don't have millions of dollars, but we can pay \$15/month to SHOUTMYBOOK and ASKDAVID, and we can write guest blog posts and talk to friends on Facebook about our book and join Google+ groups related to our niche and write helpful articles for LinkedIn professionals.

The majority of ideas that I present in *The Holy Grail of Book Launching* are free and easily executed by any writer. All these ideas take is a little time and a little planning.

This is the difference between a successful writer and a flash-in-the-pan, there-he-was and now-he's-gone writer.

If you follow all the steps as described in Chapter One to Five, you cannot fail. But you will need to keep at it. Unless you are the one in a million, and sure we can dream, there's nothing wrong with that. Your book and writing may go viral, that would be lovely and this may indeed happen. But I suggest you do not wait for that to happen. But every day take at least one step to get your writing out into the world on the various platforms mentioned in this book, to encourage as much exposure as possible in all the right places.

Utilise all the tools and resources that I mention in *The Holy Grail of Book Launching*. And click on the links that I provide because they contain great information. Do not race through this book and then start Googling this and that. I have done the Googling and the study for you. Under 'Resources' you will find all the links you will ever need to produce a bestseller. All you need to do is follow the steps and tick the boxes.

Go visit and check out some of my mentors. I could not have written my books without them.



MIMI EMMANUEL'S HOLY GRAIL OF BOOK LAUNCHING

VOLUME THREE - CHAPTER THREE



**JENNY WAGNER**

**AWARD WINNING CHILDREN'S AUTHOR**



When I lived in Noosa, I spent many Saturday afternoons in Jenny Wagner's kitchen, spooning marshmallows out of my hot chocolate whilst wildlife would congregate on her back porch to add in their five cents worth.

The writing 'workshops' were anything but work and Jenny is on top of my list of favourite mentors.

*Show, don't tell.* See, I remember!

Here's hugs for you Jenny!





MIMI EMMANUEL'S HOLY GRAIL OF BOOK LAUNCHING



**GRACE CHAPMAN  
AWESOME SUPPORT**



Grace gave me feedback on my first full length book, made corrections and helped me develop as an author. She was a tremendous support.

I am eternally grateful for her advice which helped me polish my writing and become a better writer.

Thank you Grace! you are awesome!



You can find Grace at [Solarworks.com.au](http://Solarworks.com.au)



MIMI EMMANUEL'S HOLY GRAIL OF BOOK LAUNCHING

## Acknowledgments Thank you mentors

# HOW TO LAUNCH AN E-BOOK ON AMAZON

*Successfully and profitably according to my mentors.*



**MICHAEL HYATT  
SOLD 11,000 BOOKS  
DURING THE FIRST WEEK OF LAUNCH**



Michael Hyatt, my virtual mentor, sold 11,000 books during the first week of his launch for *Platform: Get Noticed in a Noisy World*.

Michael lists the specific steps he went through to achieve this result on his website, and it involves a specific goal, launch team, endorsements, promotions, and can't-say-no offer.

What did Michael do to get these results?

Michael says that we have to make sure to have a 'wow' product, as I mentioned before. On his website he lists the steps he took to achieve such a phenomenal result,

- ✓ *I set a specific goal.*
- ✓ *I assumed personal responsibility.*
- ✓ *I engaged my tribe early.*
- ✓ *I secured endorsements.*
- ✓ *I formed a launch team.*
- ✓ *I focused the promotion.*
- ✓ *I created a can't-say-no offer.*

What I learned from Michael, who was the CEO of Nelson Publishing for 25 years, is that you figure it out as you go along. It may not be the message that he likes to get out there. But it is one of the main messages I got when following his endeavours. Don't wait until you have it all organised and have done all your studies. Get it all going now and organise and study whilst you're at it.

You are probably not like Michael Hyatt and do not have a large following. Me either. This book is written for you and I, ordinary people with a small or virtually non-existent following.

Nothing wrong with copying what Michael did or adapting it to your own needs, though. You can find out more about what Michael did in the Appendix and on his website.

Just the same, it is a good idea to see how people-in-the-know go about publishing their books. You can adjust Michael's campaign to suit your own needs. Or maybe just pick up some ideas that you can use for your own launch.

You can check out how Michael Hyatt, my virtual mentor, sold 11,000 books during the first week of his launch for Platform: Get Noticed in a Noisy World, in more detail when you type in your browser, '[How to launch a bestselling book by Michael Hyatt.](#)'

Or you can sign up for his FREE webinar 'The Busy Person's Guide To Writing A Book.' <http://getpublishedcourse.com/webinar/>. I signed up for his course and am sure pleased that I did.

The purpose of this book is to bring you the best of the best available all in the one book so that you can be creating your very own bestseller in no time. I am very grateful to the guidance of my mentors.

Before I show you what newbies like my classmates and myself have done, I want to introduce you to a few other people who are 'notables' in the industry. Next we'll look at Chandler Bolt and Self-Publishing School (SPS).



**CHANDLER BOLT**  
**CO-FOUNDER OF SELF PUBLISHING SCHOOL**  
**TURNING THE PUBLISHING WORLD UPSIDE DOWN**



Chandler Bolt puts Swarm Intelligence to use in the best possible way with his Self-publishing Success Summits. He invites the best in the industry and chats with them for an hour at a time, picking their brains to come up with gold nuggets of information to utilise for book publishing purposes. I signed up to both the 2015 and 2016 Self-Publishing Success Summit and they are GOLD.

Chandler Bolt and his crew are turning the publishing world upside down. Whilst before only a privileged few managed to launch a book successfully; often enough after years of collecting rejection letters from publishers, nowadays this option is open to anyone who is willing to put in the hard work it requires to be a successfully published author.

I signed up with SPS in September 2015 and never looked back.

Chandler Bolt is a new kid on the block who wrote his first book, *The Productive Person* in 2013. This book in the first month after publishing brought in nearly \$7,000 and continued to steadily earn between (US) \$2,000 and (US) \$5,000 a month.

I learned much from Chandler Bolt. I highly recommend his Self-Publishing School to anyone who wants to self-publish. It is by far one of the best decisions I ever made. I love his enthusiasm and drive to provide value to his students. One of his credos is 'Done is better than perfect,' and I could not agree more.

You can [watch Chandler's free video series](#) on how to become a bestselling author in three months.

For the last decade, as I have been writing, publishing, and launching my books I've come across other publishers and influencers who are worth mentioning.



MIMI EMMANUEL'S HOLY GRAIL OF BOOK LAUNCHING



**JOHN KREMER**  
**GO-TO PERSON FOR ALL THINGS PUBLISHING**



I am a fan of John Kremer because there is not a question about publishing that he won't be able to answer. His book answers each and every question you may ever have about publishing your own book and I highly recommend it.

John published the 6<sup>th</sup> edition of *1001 Ways to Market Your Books: For Authors and Publishers* in 2016 and I highly recommend that you get a copy if you are serious about making a living from book publishing.

John has so much information about publishing books on his website that I do not think that any living soul would be able to find the time to follow up on all his suggestions in their lifetime. Best of all, he supplies all this information for free! Crazy good! One of the best finds ever! Go and visit John and tell him that I said hi. No affiliate. I do not think that John does affiliates.

I am sharing with you all the resources that helped me launch my books. You can find John here [www.bookmarketingbestsellers.com](http://www.bookmarketingbestsellers.com).



MIMI EMMANUEL'S HOLY GRAIL OF BOOK LAUNCHING

  
**TOM MORKES**  
**IS THE FOUNDER OF INSURGENT PUBLISHING**  
**PAY WHAT YOU WANT PRICING**  


What I like about Tom Morkes is that he sets out to ‘create more value than he captures.’ I believe that this is a wonderful principle to live by and an essential one when you publish books.

One of the ways that Tom does this is by allowing customers to pay whatever price they like to for some of his services.

Every avenue for delivering your creative work to the world has its pros and cons. The ‘pay what you want’ pricing model is no different. But as Tom explains, for many creatives and entrepreneurs ‘pay what you want’ pricing is the perfect fit...

‘Pay what you want’ is not just for writers. ‘Pay what you want’ pricing works for physical products and service-based businesses as well.

I use the services of [www.gumroad.com](http://www.gumroad.com) and <https://clarity.fm>, and both of these allow you to use the ‘pay what you want’ pricing structure.

Tom likens self-publishers to the underdog and calls his followers part of The Resistance. You can get his free guide on how to launch a 5-figure product in 30 days or less and check out all things Tom at [www.tommorkes.com](http://www.tommorkes.com). For access to his other books and to join The Resistance click here <http://tommorkes.com/cache/>.

Oh and you must check out his [Perfect Book Sales Page](#); it is that good!



MIMI EMMANUEL'S HOLY GRAIL OF BOOK LAUNCHING



**PENNY SANSEVIERI**  
**MARKETEER EXTRAORDINAIRE**



Penny has been around for what seems like forever and shares all her good tips in a regular email titled '52 Ways to Sell More Books!' Each and every tip from her is gold and worth following up on.

Penny also has marketing services. To check out what these are you can sign up to her free *Book Marketing Alerts*, which give out powerful promotions and publicity tips for authors and publishers.

If you think that I am just promoting services here then you are absolutely wrong. These wonderful mentors are the reason that I have been successful with my books. I would have given anything at all if someone had mentioned their names to me, and suggested that I listen to their podcast, go visit their website, or sign up for any of their courses or email letters.

I came across their names and websites in the process of writing and publishing my books and couldn't be happier with any of their services. I want to share with you what works for me and save you hours/weeks/months of surfing the Web to find this information for yourself.

You can find Penny here [www.amarketingexpert.com/penny-sansevieri](http://www.amarketingexpert.com/penny-sansevieri).



MIMI EMMANUEL'S HOLY GRAIL OF BOOK LAUNCHING



**PAUL BRODIE**  
**ALL-AROUND GREAT MENTOR**



Paul is a speaker, educator, author, and the president of BrodieEDU, an education consulting firm that specializes in the development of literacy programs, motivational seminars for universities and corporations, and wellness education. He is also the CEO of Brodie Consulting Group, which specializes in coaching clients with publishing their own books and advising clients on branding, marketing, self-improvement, and personal development.

Paul has a wonderful relaxed laid-back style, and as a multiple bestselling author he has tremendous knowledge regarding book publishing. You can find Paul here, [www.brodieedu.com/about](http://www.brodieedu.com/about) and your first coaching call with him is free.



MIMI EMMANUEL'S HOLY GRAIL OF BOOK LAUNCHING



**DAVE CHESSON  
CRUNCHES NUMBERS  
AND SHARES THESE WITH US**



Dave Chesson is an online entrepreneur who specialises in Kindle ebook marketing. Every one of his blog posts is like a mini course in how to improve your book sales and how to better your book creation. He includes lessons learned such as creating a 90K per month traffic website, and so on. I like all Dave's tools and posts and highly recommend his blog to anyone.

Dave recently developed a tool called KDP Rocket, which will help you find profitable book ideas with a pre-existing hungry market ready to buy your book. It does this by showing you:

- How much money other books are making in that niche
- How many Searches Per Month on Amazon are being made for your book idea
- How many books are competing for that term

KDP rocket can be found at [www.kdprocket.com](http://www.kdprocket.com).

You can find Dave at <https://kindlepreneur.com>. Tell him that I said hi.



MIMI EMMANUEL'S HOLY GRAIL OF BOOK LAUNCHING



**BARRY WATSON  
SALES ENTHUSIAST AND  
CONFIDENCE COACH**



I don't know about you but I do not like selling much. This is until I came across Barry Watson, and he has redefined the word selling for me. In his own words:

*As a sales trainer, I am sometimes asked to work with people who do not like selling. The challenge is, 'How on earth can I help people who are asked to sell by their boss, but who hate it?' I quickly realized that the best way to assist people to overcome their fear or concern is to redefine what selling is.*

*If you always associate sales with being pushy and making a nuisance of yourself, you will never become great at selling. However, if you can start to see selling as simply trying to 'help' people, then sales starts to take on a whole new meaning. No longer is your approach to them about getting them to buy what they don't want. It's more about helping discover their needs and then helping them by providing a solution to the exact problems they want to solve. When you see selling as the simple act helping people, you suddenly start to enjoy it, and people in turn enjoy buying from you.*

*I have had the privilege of being the #1 salesperson in two large national companies. I have also coached and trained 1000's of sales people and given them the tools needed to build a highly rewarding career.*

[www.SalesSensation.com](http://www.SalesSensation.com)

Also check out Joanna Penn from <http://www.thecreativepenn.com> and Joel Friedlander from <http://www.thebookdesigner.com>

**FIND A MENTOR.**





MIMI EMMANUEL'S HOLY GRAIL OF BOOK LAUNCHING



**OCEAN REEVE**  
**MIDDLE GROUND SERVICES BETWEEN**  
**SELF AND TRADITIONAL PUBLISHING**



Ocean Reeve is an Award-Winning Publishing Consultant who has worked in traditional, educational, and self-publishing for over 15 years in New Zealand and Australia. Over this time he has assisted over 3000 authors internationally publish in some form.

Ocean manages InHouse Publishing in Australia, which offers the middle ground services between self and traditional publishing.

Ocean explains the difference between traditional publishing, self-publishing and assisted independent publishing. The following is from [his website](#):

**TRADITIONAL PUBLISHING**

- Sign your rights away
- Lose editorial and design control
- 60-70% of retail price goes to distributors and booksellers
- 20-25% of retail price goes to publishers
- Usually 5-15% goes to the creator of the work – the author (regardless of how the book is sold)
- Author receives a small number of author copies from large print runs
- Publishers market through traditional methods – booksellers, launches, media, reviews
- No online marketing is undertaken – social media, author website, video marketing, specialty store
- When the publisher is done with the book marketing, any stock is remaindered (sold for huge discounts) and usually no royalties are paid from these sales
- Author generally would need to buy back the rights to the book if they wanted to keep the publication alive

**SELF-PUBLISH**

- Keep rights of the work
- Pay for services

- Not necessarily qualified editors or designers aware of trade standard requirements – depending on who you are working with
- High print prices for smaller quantities
- In most cases there is no tangible or focused marketing
- No online marketing support unless paid
- 100% royalty to author unless author approves varying selling structure
- Difficult to connect with distributors, booksellers and libraries

### **ASSISTED INDEPENDENT PUBLISHING**

- Keep rights of the work
- Pay for services
- Only qualified editors and designers working on manuscript
- Feasible print prices from 50+ printed books
- Marketing platforms, strategies and ongoing promotional assistance
- Ongoing advice and support
- 100% royalty to author unless author approves
- Most indie Publishers have distribution networks and ability to sell online
- Total author control with guidance

I loved chatting with Ocean because not only is he extremely knowledgeable about anything to do with books, but he also has so much heart for the creators of these works.

Let's say that you found a mentor and have written your book, but the formatting and the cover and the marketing is all too hard or time consuming. You've saved a few dollars and are happy to engage the services of a professional to help get your book in the market place. This is where Ocean Reeve can help. I interviewed Ocean to get clear on the services that he has on offer. You can download the interview at [www.mimiemmanuel.com/the-holy-grail-of-book-launching-downloads](http://www.mimiemmanuel.com/the-holy-grail-of-book-launching-downloads).

For more info, contact Ocean on [www.inhousepublishing.com.au](http://www.inhousepublishing.com.au) or better, [www.oceanreeve.com](http://www.oceanreeve.com).

Check out [www.mimiemmanuel.com/favourites](http://www.mimiemmanuel.com/favourites) to find out about Ocean's offer to my readers.

Finally, if you really want to write a book but have no skills, no talent, no time, but a great story to tell and you are happy for someone else to take care of everything for you, have a chat with Tucker Max from [www.bookinabox.com](http://www.bookinabox.com).



MIMI EMMANUEL'S HOLY GRAIL OF BOOK LAUNCHING



MIMI EMMANUEL'S HOLY GRAIL OF BOOK LAUNCHING



## VOLUME THREE - CHAPTER FOUR

# BESTSELLING AUTHORS SHARE THEIR LAUNCHING SECRETS

Volume Three Chapter Four is courtesy of fellow authors, buddies, and classmates. Most of these are (were) not professional writers, but people like you and I who had never written a book before, had not been part of the industry, but followed the guidelines and directions given by their mentors as outlined in *The Holy Grail of Book Launching* and in this chapter they share their launching secrets with you.

One bestselling author has even created a free 'Launch your Bestseller in 30 days' course, and another bestselling author has written a mini 'Marketing the Book Launch Course.' You are very welcome to sign up to either or both of these free courses.



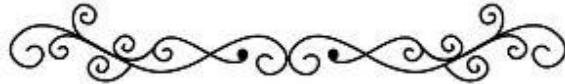
MIMI EMMANUEL'S HOLY GRAIL OF BOOK LAUNCHING



**JOANNA JAST**

**BESTSELLING AUTHOR OF**

***LASER- SHARP FOCUS***



## CASE STUDY OF SUCCESSFUL LAUNCH

### Selling over 100 books/day for months

I asked Joanna how she managed to sell over 100 books a day?

At some stage she mentioned that her sales dropped after she exited the KDP Select program. Another good reason to sign up for KDP Select, I guess.

Joanna was kind enough to share her secrets with us below.

### Selling 100 books a day

My book *Laser-Sharp Focus* has been more successful than I ever imagined. Although its Best Seller ranking dropped significantly after 3 months at #1000-2000 in the overall Amazon Paid to (currently) around #6,500 about 2 weeks ago when I exited the KDP Select program, I am still selling 30-40 books/day at a price \$3.49 - \$4.99.

### What's the secret?

I can only guess.

Since many of us have followed the similar launch strategy, I do not think my book launch strategy is what made my book such a success.

### What I think did help is:

- writing a book with a wide appeal (lots of people want to improve their focus or productivity)
- writing a book addressing burning needs/desires of my audience
- writing a book that is different to what was already out there
- choosing the cover chosen by my target audience and making it stand out from the crowd

And this is how I did it:

## 1. How the idea of writing about focus improvement first came about:

It all started long time ago, probably over a year or so. I was already in the self-development/accelerated learning niche and joined Quora (to increase my online presence and build my credibility). I quickly noticed I was answering similar questions time and time again. Obviously, there was a need for this sort of info.

### First prototype (unconscious)

So I developed my 4-part email course (free) 'Improve Your Focus' - and made it my 'flagship free offer.' It proved to be quite popular - I didn't have much traffic coming to my blog at the time, but the opt-in rates for the course at around 30-40%.

### Market research takes on a more serious approach

Round about May-June last year I came across Ryan Levesque's book and method: *Ask*. I read the book, did his Ask training, and joined his Mastermind Group (I am still in there). The result was my (very protracted) and multi-level survey (Deep Dive Survey, as Ryan calls it in his book), based on what people were already telling me: productivity/top-performance problems. I just refined it.

- I surveyed my (tiny, around 100 people at the time) email list
- People from FB groups I was a member at the time (the group members fitted in with my target audience: freelancers, entrepreneurs, and wanna-bes, career shifters)
- People on Quora
- I also decided to buy some surveys, because despite my best efforts I was not able to get enough responses to make sense (it was quite dear, actually - about \$300 - \$400 per 50 responses, some of them useless really).

I had a clearer idea of what people needed.

### The next step

Following that, I did a research of what was already available out there: I spent several hours going through books on Amazon. I checked all the books which addressed the topic

of (mental) focus, concentration, attention, etc., in the context of productivity (not direction-seeking, etc.), particularly exploring:

- their content
- the angle the content was presented in
- read all the 2-4\* reviews and some 1\* and 5\* to see what people liked and didn't like about those books

## Following this step I realised:

What I needed to include/exclude

- I needed a better cover, something that would look professional (most of those book were clearly self-published with badly designed covers), be clear and clean and slightly different to what was already out there (most covers had an eye on them)
- needed to be clear and concise, with a very practical approach (which was great, because this is what I always aimed at)
- I needed to differentiate myself by making my book evidence-based, but written in plain English (again: my strengths, due to my scientific background and English as a second language)

## Checking if I got it right

Then, knowing what people wanted/needed and what was already out there (and not), I wrote up my Table of Contents and ran it past a few of my most active readers, asking them for feedback.

A few tweaks to the contents ensued.

## I brainstormed my title, and got people to vote on it.

As most of you, I did a poll on SPS [Self-Publishing School], but also in the other FB groups I was (and still am) a member of - those where the members are like my target audience.

I also ran a poll among my email list (at this stage approaching the huge number of 200).

## The final product was not my favourite one

The same was for the cover - the winner was not one of my favourites, but it was a clear winner, so I went along with what my audience liked.

I do like my cover now though. :-)

So here is what I think has worked for me.

I am definitely following the same process for my second book (which is not yet in the planning of the planning phase, but I want to publish it towards the end of this year).

I hope it helps.

Joanna Jast

Thank you, Joanna, for sharing your insights with us.

It is very generous of Joanna to share her knowledge with us because these are invaluable tips for authors who want to produce the best possible reading experience for their audience. I am convinced that applying the wisdom of the content of Joanna's book also goes a long way to helping create the best possible book, because the more focused we are when we are creating, the more value we are able to produce.

Joanna's content was shared with permission. You can check out Joanna's book at [Amazon](#) or read a preview at <http://a.co/hztiym7>.



**KATHRYN JONES**

**BESTSELLING AUTHOR OF  
*AUTOMATE YOUR ROUTINES*  
GUARANTEE YOUR RESULTS**



## KATHRYN ORGANISED A LAUNCH PARTY OF OVER 500 PEOPLE IN THREE DAYS

Next up we have Kathryn Jones, who organised a launch party of over 500 people in three days. She shares exactly how she did this.

At the time of writing *The Holy Grail of Book Launching*, Kathryn's book has not been published yet (11/04/2016) but in 3 days, 506 people, including me, signed up to be part of her team.

Kathryn is generous to share her method with us and it includes her impeccable social skills, smiley face, and GIFs. What are GIFs? A GIF is an image file that supports both animated and static images, and Kathryn used these extensively when inviting people to join her team.

Will this work for you and me too? Who knows, we can only try. Nor do we have to copy exactly what Kathryn did, but I think the point is to appreciate her innovativeness, imagination, and creativity and use her example to come up with our own original ideas.

### How did she do it?

### How did Kathryn recruit hundreds of people in just 3 days?

Below are excerpts from Kathryn's generous sharing on the FB group and an email she sent me where she agreed to share this information to help others.

I came across Kathryn's invite on a friend's FB site which mentioned the following:

'My friend *Kathryn* is releasing a new book in the next few weeks. It's called *Automate Your Routines Guarantee Your Results*.

She is giving it away for free - along with every book that she'll ever write - in exchange for joining her launch team (aka leaving a Tweet-sized review on Amazon).

Thought this would interest you. Just FYI - she's closing the doors on this deal at 11:59pm on April 6th!

Click on the link to get in on this!

[www.booksbykathryn.com](http://www.booksbykathryn.com)

Hope you are doing well!

## This is what Kathryn did

I scheduled out every post that I would make (including images) and when I would make them.

- Blog
- Blog Facebook
- Blog Instagram
- Personal Facebook
- Personal Instagram
- Automated Email #1
- Automated Email #2
- Private Facebook Launch Group
- SPS Group
- All other groups I was associated with



That way, I never had to scramble during any portion of the launch. I simply inserted people's names into the posts.

For example, as my pre-work for the launch, I wrote -

WHEN: First day, end of the day

Wow, ending the day with [x] launch team members. I am speechless.

I am accepting people to be on my launch team for the next 48 hours. Make sure to share [www.booksbykathryn.com](http://www.booksbykathryn.com) with whoever you think would like 100% of my books 100% free.

P.S.Thanks to @name 1, @name2, and @name3 for your comments today. Such fans of you.



- In my posts, I tried to make people feel as appreciated as possible. That really contributed to them feeling comfortable inviting more people into the group.
- I also tried to make posts as entertaining as possible (with videos, GIFs, images, etc.) to make people return to the group over and over again.

## Landing page

- I made it simple. If you notice, the only thing to do on the page is click 'TELL ME MORE.' It doesn't link to anything else. This resulted in a 31.06% conversion rate.

## Emails

- Had two automatic emails sent up.
- The first was sent immediately after the subscribed (orient).
- The second was sent the second day (to remind them to join the FB group).

## Time Table

- I advertised heavily that this deal was only available for three days. The scarcity aspect drove up opt-ins.

## Results

- 506 person launch team built in 3 days!



Website: [www.booksbykathryn.com](http://www.booksbykathryn.com)

Facebook: <https://www.facebook.com/booksbykathryn/>

## How Kathryn used GIFs

I immediately created an emotional connection between myself and the person I asked to be on the team.

(NOTE: I know that seems super vague and fluffy, but stick with me - I will explain EXACTLY how I did that below.)

I didn't call people individually. I just didn't have the time to make 500 individual phone calls.

But, I knew I needed people to really feel like I cared about them and was genuinely grateful that they were a part of my launch team.

My solution?

GIFs!

## What is a GIF?

Technical term: GIFs are image files that are compressed to reduce transfer time; they support both animated and static images.

Non-technical term: an often-hilarious moving image that makes you LOL.

A blog dedicated to GIF's is <http://www.allgifs.com/>

## Why GIFs work

More often than not, people respond better to people, rather than to just words.

That's why, according to a January 2016 study, Twitter accounts that use emojis have a 25% higher engagement rate.

So, I decided to use GIFs to try and establish a relationship with everyone that opted-in to my launch team.

## Step-by-step

When people subscribed to my landing page they were automatically added to an email list. (I use Mailchimp.)

I set up an email to be automatically sent to everyone that opts-in to the list.

The email welcomes each person to the group, and using GIFs, really engages them! Based on the crazy response I have received (both for this launch team and in the past), I know using GIFs works!

If you are still not sold, see my Launch Team welcome email: [http://us9.campaign-archive2.com/...](http://us9.campaign-archive2.com/)

All right, now let's get down to the nitty-gritty.

## How to find GIFs

1. Go to [www.google.com](http://www.google.com).
2. Think of what type of emotion, response, or verb you are wanting to convey. For example, 'excited,' 'shocked,' 'blush,' or 'applause.'  
Note: You can also search for celebrities, television shows, or movies.
3. Once you have figured out what type of GIF you want, simply type in 'excited' or 'shocked' (or whatever you decided), add the word 'GIF' to the end, and click 'Search!' For example, you would search for 'excited GIF' or 'shocked GIF.'
4. A whole slew of GIFs will appear.

## How to put GIFs in your emails

### - Method 1 -

If you want the GIFs to be embedded into your post, here's how to do it:

1. Once you have found a GIF you like, right click and press 'Save as image.'
2. Once it is saved, go to your email service provider (once again, mine is Mailchimp).
3. Then, when creating an email (or campaign), simply click 'Add image.'
4. Upload the image of your GIF and there you have it.

To see another example (this is the email I send out the day AFTER they opt-in to be on my launch team), click here: <http://us9.campaign-archive2.com/...>

### - Method 2 -

Sometimes, it is funny to have the GIF be somewhat of a surprise. If this is what you what you are going for, you can hyperlink the GIF to a phrase. Here's how to do it:

1. Once you find one you like, click on the 'View Image' button.
2. This will take you to a web page with just the GIF.
3. Copy the URL and use that as the address to hyperlink to your text.

## How to use GIFs on Facebook

Find your GIF, copy the URL and paste it as your comment. It will immediately load within Facebook.

To see an example, see this post (or join my launch team to see many inside my private Facebook group):

[www.facebook.com/groups/618907514926088/permalink/627374240746082](http://www.facebook.com/groups/618907514926088/permalink/627374240746082)

## How to put GIFs in your private Facebook messages

You will see that Facebook has a GIF button at the bottom of their messenger system that allows you to insert GIFs easily. No need to copy or paste anything! Simply search within the built-in app!

## How to put GIFs in texts

I recommend downloading the GIF KEYBOARD from the App Store. They'll walk you through how to enable this keyboard within your telephone. You can then send GIFs easily as an iMessage or SMS.

## How to put GIFs in your blog posts

1. Follow the same steps that you did to embed a GIF into your email service provider (Mailchimp, etc.)
2. Then, within WordPress (or whatever you use), click 'Add Media.'
3. Upload the GIF to your website.
4. Click on it and embed into your site!

GIFs need to stay at their original size to work!

## How to embed GIFs on Instagram

Instagram doesn't currently support the GIF file. But, they do support the standard MP4 file.

So, to post a 'GIF' on Instagram, simply convert it to a MP4 file. Sites like <http://giphy.com/> will do it for you. Or, simply search 'Convert .gif to .mp4' on Google and you can come up with other solutions.

## If your GIFs are taking forever to load

Sometimes, GIF files are too big. So, when people open your emails or your blog posts, all they see is an awkward, blurry, frozen image. And, this will DECREASE your traffic and INCREASE your website and email bounce rate (which is definitely something you DON'T want).

So, if a GIF takes a particularly long time to load, compress it! Sites like <http://ezgif.com/optimize> or <http://gifmaker.me/optimizer/> will do it for you.

## Want to make your own GIFs?

Not finding the GIF you want, or simply want to create your own? Perfect. Sites like <http://makeagif.com/> and <https://giphy.com/create/gifmaker> will convert a series of images or an .mp4 to a .gif file for you!



MIMI EMMANUEL'S HOLY GRAIL OF BOOK LAUNCHING

You can join Kathryn with her next launch; she'd love to have you! Find her on [www.facebook.com/profile.php?id=817865166](http://www.facebook.com/profile.php?id=817865166)

Kathryn's launch party strategy is shared with permission. Thank you, Kathryn, for sharing.



**KYLIE ANSETT**

**BESTSELLING AUTHOR OF**

***TEN YEARS YOUNGER***



Kylie shares some of her insider secrets with us here. For more you can sign up to her free master class on Marketing the Book Launch, or her Book Launch BootCamp. [www.booklaunchbootcamp.com/vipthankyou](http://www.booklaunchbootcamp.com/vipthankyou)

Kylie is great at motivating people, and she shares her tips on how to keep your support team motivated and happy to participate.

## MARKETING THE BOOK LAUNCH

For me it is all about the writing. Sit me down in front of a blank screen or piece of paper with an idea in my head and ... Off I go! I mistakenly thought that was what it was *all* about the first time around. I thought that publishing a book meant you wrote it, edited it, and then hit publish.

Ah uh... there is this whole underbelly, this alternate reality out there: the murky world of *marketing*.

What? Nobody said anything about *marketing*! That's not what I am, *that is not what I do!*

It feels sort of sleazy. Used-car-salesmany. Dirty. Not *my* cup of tea.

But, and here's the rub, if you don't do it, no one else will.

Your book will sit there, in the gargantuan Amazon warehouse in the sky, gathering cyber dust, while you cry into your perfectly made cup of Earl Grey.

Think of it like this: you wrote it. Let's assume it has value. Ergo, if you want others to benefit from it: *you are going to have to hustle*.

Or, you could stand on a street corner and give copies away.

Now, I have been on many a launch team myself. I know some of the desperate tactics authors resort to, to try and get a review. Things like begging. Things like pestering. Things like demanding. I have been on the receiving end of many of these things. But I am a busy woman. I know how easy it is for other people's requests to slip through the cracks. And sorry, but reviewing your book is just not at the top of my to-do list. I also understand where the author is coming from; I too have been there! But the 'ask, ask, ask' technique is not conducive.

Now, I know exactly what it is that an author is wanting from their launch team. They want them to download their book (on a specific day). They want them to put up a review on Amazon, fast. Full stop. But it doesn't always happen like that.

This was not my first time at the 'getting reviews on Amazon' rodeo. Last time round I had gathered together what I thought was a decent number of people (100) who had agreed to be on my 'team.' In exchange for the advanced copy of my book, their job was to download and review.

I made a conservative estimation that 30% of my team would actually write a review. I was hoping that 100% would download, but there is no way of ever knowing that. And I was right on the money. About 33 people put up reviews in those few days after the launch. I was very happy with that. I honestly didn't expect everyone to review. I knew the book was not for everyone. I knew some people would forget. I knew sometimes we get too busy. And some might be following their mother's advice - if you do not have anything nice to say, do not say anything! I knew all of that.

So, like I said, I was happy with 30%.

Second time around I wanted to try things differently. It was less daunting, so I was able to focus on strategy a lot more.

I figured if I *gave* enough to my team, then they would be more likely to want to do something in return. Like download. Heck, like review! It's basic physics.

This time, many on my launch team were fellow authors (first time around they were mostly healers and natural practitioners). So I had to think, what did I have that other authors would find useful? The answer was obviously I had a tiny bit of experience. I had gone through the process. I had a successful book under my belt. I figured one thing that they might appreciate was the ways that you could successfully market your book launch. Tips on how to get the team together. And then what to do with them when you had.

Having been on a few, I had seen all sorts of different tactics. What worked. What didn't. I saw patterns and strategies I liked. I found flaws and holes as well. So I started writing a series of emails giving the lowdown: the good, the bad, and the downright dirty. I kept it light. I filled it with fun. But I packed it with value too. This became my Masterclass.

The Masterclass is a series of emails that cover many of the topics an aspiring author will face. Cover design. Book description. Chapter titles. I titled it 'Marketing the Book Launch.' It included the 3 ninja hacks that will turn Browser to Buyer and the 3 cardinal sins to avoid at all costs. Loads of acronyms like KISS, TOC, TMI and WIIFM.

The 2 Tier List - our list of 10, and your list of 10 more

- 4 Review Tips and 5 Questions to remind your team to think about as they read
- You have to Become your own Marketer
- And becoming a marketer not as hard as it sounds
- The 3 Gift Strategies to use: advise, entertain, intrigue
- What Not To Do - beg & whine, demand & expect, over emoticon, meaningless swapsies
- Sniff out and avoid the Whiff of the Amateur
- Check out the Competition - be inspired or otherwise!
- KISS - one call to action at a time!
- Use the Give Equation - Give+Give+Give+Ask=RESULT!
- Don't Overthink the Give - KISS applies here too!

Kylie's insider secrets are shared with permission. Kylie is an author, coach and holistic healer. If you like the sound of her Masterclass you can join it here - [https://app.convertkit.com/landing\\_pages/46455](https://app.convertkit.com/landing_pages/46455)



MIMI EMMANUEL'S HOLY GRAIL OF BOOK LAUNCHING



**NICK DANIEL**

**BESTSELLING AUTHOR OF**

***THE WEALTHY HEALTH COPYWRITER***



## BOOST THE SUCCESS OF ANY SALES MESSAGE

I asked Nick how to write for success and Nick shares his secrets when he teaches us that there are 21 proven strategies to boost the success of any sales message. It sounds simple, but they will work miracles if indeed you put them into practice. These are the strategies Nick uses when he gets paid \$13,000 per sales letter. Here they are, all 21 of them.

- Know what you are selling
- Find the big promise
- Know and understand your audience
- Solve a problem
- Use The BEST Headline Formula for stunning headlines
  - ✓ Beneficial: they need to state a clear benefit to the reader (based on the lifestyle benefits you developed above)
  - ✓ Extraordinary: they must say or promise something unique, out of the ordinary, something no-one else is saying, something that piques interest and teases them into wanting more
  - ✓ Specific: they must provide enough detail to feel 'real'
  - ✓ Time-sensitive: they need to have in-built urgency, a reason why the customer needs whatever is being promised now, and not later
- Consider what subject line to use

There are five kinds of subject lines that boost open rates:

1. Benefits: 'Top 10 Lazy Skillet Meals.'
2. Questions: 'Do You Think You Can Retire at 65? Think Again!'
3. Testimonials: 'More Alaskans Drive on Michelins.'
4. How-to: 'How to Make a Fortune With a Foolish Idea.'
5. Curiosity: 'Discover the Ultimate Options Trading System.'
  - Know your audience's buying emotions



- Be clear about your call to action
- Focus on one big idea
- Tease your customer until they are panting for more
- Your writing style should pass the 'Bar stool test'
- Build intimacy into your sales message
- Paint a verbal picture of the benefits
- Prove your benefits with compelling evidence
- Use specifics to create intrigue and trust
- Make your offer time sensitive
- Keep your writing at grade 7 on the Flesch-Kincaid scale
- Write for skim readers too
- Avoid clever and funny
- 'Easy' and 'Fast' are powerful selling points
- You do not need salesy, pushy, or aggressive language.

## The other things I learned from reading Nick's book are

- ✓ 14 little known secrets to writing extraordinary headlines ...
- ✓ 6 sales strategies that work every time ...
- ✓ His B-E-S-T Headline Formula fully explained - with detailed examples...
- ✓ 6 common sales message mistakes and how to fix them ...
- ✓ Direct and indirect headlines and when to use them ...
- ✓ His 6 top sales message credibility hacks ...
- ✓ How to use stories and similes to create gripping sales messages...
- ✓ ...and much, much more ...

Nick's 21 proven strategies are shared with permission. Nick's book comes highly recommended and can be found on Amazon.



**DAVINA CHESSID**  
**BESTSELLING AUTHOR OF**  
***FOOD CRAZY MIND***



## HOW TO KEEP UP YOUR SALES AFTER LAUNCH

Davina utilised a simple technique to keep up the sales after launch. She posted her Amazon book link on a regular basis to 200 Facebook groups.

Davina's book rocked the charts for many months and not only because she employed this simple technique. Her book *Food Crazy Mind* was a sizzling bestseller because of her endearing way of approaching cakes and cookies and laugh-out-loud funny anecdotes.

Davina agreed to share her list of 200 Facebook groups with us.

After you join the Facebook group, please read the group description and check to make sure that it is okay to post your link on the FB thread. Abide by the rules or you will be kicked out of the group and that is just wasting everyone's time.

Before you utilise the sheet, go over to Davina to say hi and thank her for her efforts at <http://www.foodcrazymind.com/davina/>. Check out her book. It is yummy.

Thank you, Davina, for generously offering to share your template with us! Davina's list was shared with permission. Davina's beautiful journals can be found on [www.amazon.com/Premise-Content/e/B01LY2A6XM](http://www.amazon.com/Premise-Content/e/B01LY2A6XM)

You can download the sheet with 200 Facebook groups from:

<http://www.mimiemmanuel.com/the-holy-grail-of-book-launching-downloads>



MIMI EMMANUEL'S HOLY GRAIL OF BOOK LAUNCHING



**RUPERT COLLEY**

WRITER OF

***HISTORICAL FICTION WITH A HEART***



Rupert created a spread sheet of promo sites and listed them according their Alexa ranking. What is [Alexa ranking](#)? Alexa's traffic estimates and ranks are based on the browsing behaviour of people in our global data panel which is a sample of all Internet users. Most popular sites are ranked the highest ... well, usually.

Rupert shares below about his research on promo sites.

## 101 PROMO SITES LISTED BY ALEXA RANKING

The following list is a list of 101 promo sites where you can submit your free or discounted book. By far the most effective and powerful is [Bookbub](#) – but they are also, by far, the most expensive and notoriously difficult for securing a spot. They state quite clearly that they only accept about 20 per cent of submissions.

If you don't succeed at first, then, as the old adage goes, try, try, and try again. And just because you cracked it once, it doesn't mean you will the next time.

You can improve your chances by having your book available in lots of different stores and be prepared to promote internationally.

### **BookBub**

If you are lucky enough to secure a [Bookbub promotion](#), then expect to pay anything from US\$25 to \$512 to promote a free book, and \$50 (unusual) to over \$1,000 for a book discounted to \$0.99. (Prices will increase – so check [here](#) for their current rates). [Links are available on the 'Links' page.

The more popular your genre, the more you can expect to pay. Bookbub's pricing page lists the average number of downloads and books sold per genre. So, for example, if you want to promote a 99¢ crime novel, it will cost you \$1,024 but, on average (and nothing,

of course, is guaranteed), you can expect to sell 3,620 copies. Using Amazon as our example, if your book is set at the 35 percent royalty rate, then you would earn \$1,267 (leaving you with a \$243 profit once you have paid Bookbub). But if your 99¢ book is on a countdown deal and is still earning you the 70 percent royalty, then you'd earn \$2,534 (\$1,510 profit). But perhaps more important than your return on investment; is the extra exposure you will gain as a result. Bookbub reckons that 70 per cent of their featured authors report an upturn in their sales after being featured. The trick is – maintaining it.

### **Other than Bookbub**

Beyond Bookbub, I have listed a further 100 sites where you can submit your book promotions. Each site's effectiveness depends on the size of their subscriber list and, to a much lesser extent, the number of followers they have on their various social media feeds. But, as we should all know by now, 50,000 followers on Twitter doesn't necessarily sell books. Most of the sites have different lists for different genres, and how one site defines genre does not necessarily tally with another site. Plus, not all sites are forthcoming about the size of their lists. And some may be misleading – whether by accident or design.

The only equal, if flawed, method of comparing the effectiveness of each of these 101 sites is to rank them by their [Alexa](#) ranking. (Alexa ranks websites by their popularity). The inherent problem with this is, as I allude to above, number of visitors to the site is not as important as the size of their subscriber lists. Nonetheless, it provides an equitable system of ranking. The second drawback is that Alexa rankings are updated continually. But, having said that, having kept this list up to date for over a year, the order doesn't change that much and, as I say, it is only there as a crude means of comparison.

Thus, ranked by Alexa, the links for the 101 promo sites will take you directly to the 'author information' page or the submission page (unless they change their URL) and I have included prices where possible (again subject to change). Most sites offer the option to promote your free or discounted book for free but, given demand, you might not get featured. Therefore, they usually offer a paid option where you can guarantee a slot. Invariably you will only be able to pay via PayPal. A few sites need a week or two's notice, and a few require that your book already has a number of Amazon reviews. The sites that do demand reviews usually, but not always, offer a 'new release' option.

There are services that will, for a fee, submit your book to several sites at once – thus saving you a ton of time. One is [Better Books Tool](#) where, for \$67, you get a whole load of useful tools, including promo submission software. Another is [Kdroi](#), run by the chap



who invented the Kindle Spy software, which is currently \$47. The advantage of these two services is that once purchased, you can utilize as often as you wish. [KBook Promotions](#) also offers a raft of tools, including a promo site submission tool, for \$27 per month. If you are planning on doing this just the once, then for \$29 try the service at [Book Marketing Tools](#).

Ultimately, however, given a choice of paying \$1,000 for a Bookbub feature or paying \$1,000 for forty different promo sites at \$25 each – always, always choose the former!

*Rupert's content was shared with permission. Rupert Colley is the founder of the [History In An Hour](#) series and a writer of historical fiction. See his work at [rupertcolley.com](#).*

Thank you, Rupert, for sharing your research with us!



MIMI EMMANUEL'S HOLY GRAIL OF BOOK LAUNCHING



**BRITTANY BARBERA**  
**BESTSELLING AUTHOR OF**  
***LET ME BE WEAK***



## SAMPLE LETTER TO THE RE-LAUNCH TEAM

By now we know that it is important to have a launch team to help support your launch. Elsewhere we address the Welcome letter to the launch team. Brittany first published her Kindle, and when it was time to launch her print copy she perfected the art of re-launching by offering incentives to team members as follows,

### How to win cool prizes (contest rules):

1. Contest starts on Sunday, 3/20/16 and will end on Sunday, 3/27/16.
2. In order to be eligible to win a giveaway prize, you must participate (in at least 2 of the promos suggested below) on Sunday, 3/20/16. *You are encouraged to participate for the duration of the contest, and earn additional points, but are not obligated to do so.*
3. Complete at least 2 of the suggested promotional ideas below and keep track of how many points you earn. Each time you complete a task, you will earn points. *(Example: If you share a quote image on launch day, you earn 2 points. If you decide to share several quote images throughout the duration of the contest, you get 2 points each time you share.)*
4. YOU are responsible for tallying up your points. Keep a record each time you post, so you know how many points you have earned. Email the grand total of points earned to: letmebeweaklaunch@gmail.com by midnight on MONDAY, 3/28/16.
5. The person with the highest number of points will receive a signed paperback copy of my book and a physical copy of my CD, 'The Sparrow.'

*Everyone else will be entered into a drawing, and I will select the other winners at random. Number of entries will be determined by total number of points.*

*(Example: if you have a total of 50 points, I will enter your name into the drawing pool 50 times. Once all points are tallied and all names entered into the pool, I will choose names at random and notify the winners. GOOD LUCK!)*

## Promotional Ideas:

***NOTE:** Every person that purchases a paperback copy of the book, will also receive free mp3 of my song 'Let Me Be Weak.' In order to claim their free gift, they must email proof of purchase to [letmebeweak@gmail.com](mailto:letmebeweak@gmail.com) and I will send them the download. Please include this information as you post, to make sure your friends get the complimentary mp3 if they decide to purchase the book.*

1. Follow/Like my public pages (1 point/each):
  - a. Facebook: <https://www.facebook.com/brittanybarberamusic/>
  - b. Twitter: <https://twitter.com/brittanybarbera>
  - c. Instagram: <https://www.instagram.com/brittanybarbera/>
  - d. YouTube: <https://www.youtube.com/user/brittanybarbera>

*\*If you are already connected on social media, skip this step and give yourself 1 point for each platform; where we are connected.\**

2. Share your favorite quote image from my website, and include Amazon link in your post (2 points/each time you share):
  - a. Link to quote page on my website: <http://brittanybarbera.com/bookquotes/>
  - b. To share directly from my website, hover over the image you want to share and select the platform where you'd like to share it. Follow the prompts...
  - c. When the box pops up for you to write something about the image you are sharing, please include the Amazon link: <http://amzn.com/B0194J7F64>
3. Review book on Amazon (3 points):
  - a. Click this link to review book on Amazon: <http://amzn.com/B0194J7F64>  
*\*If you have posted a review in the past, skip this step and give yourself 3 points\**
4. Share promotional video for music, and include Amazon link in post (5 points):
  - a. You can share the video directly from my website:  
<http://brittanybarbera.com/sneakpeak/> or you can share from  
<https://www.facebook.com/brittanybarberamusic/>. (I will post it on my



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Facebook page on 3/22/16 in the morning, so do not worry if you do not see it there until then.)

b. Please include this message (or something similar) when you post:

*Receive a free mp3 of the song 'Let Me Be Weak' with your purchase of the paperback book (<http://amzn.com/B0194J7F64>). To receive your free download, simply email proof of purchase to [letmebeweak@gmail.com](mailto:letmebeweak@gmail.com).*

5. Get Creative! (5 points):

a. Have another idea on how to share about the book and/or song? Awesome! Use your creativity to help spread the word and earn yourself some extra points!

Here are a few ideas, if you are stuck:

-Take a picture of yourself reading the book and post to social media

-Write to a book/music blog and ask them to review it

-Use text from the book or lyrics in the song to create a piece of art

THANK YOU!!!!!!!

Brittany's techniques are wonderful ideas and incentives to utilize and adapt for your own uses when you decide to relaunch your Kindle or launch your audio or print book.

You don't have to follow Brittany's relaunch to the letter, but it will give you some ideas for when you relaunch your book.

Thank you, Brittany, for allowing me to reprint the letter to your re-launch team.



MIMI EMMANUEL'S HOLY GRAIL OF BOOK LAUNCHING



**SALLY MILLER**  
**Bestselling author of**  
***Make Money From***  
***Kindle Self-Publishing***



## SUPER SIMPLE BOOK LAUNCH STRATEGY

Remember how early on in this book that I mentioned that one of the aims of this book is to prevent overwhelm? It does not come any simpler than to follow Sally's launching technique. If you are keen to make money from Kindle Self-Publishing I highly recommend that you read Sally's book. You can also sign up to Sally's free course of how to launch your bestseller in 30 days.

### Here is my super-simple launch strategy

I love sharing how things work out so that you can learn from my successes and failures. Here is my super-simple launch strategy and the results for my latest book, *Make Money from Kindle Self-Publishing*.

This approach works even if you are a first-time author and hate promoting yourself. Here's exactly what I did on each day of my book launch...

Day 1: Paid promotion via BK Nights on Fiverr. Sent an email announcing my book is now free. Shared on Facebook.

Day 2: Paid promotion with James Mayfield (book still free)

Day 3: Paid promotion with Freebooksy (book still free)

Day 4: Change price of book to 99 cents. No promotions.

Day 5: Bookzio promotion (book 99 cents)

Day 6: Buck Books and Reading Deals promotions (book 99 cents)

That's it. No podcasts, no guest posts, and I am not a well-known author with thousands of fans!

  
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Here's the number of book downloads on each of these days:

Day 1: 659 free downloads

Day 2: 726 free downloads

Day 3: 1652 free downloads

Day 4: 432 free, 17 paid downloads

Day 5: 32 paid downloads

Day 6: 118 paid downloads

I am now averaging around 20 downloads a day (my book is priced at \$2.99). It's ranked approximately #5000 out of all paid books.

The bottom line is this ... If you do not mind paying for a few promotions, you do not have to spend a lot of time promoting your book. Once you show that people buy your book, Amazon will start selling your book for you.

I spent a total of \$134 across all of the paid promotions. So far I have earned \$178 in book royalties (in approximately 2 weeks). For me the book promotions were worth every penny.

That's it. A super-simple book launch strategy that works!

You can sign up for my FREE 'Launch Your Bestseller in 30 Days' course here [www.sallyannmiller.com/launchyourbestseller](http://www.sallyannmiller.com/launchyourbestseller).

Let me know if you have any questions. I'd love to hear from you.

All the best,

Sally

Thank you so much for sharing, Sally, you are an inspiration!



VOLUME THREE - CHAPTER FIVE  
**MORE TEMPLATES FOR SUCCESS**



## PRODUCT PAGE

**First upload Book**

Check and double check that all is in order.

**Then upload Cover**

Get the best cover design you can afford.

- 1. Fill out Title and subtitle**  
Make it descriptive, punchy, and not too long.
- 2. Mention co-authors and editor and cover designer**  
Their names will be displayed right next to your name.
- 3. Fill out Book Description**  
You can mention the highlights of your book here and let visitors know about why your book stands out from the crowd.
- 4. Editorial Reviews**  
These are often paid for, such as the Kirkus review, or can be filled out by family members.
- 5. From the Author**  
This can be a personal note from the author.
- 6. From the inside flap**  
More fun info for your readers to find out about your book.
- 7. From the back cover**  
Unless you put this information here, your readers won't have access to it.
- 8. Author Bio**  
This is your chance to let your readers know about who you are.
- 9. Reviews**  
Put an invite in your book to invite readers to leave a review for your book. Send Advance Reader Copies around so that readers and media can leave a review.
- 10. Customer Discussion**  
Remind family members and friends of this feature and invite them to utilise it.

## How to fill out the product page?

The easiest way to fill out the product page and make changes is through Author Central. Fill everything out, as much as you can, on the product page: description, editorial reviews, author bio, inside flap, outside flap.

Incorporate keywords in the product page. See some samples below.

Potential buyers on Amazon love reading as much as they can about the book and the author before they decide to purchase. Your aim is to keep readers on your page for as long as possible to help them make up their mind.

## A few samples below

### From the Author

I am stoked that I am able to help other authors, entrepreneurs, and self-publishers and support you all with your launch.

I had enormous fun writing and publishing and if I can say one thing it is this: If it is not FUN, do not go there.

This Book Launch Plan came about because I promised to share my experience and launch plan with my team, and before I knew it, it grew into 150 pages! It took me a few months to organise the bundle of notes into a coherent book, and there it is. I think we can call it an accidental book because it was not planned. It just happened.

My daughter researched covers and colours on Amazon to see what other books in this genre look like and after she made a few samples, my classmates and buddies at the Self-Publishing School voted this to be the best cover.

This launch plan was inspired by *My Story of Survival*; my first book, which ranked #1 in more than 9 categories with a bestselling banner in four.

If you have always wanted to write a book ... now is the time! Grab yourself a copy, it's easy-peasy, you will see.

I wish each and every one of you a HUGELY successful launch with many repeats!

### From the Inside Flap

Come along, just for fun and see how easy-peasy it is to launch a book on Amazon.

Inside you will find an enormous amount of links to useful material that will help you publish your book.

For instance, a list of my mentors and their websites is included. Why re-invent the wheel? I prefer to follow the directions of people who know what they are doing. BIG thank you to my mentors: Chandler Bolt, Michael Hyatt, Penny Sansevieri, John Kremer, Tom Morkes, Tim Grahl, and Dave Chesson.

Thank you, Amazon, for giving new authors a chance to hang out with the big guys.

## From the Back Cover

### ABOUT PUBLISHING YOUR OWN BOOK

This is for anyone who has always wanted to write and publish a book. I have some advice for you:

DO IT!

*REMEMBER TO FILL OUT AS MANY DETAILS AS POSSIBLE.*

*MAKE SURE TO INCORPORATE KEYWORDS.*

*YOUR EFFORTS WILL BE REWARDED WITH BETTER SALES.*



# MIMI'S SAMPLE LETTER TO AMAZON

## Requesting a change of categories

### Why do I write to Amazon?

Why do I write to Amazon and not change the categories myself in the KDP portal? This is because I cannot always find the categories that I would like my book to list in under the options that are on offer in the KDP portal.

In the past I have presented Amazon with all my choices, but now it appears that Amazon prefers when I ask them just for a couple of changes at a time. So I click on the 'Contact Us' button in my KDP portal on the lower left and write as follows,

*Dear Amazon Support Team,*

*Re: changing categories of Mimi's Book Launch Plan ASIN B01BU0VV1A.*

*Even though my book is still listed as a bestseller, the ranking has gone down. In order to get fresh eyes on the book I have booked a few promos and would like to change categories.*

*Thank you for listing Mimi's Book Launch Plan in the following categories if this is possible at all:*

*Kindle eBooks > Education & Teaching > Teacher Resources > Reference*

*Kindle eBooks: Business & Money: Marketing & Sales: Sales & Selling: Home-Based Business*

*The old categories are still applicable but at the moment not generating many sales.*

*Thank you very much for your help.*

*Kind regards,*

*Mimi Emmanuel*

## WELCOME LETTER TEMPLATE FOR MIMI'S LAUNCH TEAM AT

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

### Welcome to my launch party!!!

\*\*\* READ THIS PLEASE \*\*\*



**\*\*\* WELCOME NEW MEMBERS! \*\*\***

Thank you for joining 'This is FUN! Mimi's Launch Party.' I am thrilled to have you on board.

You will receive a free copy of all my books and in return, I am asking for your feedback. Advanced Reader Copies are located under FILES. These are to be read for feedback and reviews according to Amazon guidelines.

If you would like to leave a fair and honest review for any of my books, you can do so at [www.amazon.com/author/mimiemmanuel](http://www.amazon.com/author/mimiemmanuel).

I also love to hear about suggestions for improvement and any other kind of feedback you may have.

You are invited to post any of your own book URLs up in the HALL OF FAME. And any tips can go under BOOK PUBLISHING HACKS AND TIPS so that we can help each other on our publishing journey.

HAVE FUN!

We are here to launch books! If it isn't FUN, I am not doing it and I ask the same from you. Only do what you enjoy and consider fun. Don't be stressed ... enjoy the process.

I will let you know when my book launches. Thank you for sharing with friends and family and on social media.

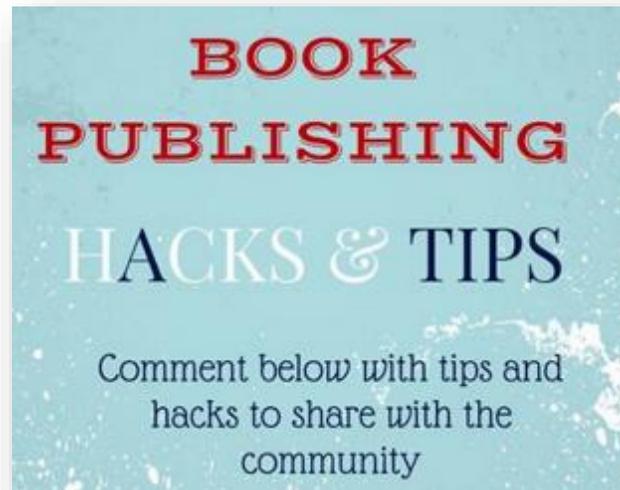
## HALL OF FAME



Add your book link to the Hall of Fame so that we can support your launch also by posting on our social media and giving feedback on your book.

## BOOK PUBLISHING HACKS AND TIPS

We share book publishing hacks and tips on my Launch Party such as [How to use Evernote with the Personal Power Roadmap System](#); How to match podcasters with great guests, for free; [Resources from BookBub on marketing examples and book covers](#); [Get paid to write articles](#) courtesy of John Kremer; [Whiteboard animation](#) from Jenny Fiverr; [Michael Hyatt's Ideal Week Template](#); [Actionable techniques to grow 10x faster on Twitter](#) and much, much more.



## Rules

We accept people who have professionally edited clean books and are committed to support me with my launch.

## Why are launch parties a good idea?

Launch parties are great for authors and readers alike.

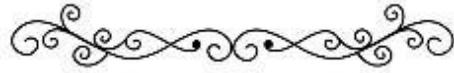
Benefits for the reader are that they can have a peek behind the scenes as to what is involved in writing and publishing a book. Obviously a reader would only join a launch party if they are genuinely interested in supporting the author with launching a particular book. Leading up the launching period a reader can receive advance copies of chapters or an advance reader copy of the book to critique and help fine tune the content. During launching support members are the first ones to be able to share with their friends about the new release.

Benefits for the author include support for when they launch their book. Readers can help the author by spreading the word and leaving a review on Amazon or participate in the discussion on Amazon about the book. In addition to that, as we can see from Joanna Jast's story, the feedback we receive from readers is invaluable. It is because of the feedback that we can fine tune our story and make it better and better. A launch team is a great place for this kind of feedback.



MIMI EMMANUEL'S HOLY GRAIL OF BOOK LAUNCHING

*SET UP A FACEBOOK GROUP WHERE YOU CAN  
COMMUNICATE WITH YOUR LAUNCH TEAM.*





MIMI EMMANUEL'S HOLY GRAIL OF BOOK LAUNCHING

# Afterword

We've come to the end of the book.

My experience tells me that writing a book is about 5% of the process of becoming a successful author. You can write all you like but if no one will ever read it; what's the use?

The advice that is always given to newbie authors is to market and promote your book. But how? I searched the web to find out how to market my book and I found words and catch phrases thrown around such as research your market, identify your audience, target the right people... sure, but how?

There are numerous marketing packages available ranging from a few hundred to a few thousand dollars showing you how to market your book to the right audience. You can buy a package like that and find that you will still have to build your brand yourself and get your name out there.

If you do not know where to begin, start baking muffins. You cannot go wrong with that. See [Volume Two Chapter Three](#) on how to bake Social Muffins.

My step-by-step guide tells you how to launch, market, and promote your book.

I shared with you what I do when I write, market and launch my books. I've given you the essential elements for a successful launch as well as some extra awesome sauce to help keep the book sales going. I have given you my best links and tips and tricks, and shared with you who my mentors and role models are, plus what tools other authors use to launch successfully.

I've given you cheat sheets, mini tutorials, and templates which will make your launch easier. These include my 'Step-By-Step Launching In a Nutshell' and 'Easy and Fun Book Marketing Event Calendar' and 'Easy and Fun Social Media Plan,' plus all the promos that I love as well as the promo sheet with 200 FREE promo sites on it and the sheet that has the Alexa ranking of the most popular promo sites listed.

Finally, I've also given you a template with samples on 'How-to Skyrocket your Sales and Find your Holy Grail as an Author,' which is based on the swarm intelligence I mentioned earlier in the book. I suggest that we use techniques and methods that have been tried and tested by the best in the industry.

I spent years learning and collecting this information and put it altogether in *The Holy Grail of Book Launching*, in an easy to use format, to save you time and effort. Reading my book will lead you to *the Holy Grail of Book Launching* but you will not taste the sweet nectar of success until you implement what you read. So get going, right now, one task per day.

Wherever possible I have placed relevant cheat sheets and templates at the end of each respective chapter in the book. As a note to readers of the Kindle version: Kindle formatting does not always make this possible nor practical. For this reason, you can also download these templates from [www.mimiemmanuel.com/the-holy-grail-of-book-launching-downloads](http://www.mimiemmanuel.com/the-holy-grail-of-book-launching-downloads).

## What is The Holy Grail again?

I assume that you already knew about some of the techniques I discussed and if you are a published author you have probably heard about and booked some of the promos mentioned.

The difference between knowing and doing is the difference between success and failure. The only way you are going to find your Holy Grail as an author is by following up on a blueprint, such as is provided in this book and use the templates and tools and links that I have given you. I implore you to do so.

## Keep in mind that your story is your legacy

Keep in mind always that your story is your legacy. What would you like it to be?

At some stage I decided that when I exit I would like to leave my children with a house and some cash. Right now, I'm happy to show them 'your story is your legacy.' Wherever that will take me, I intend to make it the best it can be.



If you enjoyed *The Holy Grail of Book Launching* please consider leaving a review and sharing this link with someone who will benefit from reading this book.

Wishing all my readers happy writing and successful publishing and launching.

You can contact me at [mimi.emmanuel@gmail.com](mailto:mimi.emmanuel@gmail.com) and you can visit [www.mimiemmanuel.com](http://www.mimiemmanuel.com) for free mini tutorials or sign up here at [goo.gl/aJFd7A](http://goo.gl/aJFd7A) to have these sent to you as they are released.

Other books I have written and contributed to can be found on [www.amazon.com/author/mimiemmanuel](http://www.amazon.com/author/mimiemmanuel).

Remember at the beginning of the book that I mentioned 'your story is your legacy' and to give this some thought before you publish?

Let me know about your legacy. Please share with me! You can do so by writing to me at [mimi@mimiemmanuel.com](mailto:mimi@mimiemmanuel.com) or you can become part of my support team at [www.facebook.com/groups/mimislaunchparty](http://www.facebook.com/groups/mimislaunchparty) and learn alongside me.



MIMI EMMANUEL'S HOLY GRAIL OF BOOK LAUNCHING

## RESOURCES FOR VOLUME THREE CHAPTER ONE

### PRODUCTS AND SERVICES

All the resources and links for The Holy Grail of Book launching can be downloaded from [www.mimiemmanuel.com/the-holy-grail-of-book-launching-downloads](http://www.mimiemmanuel.com/the-holy-grail-of-book-launching-downloads)

#### Links

**Read more about CARHOOD, Australia's no. 1 Car Sharing Service.**

<http://www.afr.com/leadership/entrepreneur/meet-carhood-the-startup-out-to-disrupt-airport-parking-20150508-ka1ab#ixzz4EuwYgM6L> and

<http://www.dailymail.co.uk/news/article-3683965/Young-Melbourne-entrepreneurs-car-share-idea-rejected-Channel-Ten-s-Shark-Tank-eight-months-ago-s-4-million-business-Ford-board.html#ixzz4EufjMO4U>

**Great article on how to grow your business in 4 steps**

<http://self-publishingschool.com/how-to-grow-your-business/>

**Free blog platforms where you can start your own blog**

[www.wordpress.com](http://www.wordpress.com), [www.tumblr.com](http://www.tumblr.com), [www.blogspot.com](http://www.blogspot.com)

**Free website builders**

[http://top5-websitebuilders.com/best-website-builders/?gclid=CMTIjuPshs8CFQF\\_vQodrdIBMQ](http://top5-websitebuilders.com/best-website-builders/?gclid=CMTIjuPshs8CFQF_vQodrdIBMQ)

**Create a video trailer for your book**

<https://www.fiverr.com/medkhatab/create-this-video-book-advertising?funnel=27a234b8-dc4b-4343-b1ac-ad4240f90af4>

**Jenny creates a video**

[https://www.fiverr.com/jenny\\_fiver/create-an-amazing-concept-explainer-video-to-illustrate-your-business](https://www.fiverr.com/jenny_fiver/create-an-amazing-concept-explainer-video-to-illustrate-your-business)

**Write a guest blog post**

[www.Huffingtonpost.com](http://www.Huffingtonpost.com)

[www.CNN.com](http://www.CNN.com)

[www.newyorktimes.com](http://www.newyorktimes.com)



**Establish yourself as an expert**

[www.HARO.com](http://www.HARO.com)

[www.linkedin.com](http://www.linkedin.com)

**Write for your local newspaper or the national one if you dare.**

**IAN BANNER**

How to Hear God - Book 1: A Seven-Day-Guide to Hearing God,

by Ian Banner Link: <http://a.co/9iNbSmF>

**SUZY MILHOAN**

*A Mother's Courage: Saving Your Children from the Trauma of Abuse in the Home*, by

Suzy Milhoan. Link: <http://a.co/6X9EEVL>

**GEOFF DAKIN**

Geoff Dakin for *The Body Mechanics Hand Book* or what I call THE HOLY GRAIL OF EXERCISES at Dakin Rehab [www.dakinrehab.com](http://www.dakinrehab.com)

**KATHRYN SPRINGMAN**

*The God Session: Healing the Past and Embracing the Future with Scripture, Science, and Energy Medicine* by Kathryn Springman. Link: <http://a.co/bl4zxuf>

**ROBYN SPOONER**

*The Benefits of Stress: Use Your Stress to Create the Life of Your Dreams*

by Robyn Spooner. Link: <http://a.co/56uzYsy>

**TEACHERS PAY TEACHERS**

Teachers Pay Teachers is a community of millions of educators who will showcase your educational goods and services.

[www.teacherspayteachers.com/Store/Mosaic-House](http://www.teacherspayteachers.com/Store/Mosaic-House)

**SCRIBD**

Has 80 million monthly readers. <https://www.scribd.com/about>

**DAVINA CHESSID**

Bestselling author of *Food Crazy Mind*. Link <http://a.co/aMGa1yv>

Palatium Books puts your book in front of 6 million readers in 24 countries

[www.palatiumbooks.com](http://www.palatiumbooks.com)



### **PAUL BRODIE**

COACHING SERVICES - Paul wrote *Book Publishing for Beginners* and [Brodie@BrodieConsultingGroup.com](mailto:Brodie@BrodieConsultingGroup.com) offers a free coaching call to help you with your launch. *Book Publishing for Beginners: How to Have a Successful Book Launch and Market Your Self-Published Book to a #1 Bestseller and Grow your Business* (Paul G. Brodie Publishing Series Book 1) by Paul Brodie et al. Link: <http://a.co/0ISWqVx>

### **KYLIE ANSETT**

You can sign up for Kylie's boot camp here. [www.booklaunchbootcamp.com](http://www.booklaunchbootcamp.com)

### **HARV EKER**

Went from flat broke to millionaire in just 2.5 years and now he follows his passions whilst helping people and teaches 'The 8 Millionaire blocks that keep spiritual people from becoming truly wealthy.' [www.harveker.com/c](http://www.harveker.com/c)

If you search the Web you may find his free copy of *SPEEDWEALTH: How to Make a Million in your Own Business in 3 years or Less*.

### **JOANNA JAST**

Bestseller author of *Laser-sharp Focus* can be found at the [Shapeshifters Club](#).

### **Open Learning**

[www.openlearning.com/courses/create/](http://www.openlearning.com/courses/create/)

### **Create and sell online courses**

<https://teachable.com/>

### **Affiliates**

Matt McWilliams for affiliate launches  
[www.mattmcwilliams.com/welcome](http://www.mattmcwilliams.com/welcome)

### **JVZOO**

[www.JVZoo.com](http://www.JVZoo.com)

**Appsumo** likes to hear from you if you have a professional tool or course

[www.appsumo.com/business/](http://www.appsumo.com/business/)

### **Wendy Van de Poll**

[www.amazon.com/Wendy-Van-de-Poll/e/B01BMUWX7O](http://www.amazon.com/Wendy-Van-de-Poll/e/B01BMUWX7O)



MIMI EMMANUEL'S HOLY GRAIL OF BOOK LAUNCHING

**Transcribe presentations**

[www.rev.com](http://www.rev.com)



## RESOURCES FOR VOLUME THREE CHAPTER TWO

### MAKE A LIVING OF BESTSELLERS

#### **Kindle Trend**

Sign up here for Kindle Trend [www.kindletrend.com](http://www.kindletrend.com)

#### **Self-Publishing School**

Sign up here for Self-Publishing School: <http://self-publishingschool.com/s/first-time-authors/eg/free-video-training-series/> which gives you Kindle Trend life-time subscription as a gift, and that alone is worth the price of the course.

#### **Kindle Spy**

[www.kindlespy.com](http://www.kindlespy.com)

#### **Kindle Samurai**

[www.kindlesamurai.com](http://www.kindlesamurai.com)

#### **KDP Select All Stars**

Earn bonuses for writing good books

<https://kdp.amazon.com/help?topicId=A2X66QXB12WV2>

#### **Royalties in Kindle Unlimited and Kindle Owner's Lending Library**

<https://kdp.amazon.com/help?topicId=A13QMVN4FMTXJ>



MIMI EMMANUEL'S HOLY GRAIL OF BOOK LAUNCHING

## RESOURCES FOR VOLUME THREE CHAPTER THREE

### MENTORS

**Jenny Wagner** 

Award winning children's author who wrote [John Brown, Rose and the Midnight Cat](#) and [The Bunyip of Berkeley's Creek](#)

**Michael Hyatt: my virtual mentor**

<http://getpublishedcourse.com/webinar/>  
[How to launch a bestselling book by Michael Hyatt](#)

**Chandler Bolt**

[Self-Publishing School](#) helped me publish three bestsellers in 5 months.

**John Kremer**

Go-to person for all things publishing  
[www.bookmarket.com/consulting.htm](http://www.bookmarket.com/consulting.htm)

*1001 Ways to Market Your Books: Includes Over 1000 Proven Marketing Tips for Authors and Publishers.* Now you can take a more active role in marketing your books. This is one of his amazing books. <http://a.co/38jaRz4>

**Tom Morkes**

Founder of Insurgent Publishing  
[www.tommorkes.com](http://www.tommorkes.com). Access to his other books and to join The Resistance click here  
<http://tommorkes.com/cache/>

**Platform to display your goods**

Digital as well as hard copies, courses, anything  
[www.gumroad.com](http://www.gumroad.com)

**Mentoring and coaching services for entrepreneurs**

<https://clarity.fm>

**Penny Sansevieri**

Marketeer extraordinaire  
[www.amarketingexpert.com/penny-sansevieri](http://www.amarketingexpert.com/penny-sansevieri)



**Paul Brodie**

All-round great mentor at <http://www.brodieedu.com/>  
[Brodie@BrodieConsultingGroup.com](mailto:Brodie@BrodieConsultingGroup.com)

**Barry Watson**

Love his book [\*Sell With Confidence!\*](#) 'Must read' if selling is not your strongest point.  
[www.saleensation.com/](http://www.saleensation.com/)

**Dave Chesson**

Crunches numbers and shares his results with us  
[kindlepreneur.com](http://kindlepreneur.com)

Also check out **Joanna Penn** from  
[www.thecreativepenn.com](http://www.thecreativepenn.com)

and **Joel Friedlander** from  
[www.thebookdesigner.com](http://www.thebookdesigner.com)

**Ocean Reeve**

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## RESOURCES FOR VOLUME THREE CHAPTER FOUR

### BESTSELLING AUTHORS SHARE THEIR LAUNCHING SECRETS

#### **Joanna Jast**

Case Study of Successful Launch selling over 100 books/day for months

*Laser-Sharp Focus: A No-Fluff Guide to Improved Concentration, Maximised Productivity and Fast-Track to Success*, by Joanna Jast Link: <http://a.co/dq9VpBO>

#### **Kathryn Jones**

How to Create a launch team of 506 people in 3 days

*Automate Your Routines Guarantee Your Results: The Hilariously Delivered Five-Step Formula That Shows How to Automate Your Routines to Permanently ... And Focus on What Is Most Important to You*, by Kathryn Jones Link: <http://a.co/hlOXyRK>

#### **Kylie Ansett**

Marketing The Book Launch

*10 Years Younger: 21 Surprising Techniques to Turn Back Time*  
by Kylie Ansett Link: <http://a.co/hWMeb3z>

#### **Nick Daniel**

How to boost the success of any sales message

*The Wealthy Health Copywriter: How to Earn \$13,000 For Every Sales Letter You Write*  
by Nick Daniel Link: <http://a.co/iABz0YI>

#### **Davina Chessid**

How to keep up sales after launch

*Food Crazy Mind: 5 Simple Steps to Stop Mindless Eating and Start a Healthier, Happier Relationship with Food* by Davina Chessid Link: <http://a.co/bs5foHY>

You can download the pdf with 200 Facebook groups where you can promote your book for free from [www.mimiemmanuel.com/the-holy-grail-of-book-launching-downloads](http://www.mimiemmanuel.com/the-holy-grail-of-book-launching-downloads)



**Rupert Colley**

Shares his promo sheet according to Alexa rank with us.

Writer of [Historical fiction with a heart](#)

[Download sheet with 101 promos sites listed by Alexa ranking from www.mimiemmanuel.com/the-holy-grail-of-book-launching-downloads](#)

**Brittany Barbera**

Sample letter to the re-launch team

*Let Me Be Weak: What People in Pain Wish They Could Tell You,*

by Brittany Barbera Link: <http://a.co/dHqysfN>

**Sally Miller**

*Super Simple Book Launch Strategy* <http://www.sallyannmiller.com/>

*Make Money From Kindle Self-Publishing: Four-Step System To Triple Your Income From Nonfiction Books* by Sally Miller Link: <http://a.co/18cVKeU>

## GLOSSARY

### EXPLAIN SOME WORDS AND THINGS TO ME

**Publish** is equal to soft launch. Your book is published but no one knows it yet.

**Launch** is telling the world about your book with a party and pom-poms.

**Gumroad** allows you to sell goods for free (minus small percentage) as well as allows your customers to download digital files for free or a fee.

**BookLaunch.io** gives you a free landing page for your first book.

**MailChimp** is the most popular email marketing service and is free for the first 1000 subscribers.

**Keywords** are required for your book by Amazon. It helps customers find your book.

**Categories** are like the book shelves in an ordinary store. Which shelf would you place your book on?

**Kindle** is the ebook that gets published on Amazon.

**ARC** stands for Advance Reader Copy and is a PDF of your book that you give to media and reviewers of your book for free.

**Amazon preferred price** is what Amazon suggests is the best price for your book based on statistics such as sales, number of reviews and other author earnings. This may not be available until after your book has been published. If you select \$7.50 for your book your audience will appreciate the perceived value when you give it away for free or only charge 99 cents during the promo period.

**VA** is a virtual assistant.

**What is a clean link?** Make sure that you post a 'clean link.' You know what that is, do not you?

This is how you send 'clean' links to your team and for posting on Facebook groups.

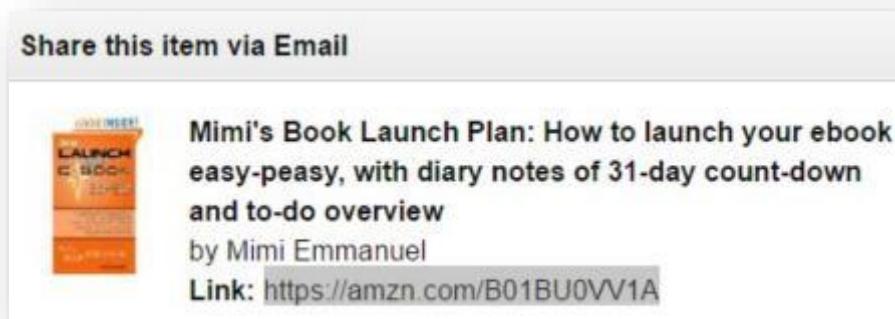
1. go to your Amazon product page.



## MIMI EMMANUEL'S HOLY GRAIL OF BOOK LAUNCHING

2. scroll down and on the right hand side click 'share.'
3. copy and paste the link from that box is clean link.

Example



For MIMI'S BOOK LAUNCH PLAN the clean link is <https://amzn.com/B01BU0VV1A>



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## Books by Mimi Emmanuel

[www.amazon.com/author/mimiemmanuel](http://www.amazon.com/author/mimiemmanuel)

[www.mimiemmanuel.com](http://www.mimiemmanuel.com)

My Story of Survival

Mimi's Book Launch Plan

God Healed Me

God Healed Me Prayer Journal

The Holy Grail of Book Launching

*Anthologies contributed to:*

Glimpses of Light

Like a Girl

*Scripture Cards:*

[www.freescriturecards.com](http://www.freescriturecards.com)

[www.mosaichouse.co](http://www.mosaichouse.co)



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