

Daniel Hall Presents



Episode 67

How to Use Book Blogs to Sell More Books Fast without Having Your Own List

with Adam Houge

Welcome to this episode of the Real Fast Results podcast! If you are an author, or aspire to be one, this is definitely a show that you want to pay very close attention to. Today's special guest is Adam Houge. He's a book marketer extraordinaire. Basically, for the last three years, he's followed a simple strategy to create scalable results as well as sustainable results for his writing and publishing career. In fact, he's been able to turn this into a six-figure per year income.

Adam has been responsible for the distribution of two million copies of his books on Amazon. Essentially, in this session you are going to discover how you can use some of the same techniques and methods to market your books. Thanks for being here Adam...

Promise: How to Build Your Audience

My big promise is that I'm going to show you how you can get some real fast results, even if you don't have an audience to market to, yet. That way, you can just hit that gas pedal right away and accelerate your career, and you can start seeing those sales coming in almost immediately.

Book Blogs

There's a lot of book blogs out there that offer exactly the results that you pay for. **So, before you are able to build your audience, you can hire these people to help you launch your book and get sales quicker.** Hopefully, this will also help you to stick to the algorithms of the bookstores in order to continue to make sales.

To name a few, there's [Kindle Nation Daily](#) and [Book Gorilla](#). What these people do, for the customer, they're looking for free books and \$0.99 promotions. They'll go to these blogs, and they'll search on Google to find free books, and these will come to the top of the search engine. These customers will sign up to email lists. **So, these are other audiences that exist, and they aren't just looking randomly for books.** In other words, they aren't looking for different things from day to day. They get to choose what they are looking for. They choose the list, and if they only want Sci-Fi, that's what they sign up for. **So, these are highly-targeted audiences that are already built for you.**

If you don't have a fan base or an email list yet, you won't need that right away in order to launch the success of your career because you can leverage the audiences of other well-established people in the book realm. It is good to build your own fan base, but it can take a while to actually get to the point you need to in order to successfully launch your books. So, it can be difficult to see a return on investment right away, but by turning to platforms like the ones I'm talking about, they've already built these audiences.

Some of them have hundreds or even thousands of email addresses on their lists. You just pay them a little bit of money up front, and most of these websites, the better named ones, already have these systems set up perfectly. In fact, they've done this so well that if you pay them \$80, they know that you're going to make that back. So, usually... I mean, that's not promised, but that's most everyone's experience.

If you put the money in, it's put in front of enough eyes that you'll make your money back from the promotion, plus you get to take advantage of the benefits of the algorithm. This means that you'll continue to make a profit from your sales as it goes on for a month or two, or even longer, by sticking to the algorithm and keeping eyes on your book(s). All of the rest of it becomes a tail end that turns out to be free.

Bookstore Algorithms

Every store has an algorithm. **To break it down and make it simple for those who may not understand, an algorithm is basically how the stores determine, with a computer, how to give your book visibility.** Over the past several years, most of my sales have come from Amazon. I used to be widespread, but I've seen that they have the lion's share. **So, in the Amazon algorithm, for**

example, they will take your book and give it more visibility when you have more sales and if you have better reviews.

The reason for this is because they are customer-centric. They believe that if their customers like what they're seeing (i.e. If they are clicking on your link, if they are buying your book), and if your book has good reviews and positive feedback, that says to them that they need to get it in front of more people's eyes. **It's set up in such a way that if you have a good product, and you put it out there, and you give it a decent launch, Amazon will help take you the rest of the way to continue your results.** They want you to succeed. If they know their customer likes it, they want you to get those sales because it means that they are going to make money from you as well.

Essentially, you're going to use these book blogs to launch your book so that they are picked up by these algorithms and stay there as long as possible. That way, you can have a successful launch even if you don't have a pre-existing audience. Now, understand that your book isn't going to stick forever. The reality is that Amazon likes putting newer content ahead of older content, and sometimes the keywords need to balance just right. After a few months, things can slump, but the nice thing is that since you've already made a profit, you can come back and do another promotion with these blogs without having to damage your own personal list.

If you continually promote to your own audience, eventually they grow tired of it. But, this is a way to promote to other people's audiences, keep your audience alive and active, and be able to scale up your results. At the same time, you can keep your standard of sales up, and that way, over time you can stack up book upon book, each with steady sales, so that you have a more reliable level of passive income. That's what it comes down to.

How Do to Start Working with Book Blogs

It's actually really, really easy. **All you have to do is go to them, focusing the most on the ones that have the best success and are the most popular.** Those are the ones that will tend to give you a better result. But, you go there, and usually there will be a little tab that says, "For Authors," or a tab that says, "Promote Your Book". It's somewhere on the page, normally at the bottom, but it might be on one of the top tabs. So, you know, on the bottom where they have the "Contact Us" stuff. That's where you'll find it. You click into that, and they will have a special form for authors there. You fill out the form...

Basically, all you have to do is put in your book's title and its description. Then, you put in your name, and so on. You can pay them right through PayPal, and it's just so straight forward. It's unbelievably simple. When it comes to

qualifying, it really depends. See, when you put your books on Amazon, they have this thing called the five-day Kindle Select program, and this will put your book into a free promotion. After this free promotion, Amazon takes all of your downloads, divides them out, and treats that divided portion like sales. It gives you visibility on their algorithm from that point, just like it would work if you did a paid launch.

In that circumstance, there are fewer regulations on the book blogs. When you do a paid \$0.99 promotion, you're going to see more regulations, and what they are simply that they want to see a somewhat-decent cover, a title that's normal, and that you don't have anything spammy or anything like, "Mail Order Bride," or "The Best Mail Order Bride Series". Have something that's real with a good look and title, and then, you'll want to have at least five reviews or so. They usually like to see a four-star average or better. That's really not that hard to achieve. It might sound a little daunting up front, but five stars is really simple to get, if you just have a couple of people on your email list or friends that give you an honest review.

You just need a few people to come and thoughtfully leave you a real review. It comes together quickly, and it's a pretty simple process. Again, you don't want to pay for them. **You want to get honest, legitimate reviews.** Some platforms require more reviews than others. The only place that requires you to have a lot is BookBub.com. They are difficult to get in. You can't base your whole career and launch strategy on them. What you'll want to do is to have a consistent strategy. Use the other blogs that are smaller than them and that take you more often because that means that you're more guaranteed to get the results that you're looking for.

There's nothing with applying to BookBub.com because when you do get accepted, depending on your genre, it can really kick-start your career, but you don't want this to make or break you. You don't want to depend on this alone. Basically, you're doing a book launch, just like anybody would do a product launch. You'll need to focus on one simple marketing strategy, and you'll want to focus on book blogs that have a highly-targeted audience. There are people out there that have audiences that you can leverage right now, as soon as you're done reviewing this material. You can go right to their website and begin promoting your book immediately.

Again, there's [Kindle Nation Daily](http://KindleNationDaily.com) and [Book Gorilla](http://BookGorilla.com). These work like BookBub.com, but they don't have as many regulations. The results aren't as gigantic, but they do give you your money back. There's BookSends.com, which works a lot like Book Gorilla and BookBub.com do. BookSends.com isn't as big as BookBub.com either. If you are doing a free book, there's FreeBooksy.com. Really, there are a lot of places.

There's [The Fussy Librarian](http://TheFussyLibrarian.com). Some of them have some pretty creative names, and [The Fussy Librarian](http://TheFussyLibrarian.com) calls themselves that because of their vetting process. They are just looking for books that are of a decent quality. Almost anyone can get in on these platforms. There's also One [Hundred Free Books](http://HundredFreeBooks.com) (OHFB.com). They give some pretty awesome results as well. They used to only take free books, but now they have moved ahead into the paid \$0.99 strategy. The only one that I've mentioned which does only free books is FreeBooksy.com. They have one for paid books called BargainBooksy.com.

If you just go with those few, and during any launch, if you do a free launch, most of those don't require a ton of reviews. If you can't get a lot of reviews, you should still be able to get on the Amazon algorithm and make some good sales. If you are able to get them, you can get results immediately by just grouping a few of those into a couple of days. It should be as many as you can. So, you take a promotion that you might be doing on one site on Day #1, then on Day #2 you might do a piggyback promotion on another site, and on Day #3, you go to another site. You're basically consistently generating sales through these sites, and you're building visibility on the algorithm that way.

Do I Have to Lower the Price of My Book to \$0.99 to Do This?

It depends on your genre. For most genres, you don't need to keep your book at \$0.99. **You lower the price to \$0.99, and then you raise it to something that's generally accepted for other authors in your genre.** One way to tell is to actually open up the bestseller list. Look at the top 100 people on there, and if you're self-publishing, look at the indie authors. The publishers have different ways of achieving visibility so they raise theirs astronomically. Don't base your price on that.

Do what other authors, indie authors, are doing. If they have their books at \$4.99, you should be pretty safe raising your book's price to \$3.99 or \$4.99 after your \$0.99 promotion, but if you go higher than that, they will be competing with you, and you'll end up seeing your sales dive. So, you'll want to try and keep it within their range. In summary, you'll want to start low, like at \$0.99, and then once the wind of Amazon's algorithm catches your sails, and your book sales start mounting, you can increase the price of your book.

Basically, that's how it works, and then you max it out at that price range that others have. When you grow your fan base, and you become much more popular in your market, it's easy for you to raise your prices above those of others because you've created your own supply and demand. Let's say that your name was John Jones, and you were an author that became popular. People might say something like, "Oh my gosh! John Jones put out a new Sci-Fi. I've got to see that." There are some indie authors who have grown their audiences to a point in which they are able to create supply and demand for themselves. Until you do, it's better to just focus on a price range that's more typical of others in your genre.

The reason you will need to bring it down to \$0.99 at first is something that should be explained very briefly. Amazon will take your sales over a 30-day period, and they divide it by 30. They do that with all the books, and they compare your ranking from there. There's also a sales rank which gives you visibility in the bestseller charts. Simply put, when you get a bunch of sales at once, Amazon is going to divide them out a certain way and give you visibility on their 30-day algorithm.

This is when they put you in the “Also” box and their popularity charts, but there’s also the bestseller list, and a big spike in sales will put you there. That gets you visibility there too, and that’s a basic explanation of why you are pricing your book so low at first. The premise is that if you’ll just focus on a good, solid launch upfront, it will just give you the visibility you need, over time, to see those sales continue to come in.

Remember, you’re lowering your price for 30 days. So, that \$0.99 is going to give you a dramatic spike in sales up front. That will give you more visibility. If you try to do it at \$4.99... First of all, the book blogs won’t accept you. They only give deals to people who are searching for deals, but there are people on Amazon who aren’t searching for deals. They are just searching for good books. That’s why you can raise your price safely after the promotion.

So, you go to these deal-makers, and instead of seeing low sales from launching your \$4.99 book to your own audience, you can launch through these book blogs, and this will shoot your book higher in the algorithm. This will allow your book to keep its spot at a higher standard. Hopefully, that makes sense. It’s because you have more sales that can be divided out over the 30 days. Instead of having 30 sales over 30 days, you might end up having 300 sales. This will give you all of that extra visibility, and it will be at full price. So, you’ll see a lot more sales in the long run.

How Do I Build My Own Audience?

This is the easy part. Here’s an example. **In your books, you can put it on the front matter, and in the back matter, a link to your own page, which leads back to a lead magnet.** On your website, you can give them a free book offer, and when they come to your website, they click the link and then you require them to opt-in with their email address in order to receive the free book. This would put them onto your email list, and then through the email that they initially receive, you can send them their free book. I have personally gained over 10,000 people from Amazon alone. That’s not even including other ways that I’ve done it.

Much of my strategy has been built around the free launches. Even now, I still do free launches. It keeps my open rates high on my email list because they see the free content, but I don’t flood them with it so that all their living for is my free stuff. When you give an occasional free thing here and there, it keeps the open rates active, and the sales from your list end up higher when you go to sell. At the same time, it’s giving me more visibility on Amazon because people are looking for the free books, so I end up growing my email list more quickly.

I’ve already had, in some cases 200 or 300 emails come in at once during a promotion, but I had moved quite a few books at that time to see that. Other people who are just starting with this strategy, they aren’t going to have 200 emails come in a day, but over your promotional period, you might see 20 or 100. In a way, this is paying you for your books, or for your email list, versus going and paying somebody to grow an email

list. You're getting paid while you're growing your email list, which is one of the reasons why I find this to be the best strategy of all to use.

Will My Link Show Up in the "Look Inside" Feature?

Yes. Most people don't put it in the front matter. Amazon has policies about what can go into the front matter, and those policies have to do with the table of contents. This has nothing to do with it. Amazon permits this for books. So, you can actually put a link to your website in the front matter, and the reason why I say to do that is because you'll have random browsers come in on Amazon, look at your book, but still be unsure of whether or not they want to pay for it. Now, let's say that they don't have any real intention of buying from you, but as they are looking at the "Look Inside" feature, they see a sentence that says, "Want free books? Come to my website."

It doesn't have to be difficult. You can have a simple, short sentence like that. It just needs to speak to them. Everyone loves free books. So, when they read that, they'll end up clicking and moving on to get a free book from you, which is your lead magnet. Once they have subscribed to your list, you'll have an open door to sell them again, and again, and again. A lost sale suddenly becomes many sales in the future. That's one of the biggest reasons why it's absolutely necessary to have this in your books and in the front matter.

When your book is free, you are getting it in front of more eyes. Your link will get in front of more eyes too, which means that you'll have more people on your email list. So this strategy is all about growing your sales and growing your fan base. The fan base helps you to get a bigger launch, so you get more sales and you grow your fan base faster. Over time, it can become a snowball effect.

This is all about learning to leverage other people's audiences and their customer lists. Amazon has millions of people rushing through their website. This is just an opportunity for you to scrape in some of them in order to make them ongoing customers of yours over time. The nice thing about this is that, depending on what you write, you don't just have to sell books now. Since you've grown an audience, this opens the door to sell a million other things. That's why books are a great place to start. For free, or extremely dirt-cheap, you can be growing this email list with Amazon.

The email list is paying you moment by moment, day after day, with each of these promotions, to get your email list growing. So, now you're making money to build your fan base and audience, and then you can turn around and sell something to them, depending on what you do. If you write non-fiction books, you can offer consulting to your audience, for example. There are just so many ways that you can grow and expand your audience, and this is basically what I do and what I practice as well. That's one of the reasons why I'm able to grow my sales continually. It's because I keep growing my fan base and trying to build my business profits through that.

Proper Launch Strategy

You do want to have a proper launch strategy. **You don't just want to promote on one platform and forget it.** It's not going to work like that. As previously stated, you want to put as many promotions on within a one, two, or three day period as you possibly can so that you can spike higher in your sales. This will give you more visibility on the bestseller list, which people are checking every single day. They are looking on bestseller lists to find the bestselling books to buy. Those are usually the most liked books, in their opinion, and so when your book is there, you'll be in front of more eyes, you make more sales, and then you also get all of these sales spread out over time to give you more visibility everywhere else.

The biggest key strategy right now, if you're a brand new author, is to first get your book done, have it edited, and have a nice cover made. It can just be something decent. Then, after that, publish your book and get those couple of reviews. Go to these book blogs, the ones that were mentioned, and try to sandwich them, within the first 30 days, as closely as you can together.

You choose whether you want to do the free launch or the \$0.99. It's up to you. Both have their own strategies. I use the free launch to grow my email list, and I'm able to sell other things to them. You can use the \$0.99 to make more money for the books themselves. Whichever one you choose is up to you. From there, because you did that promotion, you're going to have more sales over the algorithm, be able to raise the price for your book, and maintain those ranks for longer, and see more sales as a result.

Connecting with Adam

I offer a free training series in which I show you exactly how you can launch your book. Over these three videos, I teach you personally, step-by-step, my own launch strategy that helped me sell and distribute my two million books, just in a short period of time. That way, you can take and replicate my exact same strategy. You can check this out at RealFastResults.com/BKLaunch. Again, you can take advantage of this for free.

Resources

Book Blogs:

[Kindle Nation Daily](#)

[Book Gorilla](#)

[BookBub.com](#)

[BookSends.com](#)

[FreeBooksy.com](#)

[The Fussy Librarian](#)

[Hundred Free Books](#) (OHFB.com)

[BargainBooksy.com](#)

Real Fast Results Community

If you are diggin' on this stuff and really love what we're doing here at Real Fast Results, would you please do me a favor? Head on over to [iTunes](#), and make sure that you subscribe to this show, download it, and rate & review it. That would be an awesome thing.

Of course, we also want to know your results. Please share those results with us at <http://www.realfastresults.com/results>.

As always, go make results happen!