

Daniel Hall Presents



Episode 74

7 Things to Do To Quickly Build Sales That Last For Your Kindle Books

with Ty Cohen

Welcome to this episode of the Real Fast Results Podcast! Ty Cohen is in the house! Ty is an accomplished internet marketer and personal development coach. He's also an internationally known speaker and author. Over the last decade, he's taken a real gamble with his life financially by quitting his corporate job and starting his own business. That business soon became both an offline and online success, generating millions of dollars in sales and totally transforming Ty's life as well as the lives of countless others, whom he has helped in his business.

Today, Ty is an internationally renowned internet marketer, business consultant, speaker, personal development coach, and author of over a half dozen amazing books. Please welcome Ty to the show...

Promise: Top Seven Ways for Generating Sales on Your Kindle Books

First of all, I'm excited to be here. I've published nearly a thousand books as a publishing company. **So, what we are going to give you are our top seven ways for generating sales, especially if you have an eBook/Kindle book that's**

already out there and it's working, or even if you're working on your first. These are the seven things that we do in order to build sales that last for the long term.

Here's the thing. I actually got my start with Amazon's Advantage Program, which was the program that they had way before [Kindle Direct Publishing](#) came in place. It's actually still around to this day, if you go to [Amazon.com/Advantage](#). That program was specifically for authors of physical books, where Amazon would order 10, 20, 30, 50, 100 copies of your book at a time. You would ship them out to Amazon, and they would then fulfill your orders and ship the books out as your orders came in.

Shortly after that, I got invited to be part of [Amazon's Kindle Direct Publishing](#) platform, which was, I want to say, seven years ago now. Almost seven years ago, so I was one of the first pioneers, and like I said, we've sold hundreds of thousands of different books. We have almost 1,000 books that we've published under our publishing company, and we do extremely well, every single month, just publishing books on Amazon. **If your book sales are lagging, or if they are not what you want them to be, I've got some strategies to help you turbo-charge that process.** We've tested, literally, hundreds of different things over the years, and I can definitely provide you with the advice you need.

Tip #1 - "The Fishing Technique"

The first one, I like to call, "The Fishing Technique," right? Where you get to reel them in. **If you've published anything on Amazon, or if you've simply purchased a book on Amazon before, you know that Amazon has this feature they call, "The Look Inside," feature.** You can literally go in and look inside a book, and get a sneak peek before you actually purchase that book.

I like to use this real estate. This is extremely valuable real estate. Before someone becomes a customer, they are pretty much on the fence, right? So, you want to give them the ability to look inside your book and read the first couple of pages. I think those first couple of pages should be dynamite content, whether you are publishing fact or fiction. It should be information that really helps the reader, that gets them excited, and that gets them to the point where they want to learn more.

Really concentrate your efforts on those first couple of pages, and you can actually apply to be approved for this "Look Inside" program by visiting <https://www.amazon.com/gp/feature.html?docId=1001119971>. This will give you more information on how to sign up for this feature. **Kindle titles are automatically included.** Usually, within a week or so, after you've first published. You must be the rights holder to the book, and they do want you to have an ISBN, but it's an awesome feature. It's a great way to boost those sales, and it works extremely well for us.

What Sort of Content Works Well?

If you are publishing a romance or a mystery thriller novel, what we'll do is introduce the audience to the characters. We'll talk about who they are and what some of the trial and tribulations of the story are. What are some of the things that they've gone through? How have we created that personality type? The audience seems to like this. They like to get that sneak peek, or that insider view, into who the characters are and what the storyline will be about. So, you can try that because this works well.

If you're publishing any type of how-to, which we publish a lot of personal development material, with that type of stuff people like to get snippets. So, you can give them a "Top 10," like, "10 Ways to Quickly Change Your Mindset". Another example might be, "7 Ways to Achieve the Look of Your Dreams," or people who want to lose weight. Then, in your book, you go into more detail. So, you're giving them quick snippets and just a quick preview. Basically, you're giving them a bit of a freebie before they buy everything.

Tip #2 - Get Reviews

The next one is to get reviews, which is something that most people know about. There's a new way to go about it. Well, I shouldn't say new because we've used this for a few years now. It's not using any of the prohibited sites, like Fiverr, and it's not asking your mom to review your book, or a cousin, or anything like that. **What we've found to work really well is to contact top reviewers on Amazon. There are people who make a living, or who have a full-time hobby and passion for reviewing books and products on Amazon.** So, I have found that by going in and contacting some of these top reviewers, who have read and left positive reviews for (this is key) books that are in your genre, that works extremely well.

Now, what I like to do is go in and ask them if they would like to receive a complimentary copy of my book, or something else that works really well is to send it to them beforehand. Send it to them beforehand and then wait a few days and reach out to them. What happens here is what's known as the Law of Reciprocity. If you are a fan of [Dr. Robert Cialdini](#), he talks about this. **If you do something nice for someone in advance, they are more likely to do something nice for you.** They are more likely to reciprocate, right? So, I usually will send out the book, and again, I reach out to reviewers who have reviewed books that are similar to mine, in the same genre.

What we'll do is say, "Hey, I noticed that you have reviewed books that are similar to this genre, and it would be awesome to get a review from you as well." There are, literally, thousands of top reviewers. You go to [Amazon.com/review/top-reviewers](https://www.amazon.com/review/top-reviewers), and you'll see a list of all the top Amazon reviewers. This list contains thousands of reviewers, and the great thing about this is that some of them will even include their

contact information. So, you can even get contact information such as an email address, and you can look at some of the other items that they've reviewed as well.

This is important. **Again, you are reaching out to people that have already reviewed books that are similar to what you are publishing or what you've already written.** Now, I like to use a sample script. The script, in a nutshell, basically says, "Hey, I see that you have read and left reviews for several books in the XYZ category, and I kind of figured that you enjoy reading material of this nature. I've recently published an XYZ title that I think that you may enjoy, and I've actually sent a copy to you three days ago," so we're sending it in advance, right? "When you have a moment, feel free to take a look, and if you are feeling extra generous, I would love to receive a review on Amazon from someone who obviously knows their stuff when it comes to this XYZ genre."

If you notice, I said, "I would love to receive a review on Amazon from someone who obviously knows their stuff." So, you're massaging that relationship a little bit, and people like that. **I've found that 9 out of 10 reviewers are more than open to doing it, and it's a legitimate way to get reviews.** Now, I do want to put out this disclaimer here. **You want to make sure that, if you send your book to a reviewer for free, you ask that person to please disclose somewhere in that review that they have received the product for free in exchange for the review.** This allows you to stay within Amazon's terms of service. Or, something along those lines. Does that make sense?

This has worked wonders for us. We all know that one of the first things that we look at, as a buyer when we visit Amazon, are the reviews. We probably put more weight on the reviews than anything else. So, the more positive reviews that you can get, that are legitimate and are coming from strong reviewers, the better.

Can You Explain How to Go About this in More Detail?

Again, if you go to that site that I gave you, which is [Amazon.com/review/top-reviewers](https://www.amazon.com/review/top-reviewers), you'll see this list. They are ranked from, like, #1 to 10,000. You can click on the name of each reviewer, and some of them will have their contact information. Some of them will have their email address up there and other bits of contact information, such as website addresses and things like that. We simply reach out to them by email. That script that I gave you works pretty good, so try it out. You might contact five or six of these reviewers and just see what kind of results you get. Isn't this a beautiful thing. It's so simple. Anyone can do it.

Tip #3 - Talk to Your Readers in Their Language

Tip #3 is to talk to your readers in their language. I cannot take total credit for coming up with this one. **My audience, my readers, came up with this, in a**

roundabout way. After a year or two of publishing a variety of books on Amazon, I started getting feedback from some of our readers and from potential readers. We would get emails that said, “Hey, do you have this book in Spanish (or in French)?” I got enough of those... It wasn’t a ton, but it was enough of them for me to start to take notice.

Here’s the thing. **I think that when your audience, or your customer base, reaches out to you, if you get two, or three, or four, or five individuals that are asking a question, you can bet that there’s probably a lot more that have that same question or desire in mind.** They just don’t want to reach out to you, right? So, we got enough people asking for a specific book in [another language](#) that we decided to start translating some of our books that sell the best.

That’s the third tip. Talk to your readers in their language, and start translating your books. Now, I like to put as little time and effort into things, new projects, until I know that they are going to work. **So, I only do this for books that are already selling. These are books that we’ve already published in English that already sell.** The first thing that we do is to translate those books into Spanish. I find a translator, and you can use sites like [Guru.com](#) and [Upwork.com](#). You can find translators on those sites.

Now, here’s the beauty. **Amazon will allow you to publish your book in like 30 languages.** There’s like 34 languages, to be exact. There’s Portugese, and Spanish, and Japanese, and French, and Finnish. There is just a ton of languages out there to publish your books in. If you’ll go to Google and type in “Kindle supported languages”... When we are hiring someone to translate our content, there are a few key questions that I like to ask them. The first thing that I like to ask is, obviously, “How much will it cost to have it translated?” We usually spend between \$100 and \$150 per book. These are smaller books that I’m publishing. They are about 50-60 pages, max. **So, it usually costs \$100-\$150 per translation.**

I also ask, “Are you a native speaker of the language?” Now, keep in mind that most translators generally translate into their native language. So, you have someone that speaks Spanish that will be doing that Spanish translation, and that’s absolutely best. I also ask, “What other books have you translated,” or, “What other material have you translated,” and, “Can I see some of that?” You want to make sure that you are getting some great work. I also ask, “Do you work with an editor as part of their translation?” Now, I’m not really a stickler on this point, but I’m always curious about the answers that I’ll get back.

I also ask, “What are the payment terms?” Personally, I’m comfortable with paying 50% upfront and then 50% upon the completion of the project. The good thing about both [Upwork.com](#) and [Guru.com](#) is that they both have escrow services. So, your money is always protected, and you don’t release the funds until you are completely satisfied with the work. Then, the last thing that I mention...

This is apparent, but I want to make sure that it's mentioned... **I let them know that we will own the copyright to the work once it's complete and a payment has been made.** That means we'll own all copyrights, including the resale rights and the byline rights. That's pretty much all there is when it comes to that tip. That is to go ahead and have your books translated into other languages, starting with Spanish first because it's the most widely spoken language, second behind English.

Tip #4 - Don't Be Afraid to Get Physical

Tip #4 is, don't be afraid to get physical. Literally, and I don't mean this in any kind of weird way. **What I mean is, if you have a book that's selling, don't ignore the millions and millions of readers, like myself, who are still diehard for print books.** If you were to look at my desk, I have a ton of books here that I just got in from Amazon. I've got two bookshelves here in my office. I've got two bookshelves upstairs in my bedroom. It's gotten to where I don't like reading digital books. I'm more of a physical book person. I like to write in them, draw on them, make notes, and things like that.

There are millions and tens of millions of people like myself who refuse to buy digital books. Don't ignore those folks. If you have a Kindle book that's selling, have it turned into a physical version. You can actually do this directly on Amazon. Amazon is now doing this for Kindle books. You can use [CreateSpace](#). You can use [Lulu](#). There is a ton of print on demand services that you can use, and print on demand simply means that the book is printed on demand as orders are placed. If you use Amazon to do this... Amazon and [CreateSpace](#) are the same thing, pretty much... Your print book appears alongside your Kindle book on Amazon's digital bookshelves. So, it's a pretty cool thing for readers to see. Audio books are another route that we take. We first turn it into a physical book, if it's digital, because that's huge. Then, we go into audio.

Tip #5 - Don't Ignore the Digital Side

Now, Tip #5 is that if you already have a physical book... You'd be amazed by how many clients come to me and say, "I have a physical book, but we need to digitize it. We need to turn it into a Kindle version." If you have a physical book, don't ignore the tons of readers that are now reading from their mobile devices. So, come over to the digital side, come over to the Kindle side, because you're missing out on a huge audience there.

My wife, she's the total opposite of me. She will not read a physical book because of the convenience factor. She's always at cheer with our daughter, or at a pageant, or whatever. She loves to read, and it's easier for her to pick up her mobile device and read a book while she's at cheer practice, or while she's at the airport, or whatever it might be. **That's Tip #5. Don't ignore that digital side.** According to [Forbes Magazine](#),

nearly 50 million Kindle devices were sold in just one year. That's a huge audience right there.

Every author, or potential author, that's watching or listening to this should publish a version of their book to Kindle, and the great thing about it is that Amazon pays you a healthy 70% royalty for every e-book that you sell, provided that it's between \$2.99 and \$9.99. I don't think they've changed that. It's a cool way to do it, and actually, we have a webinar where I show you this entire three-step process.

Tip #6 - Give Your Readers More

Tip #6 is to give your readers more. By that I mean, look at some of the world's most-love authors. What do they all have in common? They either have a series of books, and they just publish multiple titles under their belt. **So, you want to have multiple titles; that's Tip #6.**

Tip #7 - Build a List and Communicate with Your Readers

Tip #7 is to build a list and communicate with your readers. **Get them to join your mailing list, and once they do, keep in contact with them.** You can update them on new books that are coming out and new releases. You can give them sneak peeks, and everything else. That's it. Create a mailing list and stay in contact with your readers. That's Tip #7, and there you have it. That's seven ways to get more readers and sell more eBooks in less time.

Resources

[Kindle Direct Publishing](#)

“Look Inside”

program <https://www.amazon.com/gp/feature.html?docId=1001119971>

Top Amazon Reviewers: [Amazon.com/review/top-reviewers](https://www.amazon.com/review/top-reviewers)

[Guru.com](#)

[Upwork.com](#)

[CreateSpace](#)

[Lulu](#)

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!