

Ten Do-It-Right-Now Marketing Actions from Amazon to Building Your Lists

Everyone seems to love to hate Amazon. The first time I heard the term "Get Over It!" was probably in the 70s. A cute little girl—assertive!—stood feet firmly planted staring at me from a greeting card. I think she was wearing pigtails and knee socks. I knew she meant business when she said "Get over it"—whatever "it" happened to be. I say the same to you and the "it" in this case is Amazon. Whatever you've heard about Amazon may be true, but we authors still need to just "Get over it." Here's why:



1. The media list you build on your own is known to be ten times more effective than any your publisher has or any you buy. Open an Excel file and start your own contact list today.
2. The fellow writer list you begin on your own—right now, at this conference—is the most valuable you'll ever have for getting beta readers, advance blurbs and reviews, and support when you need it.
3. Amazon sells far and away more books than any other online bookstore. And far and away more books than traditional bookstores combined. Check to see if your book's categories compete in the smallest categories possible.
- 4 Amazon provides a search engine arguably second only to Google's—especially if you view this statistic from the standpoint of an author or

publisher. Are your keywords misleading readers? They should be targeting your most likely readers.

5. Amazon offers all kinds of ways to promote your book that you or your publisher can maximize. An author profile page. A buy page where you can add your own fave reviews and blurbs. A comment window where you can thank your reviewer or tactfully correct mistakes like page number or character's names or like a FREE marketing program for your e-book.
6. About that Amazon profile page mentioned above. When you encourage your readers to follow you there, Amazon's algorithms will find them all when you put out a new edition or a new book! Free! Mine is bit.ly/CarolynsProfilePage. I'd love it if you'd follow.
7. That profile page? Feed your blog or your Twitter stream to it. You look professional and your social networking does double duty.
8. If you don't have a widget on Amazon that leads readers from an earlier edition to your newest, today is the day to ask Amazon for one in person on the phone!
9. Review your e-mail signature. Include your motto, your most important social networks, your website, and a shortened address to your Amazon profile page.
10. Include your e-mail address in that signature even when your e-mail service does it for you. This addition makes a full-copy-and-paste easy for your contacts. As the marketer of your own books, your job is to make it easier for even the pickiest gatekeepers to choose your ideas (your stories, features, gigs!) over others!

"Careers that are not fed die as readily as any living organism given no sustenance" ~ Carolyn Howard-Johnson

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