



Thanks for purchasing the 9 Words LAUNCH Formula! This is your step-by-step guide to launching your books aggressively and effectively. Please refer to the accompanying mind map so that we can take you through from beginning to end.

Let's LAUNCH your book!

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Table of Contents

| | |
|---|----|
| 1 – Be Short! | 3 |
| 2 – Build a Fan Net | 4 |
| 3 – Core Image | 6 |
| 4 – Contact Everyone | 8 |
| 5 – Your Email List | 10 |
| 6 – Book Promo Sites | 11 |
| 7 – Facebook Advertising | 13 |
| 8 – Amazon Marketing Services | 16 |
| 9 – Get Support | 21 |



1 - Be Short!

You do not have to write a lengthy book. In fact, I advise you to do just the opposite. Why? Because your mission is to break through people's boredom and get them hooked on you.

If you do that, they will want many more books from you. And those books can be long. But breaking through with that first tiny book makes all the other books possible.

When you write, think SHORT. Always get right to the point. No fluff. Make sure the very first paragraph of what you write is intense and dramatic. Both in fiction and non-fiction. Take the most intense moment in your story and put it first.

If you are writing non-fiction: Write about the most dramatic thing that ever happened to you in your life, and put it first in the book. Make sure you relate that dramatic moment to the core of your book, the Attack.

If nothing dramatic has ever happened to you, then tell us the most dramatic thing that happened to your dad, your mom, your friend. You get the idea.

I want your mindset to be all about drama, energy, intensity, and adventure. You are going to write something that we can't put down.

You are going to write something that we read every single word of. And then we will beg you for more.

Also make sure the end of your book leads to more. I don't mean a cliffhanger. I mean let people know about the next book in the series. Give them the Attack for your next book. Challenge them. Hook them. Sell your next book to the reader right at the end of your first book.

2 - Build a Fan Net

Before you launch, make sure you have a way of capturing fans! This is extremely important. Your fans are your life blood. If you can't contact them when you launch your next book, where does that leave you?

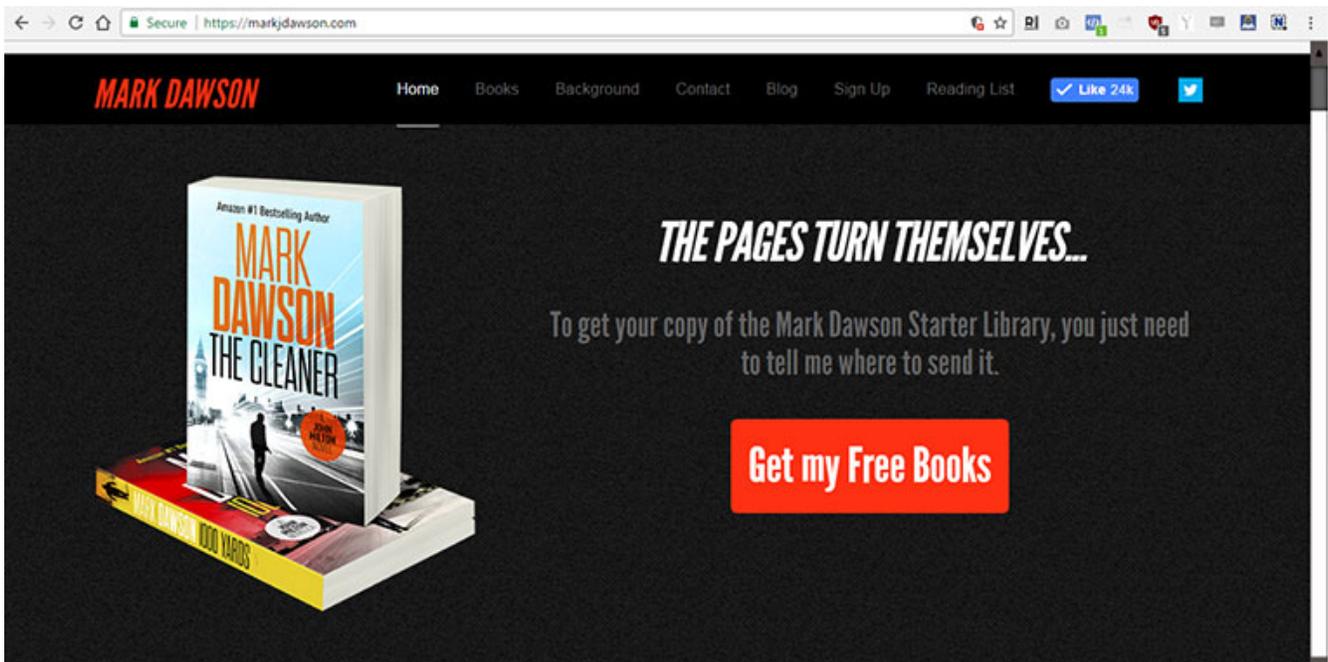
An email list of fans can save your life. Your fans love you. They want to see you succeed. They can't wait for your next book. They are like family. You love them, and want to do good things for them.

So let's use [Aweber](#) to help us communicate with our fans. Aweber will make everything automatic for us. And it will make it easy for us to stay in touch with our fans month after month and year after year.

But how do we get people to sign up to our email list? We need to create something they really want. We need to create something that's really, really good. And we need to give it away for free.

IMPORTANT: The core of your author business will be your email list. Therefore I highly recommend you create something great that will compel fans to sign up to your email list. If it's something that they really want, they will have no problem giving you their email address.

A great example is what Mark Dawson offers you in exchange for signing up to his email list. He calls it his Starter Library. He offers two or three books for free, if you will sign up to his list:



[MarkJDawson.com](https://markdawson.com)

Don't panic! You don't need to write two full-length novels for your free gift. You can write two short stories. But make them look substantial in the image that represents them. Of course, make sure you write exciting, high-quality short stories.

Let's consider where your fan is as they look at your sign-up page. They just read your first (short) book. They clicked the link inside your book, and now they are looking at your sign-up page. What will compel them to sign up and grab your Starter Library?

A new attack! Take a look at Mark's sign-up page. Do you see the words *The Pages Turn Themselves*? That's where you want to put a new attack. How about: *Would you really risk your life for someone you love?*

After your fan signs up, they will receive a welcoming email from you. That email will be sent automatically via Aweber. That email will contain a link to their copy of your Starter Library, via [BookFunnel](#). This makes everything easy for you, and easy for your fans.

Remember to put a link to your sign-up page at the very beginning and the very end of your book. Also include a [3D image](#) of the Starter Library with both links. Very important. We want to make your gift look substantial.

Follow-Up Email: We are building a family. So, a few days after your fan gets your Starter Library, send out an email to them. Ask them how they like the story so far. And make sure to ask for a review. Include a link to your book in your email to make it easy for them to leave a review. Your follow-up email will be sent out automatically by Aweber:

[How Do I Create A Legacy Follow Up Message?](#)

For Your Inspiration: Take a look at the launch email that Bella Forrest sends out to fans:

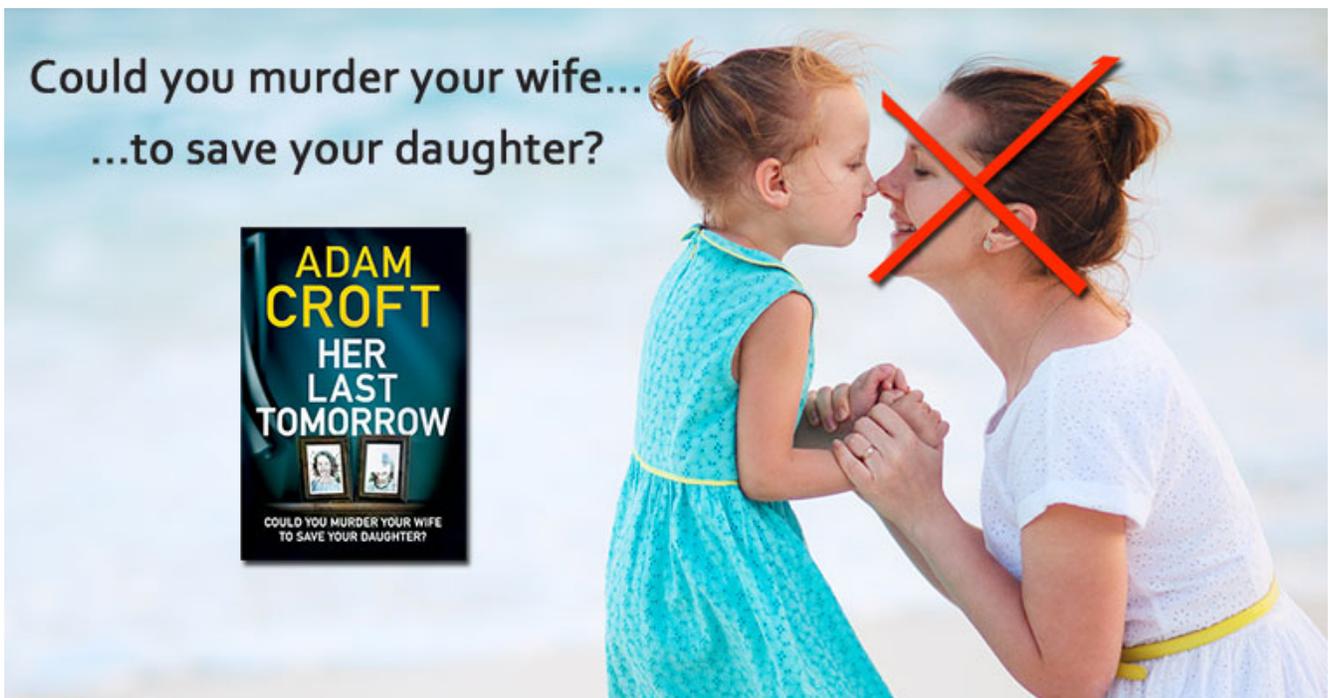
[The Novak clan awaits...](#)

3 - Core Image

You began with an Attack. Now search for an image that embodies that Attack. Let's say this is our Attack: *Could you murder your wife to save your daughter?* Let's search for a photo about a mom and her daughter. Here's one from Depositphotos:

[Mother and daughter at beach](#)

We are going to add your Attack to the image, along with a small image of your book's cover:



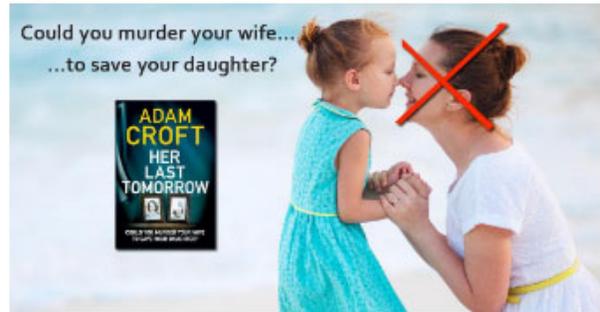
A few considerations: We are pushing the limits. We want to be dramatic, we want to be extreme, we want to get attention. But we also want to use this image for our Facebook ads. Something too strong may not be approved. It's going to depend on the person reviewing your ad.

The Attack may be too strong: That means that you come up with a variation on the Attack. How about: *You can only save one. Your wife, or your daughter.* Re-submit your ad and see if it gets approved.

That 'X' over mom's face: We rudely crossed out mom's face. That may be too far. If that causes your ad to get rejected, remove the X. And then re-submit.

Don't use too much text: Facebook hates text on an image. It looks cluttered. It looks like 'work' to the viewer. So make sure you check your image with [Facebook's Text Checker](#).

Image Text: **OK**
Your ad will run normally.



Facebook Ad Size: When you create your Core Image, you might as well make it the right size to use as a Facebook ad. Width: 1,200 Height: 628.

Pixlr: If you don't have Photoshop, simply use [Pixlr](#).

INSPIRE: I want this image to inspire you! The mom and daughter in the image are real people. They are both in danger. Your story is beginning to become reality. To feel real to you.

Post Everywhere: Now post this image everywhere. On your blog, on your personal Facebook profile, on Twitter, on Instagram. This makes your book real. This gets the momentum rolling.

4 - Contact Everyone

If you are starting from nothing... don't panic! You don't yet have an email list of fans. No problem. We are going to contact family and friends. Don't look down on this method. It works!

You are also going to talk to extended family, and business associates. Contact everyone you think would be interested in your book. Use email, texting, private messaging. Get the message out!

Send them the link to your book on Amazon. If you are meeting

them face to face, write down the name of your book on a post-it note and hand it to them.

But what about reviews? Amazon doesn't allow reviews from your family or close friends. So this is a judgment call. You definitely have many friends and co-workers that wouldn't be considered close friends. I would certainly ask them to review your book.

Ask with passion! When you ask people to review your book, do it with real passion and excitement. Tell them how important their opinion is. Tell them how much it will mean to you to see their review of your book up on Amazon. Tell them that their review will really change your life and the path of your career!

Doing all this will change your attitude permanently. When you put yourself on the line like this, something deep inside you changes. All of this becomes real to you. Your new book is real. Your new career is real. This will become a permanent motivator for you.

How to make all of this fun: Tell everyone you are going to have a big, crazy book party after they all read the book. Set a date. Tell them you will be supplying the food, the beer, the cake, the music, etc.

Tell your online friends that you are going to set up a live Skype video feed at the party. Tell them to tune in so that you can talk to them, and so that they can meet your friends and family. Good times.

People love motivated people. They love people who are on the move and taking action. They love people who are taking a risk and trying to change the world. That person is you!

5 - Your Email List

If you already have an email list of fans, use it. Even a small list can be very effective. Your email list is the connection between your fans and you. They want to be connected to you. They want to hear from you.

So let's not just send one simple email announcing your new book. Nope. Instead, we are going to write a series of emails in a pre-launch sequence that builds anticipation for your book. This can have a dramatic effect on sales.

Present your Attack: The first thing you want to do is tell people your Attack. Put it right in the subject line of your email. In the body of the email explain your Attack further, and make sure no one can escape from it.

Let's say your Attack is: *Could you murder your wife to save your daughter?* Then you follow up and explain to the reader that there is absolutely no way out of the situation:

The terrorists don't care. They've been ordered to kill one of them. Either your wife or your daughter. They don't even care if they go to the grave with your wife and your daughter. So you better choose one.

You are stacking pressure on top of the head of the potential book buyer. You are also simultaneously pumping up the pressure in your email sequence. We want to build so much excitement that people are literally begging for your book.

Launch Date: Very important. After you present your Attack, tell your list the launch date. You are going to build more pressure and anticipation over the next two or three weeks until the book goes live.

Early-Bird Price: Price your book at 99 cents for the launch. Don't enroll it in Kindle Unlimited yet. This makes sure every review is a verified review. You can later raise the price to \$2.99 and enroll your book in KU.

Give Hints: You can build even more emotional pressure by giving hints about crucial things that happen in your story: How angry would you be if someone killed your dog? This is a type of cliffhanger, because you are not going to explain what happens. Just a taste.

You can do the same thing for a non-fiction book: *What if I told you about a delicious food that you can eat as much as you want and it makes you thinner?*

Ask for Reviews: This is super important. We don't want your book to be naked out there. Your fans will come through with at least a few reviews. Even two or three reviews can make a big difference.

6 - Book Promo Sites

There are many sites that will promote your book for a fee. Some of them are quite powerful. With a little luck, you can have a tsunami of book buyers coming to your book. Some of these sites charge a very small fee. And some are free.

Book-Promo POWER Sites PDF: I have included a list of the most effective book-promotion sites for you. It is in the same folder as the PDF you are currently reading. Please take a look at it. It will make all of this very easy.

Build a Stack: I recommend that you 'stack' a whole bunch of these sites together for extra promotional power. This can also have the effect of pushing your book's Amazon rank into the stratosphere, making it highly visible to book buyers.

Hire a Fiverr Worker: Make your life easy by hiring a Fiverr worker

to do all the hard work for you. He will submit your book details to all of the promotion sites on your behalf. You can give him my Power-Sites PDF so that he can use it as a guide when he submits your book.

[I Will Submit Your Kindle Books](#)

BookBub: BookBub is the king of book promotion sites. There's no doubt about it. You should definitely submit your book to BookBub. It can be a life changer. But don't build your entire promotion on just BookBub. Use all the most effective promotion sites you can.

BookBub Alternatives: These can be very powerful, especially when you stack them together. You can also use them as an *intro* promotion before the day of your BookBub promotion. That means your book rank will already be very high, making it much easier for BookBub to push you into the stratosphere. This is how more than a few authors have hit the Kindle Top 100.

Free Promo Sites: If you are on a budget, these can be a godsend. They can also be very effective, especially when stacked. Even if you have a healthy book-promotion budget, I recommend you add the free sites to your book-promotion stack.

Facebook Groups for Book Promotion: Facebook Groups can be effective for book promotion, but only if you use a bunch of them combined. This is where your Fiverr worker comes in. Give him a copy of my Power-Sites PDF and have him submit your book to every single Facebook Group on the list.

Your Facebook Fan Page: If you have a Facebook Fan Page for your book, now is the time to use it. Make it a part of your book-promotion stack. You can use it to bump up your rank before all the other book-promotion sites hit your book. Simply post on your Facebook Fan Page and let your fans know about your new book.

7 - Facebook Advertising

First, a word about paid advertising. Read this amazing quote from David Kersten:

I find it crazy that people will spend thousands of hours writing, but then say they can't afford a few dollars for an ad. Time is money, so you already spent thousands of dollars to write your book.

I really can't add anything to that quote. David hit the bullseye. You must get visible. It's a big, very busy world. We must make a real effort to get our voices heard. Well, to get our Attack heard!

[Facebook adverts](#)

Target Book: Many authors get confused and lose focus when it comes to advertising their book. To prevent this, refer back to your Target Book. At the very beginning, I advised you to pick a Target Book right after you pick a book category to write in.

Your Target Book lets you know what readers in your genre expect from your book. But it also lets you do some audience research. And even a little bit of mind reading.

Let's say you wrote a Thriller. Your Target Book might be [16th Seduction \(Women's Murder Club\)](#) from James Patterson. Great choice. Now, how do we do audience research? We go here:

[James Patterson – Facebook Fan Page](#)

And here:

[James Patterson Book Club – Goodreads Group](#)

Read what his fans are saying. What do they love about his books?

What do they hate? And who exactly are these fans? Are they young? Are they old? Are they Liberal? Are they Conservative?

This will greatly help you when it comes to Facebook ad targeting. If your Target Author does not have a Facebook Fan Page, look for his personal Facebook Profile. Also look for his blog. And any forum or Goodreads group devoted to him. You get the general idea.

Core Image: We are going to use our Core Image as our Facebook ad. And we are going to use our Attack Quote in the ad. But you must get past Facebook's approval process. If your ad is disapproved, re-write your Attack Quote.

Don't panic. Find creative ways to get your Attack across while still pleasing the Facebook approval process. You may have to re-adjust your image a bit. No problem. If your ad is not approved, there is usually a short explanation why. Read that explanation. It may be the quote. It may be the image.

You can also ask for more clarification on why your ad was disapproved. Not only that, but you can ask for a second review of your ad and another chance at approval. I have had ads that were disapproved, approved upon review:

[Appeal a Disapproved Ad](#)

Your Fan Net: You have two choices when you run a Facebook ad: You can send people directly to your book's sales page on Amazon, or you can send people to your email sign-up page. Since you are going to be spending your hard-earned money on Facebook advertising, I highly recommend you send people to your sign-up page.

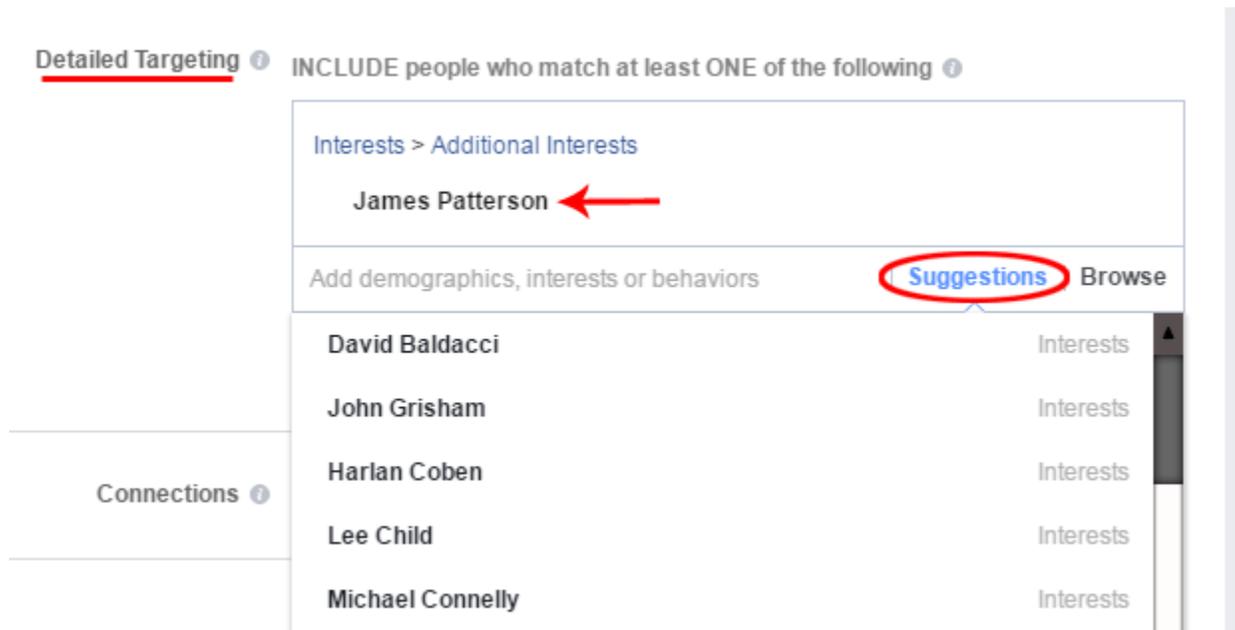
As soon as someone signs up, you will send them a link to your Starter Library. And then you will send them a link to your latest book. You can now market to this person for months and even years. They are on their way to becoming a true fan.

[Mark Dawson Starter Library](#)

Basic Targeting: Now that you've done a bit of Audience Research, you are ready to target people. Start with the most basic questions: Male or female? Old or young? Which country?

[How to choose an audience for your Facebook ad](#)

Detailed Targeting: Look for the name of your Target Author in the Detailed Targeting section when you create your ad. If you can't find him, look for a related author:



(CPC) Cost Per Link Click: Facebook will tell you exactly how much it costs you each time someone clicks on your ad and goes to your sign-up page. The lower the cost, the better. But that is not the complete picture.

We need to know if the people that signed up for your Starter Library eventually bought your books. And how many did they buy? This is a much more complete picture.

If you pay 50 cents to get someone to sign up to your list, but they never buy your books, was that 50 cents worth it? But if you pay \$3.00 dollars to get someone to sign up to your list, and they buy everything you ever wrote, was that \$3.00 dollars worth it? I hope you just answered YES!

[\(CAC\) Customer Acquisition Cost](#)

8 - Amazon Marketing Services

Amazon Marketing Services is a way for you to advertise your book right inside Amazon.com. Two powerful things about AMS:

Ready To Buy: People are ready to buy stuff when they are on Amazon. They aren't just surfing and chatting like they do on Facebook.

Rank Boost: When your campaign is successful, Amazon also gives your book a boost in ranking. Which means more visibility. And more chances for sales.

[Amazon Marketing Services](#)

Target Book: Don't forget your Target Book! A Target Book will keep you on track and focused. When in doubt on how to promote your book, refer back to your Target Book. Let it be your guide and inspiration. This will prevent panic, and keep you moving forward.

Spy on Fans: Yes, we need to read their minds. Does the author of your Target Book have a facebook Fan Page? How about a blog? Is there a Facebook Group dedicated to him? Are they discussing his

books on a forum somewhere?

You will simply go to these places and see what his fans are saying about his books. It's that simple. What do they love about his books? What do they hate about his books? What are they asking for? What do they want more of?

This is actually a huge goldmine for you. And it will show you how to market to these people. It will keep you focused on who these people are, and what they want.

Sponsored Products: You have two choices when you use Amazon Marketing Services: Sponsored Products and Product Display Ads. I highly recommend you use Sponsored Products. Why? Because with this option, your ad will appear directly in Amazon's search results. People are searching because they want to buy something, and your book will be right in front of their eyes.

amazonmarketingservices

Choose a campaign type

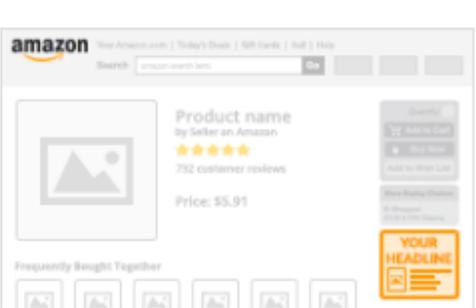


The screenshot shows a search result page on Amazon. At the bottom of the search results, there is a sponsored product ad. The ad features a product image, a title, and a price. The text "YOUR SPONSORED PRODUCT" is overlaid on the ad.

Sponsored Products

Keyword targeted ads can display [in search results](#) and on product detail pages.

[Learn more](#)



The screenshot shows a product detail page on Amazon. At the bottom of the page, there is a product display ad. The ad features a product image, a title, a price, and a star rating. The text "YOUR HEADLINE" is overlaid on the ad.

Product Display Ads

Product or interest targeted ads can display [on related product detail pages](#) and Kindle eReaders.

[Learn more](#)

Keywords: You are going to choose your own keywords for your ad. The keywords you choose are the words people are most likely using when searching for a book like yours.

Add keywords and bids for your search campaign

Add suggested keywords **Add your own keywords**

| Keyword | Match | CPC bid | |
|-------------------|-------|---------|-----|
| romance books for | Broad | \$ 2.00 | Add |

Attack Quote: You are going to use your Attack Quote in your ad. You also want to add more pressure to your Attack. Build up the drama. Put more pressure on the potential book buyer. Give them no way out.

Customize your ad

Write the custom text you want to appear in your Sponsored Products ad

Custom Text

Could you murder your wife to save your daughter? The terrorists don't care. One must die. Which one?

Characters remaining: 46

Amy Maroney gives us a very simple breakdown on how to use AMS. You'll soon find that advertising on Amazon is effective, and it's even kind of fun:

[How I use Amazon ads to drive sales of my book](#)

Dave Chesson goes a little bit more in depth on how to pick the right keywords:

[How to Find Profitable AMS Keywords](#)

Advertising Cost of Sale (ACoS): Let's say you made \$10 dollars in total book sales. How much did you spend on advertising to make that \$10 dollars? Let's say you spent \$5 dollars. That means that half of your sales were already spent on advertising. Your ACoS is 50%.

But you need to remember that you don't get to keep the *total book sale*, you get to keep a *percentage of the sale*. Let's say 70%. You must keep in mind your exact profit and compare it to how much you are spending on advertising.

The lower your ACoS, the better. If your ACoS is 20%, you are very happy indeed. You want to strive to constantly push down your ACoS. While always keeping in mind your *profit* per book, not just total sales.

[What is a Good Advertising Cost of Sale \(ACoS\)?](#)

Moneymaking Keywords: The entire point of keywords is that they generate money. Many of your keywords will have no effect. But some will be gold. We want to find the moneymakers, and retire the others.

| Keywords | | Campaign Settings | | | | | | |
|----------------------|-------|-------------------|-------|--------|--------|----------------------|--------|---------|
| <input type="text"/> | | | | | | Results per page: 25 | | |
| Keywords | Match | CPC Bid | Impr. | Clicks | ACPC | Spend | Sales | ACoS |
| <u>love</u> | Broad | \$2.00 | 6,469 | 10 | \$0.47 | \$4.74 | \$5.98 | 79.26% |
| divorce | Broad | \$2.00 | 2,509 | 4 | \$0.96 | \$3.85 | \$2.99 | 128.76% |
| divorce after 50 | Broad | \$2.00 | 15 | 0 | - | \$0.00 | \$0.00 | - |

In the screenshot above, you see the word *Sales* in the menu. Click on it twice, and it will bring up the moneymaking keywords. Look over to the left, and you will see the keyword *love*. That keyword has already generated 2 sales. (The book is priced at \$2.99) And it has an ACoS of 79%. Not too shabby.

(CAC) Customer Acquisition Cost: We must always keep in mind the life-time value of our fans. If I spend \$5 dollars to sell a book to a customer, and he goes on to buy *all ten books* in my series, that \$5 dollars was a bargain! Providing of course that you have priced things correctly to make a healthy profit on each of the ten books in your series. Having said that, we still want to keep all of our advertising costs down as best we can.

[\(CAC\) Customer Acquisition Cost](#)



9 - Get Support

I still love life. And I love that you came all the way with me on this journey. I also love the fact the we, just regular people, can reach out to the entire world with our words, our ideas, our books.

Especially if we understand how to get attention. How to penetrate the busy haze that surrounds everyone in the modern world. How to challenge and wake people up. How to open their doors.

Good luck with all your books and book promotions. If you need any help, contact me:

[Bookpumper Help Desk](#)

All my best,

Paul J Coleman

Paul J Coleman

[Bookpumper.com](#)