

Non-Writer Accidentally Creates Viral Bestseller

1- Internal Book Marketing

Here's the book:

<https://www.amazon.com/Love-Yourself-Like-Your-Depends-ebook/dp/B0086BX8UE>

So how on earth did he achieve all this without any marketing?! I will let you in on a little secret. There is a very powerful type of marketing called Internal Marketing. Yes, there is a way to build the marketing right into your book. It is called Internal Book Marketing. And that is exactly what Kamal did with his book.

Let me give you an example of Internal Marketing. You have been hired to help Gatorade increase sales. They are in a slump. How do you apply Internal Marketing?

You tell them: "Listen, all these energy drinks are kicking your butt. So let's make a new version of Gatorade that has some taurine in it. We'll call it: Gatorade Raw Energy."

If you already love Gatorade, you want to try this new version. If you love energy drinks, you want to give this new 'energy version' of Gatorade a try.

The marketing is all inside the new formulation. Your marketing is now inside your product. Your External Marketing will simply echo your Internal Marketing.

This is the secret to Viral Marketing. There is something unique built into the product, and we just have to have it.

So let's go step-by-step on how we build the marketing inside of your book. If you've already written a book, we want to find what's unique about your book and enhance it. If we can't find something unique, we will add it. Here we go!

2 - Radical Honesty

I want you to do something for me right now. Get a pen and a piece of paper. Now write down two things. Ready?

What was the absolute best moment of your life?

What was the absolute worst moment of your life?

Take the time to actually do this and really write it down. You may have forgotten these moments. One is a real triumph. The other a horrible defeat.

Remember, you may have multiple moments. Many great moments, and many awful moments. Write them all down. This is going to be your treasure chest.

I was homeless. My daughter died of cancer. I was molested at school. I was assaulted and left bleeding in the street.

I saved a child's life from a fire. I beat cancer. I lost weight. I confronted my molester. I won a beauty pageant.

You are going to build a tiny book around your glory moment. But you are going to connect it to your absolute lowest moment. These two go together.

Do you have a fiction book? Guess what? Your main character was raped. She is ashamed of herself. She blames herself, and she hates herself. She never told anyone. Now she must somehow face this and tell the man she loves what really happened to her. So that she can be happy and free.

Non-fiction book? You have a diet book. It's a good diet book. But it's very much like hundreds of other diet books. You are going to take the most dramatic moment of your life and insert it into your diet book. "I was molested when I was younger, and I completely gave up on me. This book is my journey back".

You are making yourself real to the reader. You are taking things to the absolute limit. You are revealing real drama. You are breaking through the daily boredom. You are hooking deep into the reader. So deep that they don't even care about the cost of your book. They have to get inside your book no matter what.

This technique is based on something called Radical Honesty. Radical Honesty is a way to create real intimacy by being brutally and totally honest. It is a fascinating subject:

https://en.m.wikipedia.org/wiki/Radical_Honesty

There's another benefit to this technique: You are also connecting yourself more deeply to your book. This is a good thing. This will motivate you to care more for your book. To fight for it. To bring it to the world.

Now, where exactly are we going to tell the reader about this dramatic moment? Everywhere! We are going to put your dramatic moment in your Book Title, Book Cover, and your Book Description.

3 - Be Small and Humble

I must stress this to you. Success and humility go together. If you just brag about success, you repel people. If you just complain about your failure, you repel people. If you put the two together, you win people over.

"I was homeless, but one silly little idea changed my life, and now I literally climbed to the top of Mount Everest".

In Kamal's book, he talks about standing behind a podium up on a stage. Assembled before him are some of the most powerful people on the planet. All the focus is on him. He is literally lifted up above us on a stage. These Very Important People are ready to hear his every word.

But guess what? Not long before this moment, he hated himself so much that he wanted to kill himself. He truly believed his life had no value. He was lower than low and ready to throw his life into a garbage dumpster.

Do you see how this connects us to him? We are instantly on his side. We believe he deserves his success. We are rooting for him. We want him to win. We care about him. We do not see him as posh or arrogant. We don't think he is bragging. His victory is our victory.

Remember when I asked you to write down the best moment in your life, and the worst moment? Make sure you present both moments together. Put both right at the beginning of your Book Description. That way you will disarm us.

4 - Your Attack Title

Kamal's book title uses something called Attack Marketing. Attack Marketing is a way to get under people's skin. To push them slightly off balance in order to get their attention.

Take a look at these two book titles:

Suicide Prevention

And:

Before You Kill Yourself, Let Me Hug You

Which title gets your attention? The first title is an actual title of a book currently in the Amazon store. The second title I created using Attack Marketing.

Do you see the psychology behind the title? It goes something like this: "I know you are going to kill yourself. That's your choice. And I can't stop you. But can you give me just five seconds to hug you before you go? I really care about you. And I am going to miss you."

Obviously, inside the book we are going to tell the reader why they should not commit suicide. But the title leaves the decision dangling. That's why the title gets attention. It throws you off balance. It leaves you yearning for a resolution. That's why we call it an 'attack'.

Attack Marketing is simply a method for opening doors. For getting attention. Once a person opens their door, we can explain why they need our book and how it will help them.

How do you create your Attack title? Go back to your Two Moments. The high and the low. Now brainstorm titles based on those two moments.

Let's say you are writing an Action novel. Let's also say that when you were young you were bullied. Guess what happened to your main character when he was just a kid? Yes, he was bullied.

Now we have the low point. But what about the high point? Here's the high point: When he was a kid, your main character saw another kid being bullied. That changed everything for him. He vowed to protect people who were not able to protect themselves.

He began lifting weights. He befriended a retired boxer. He changed his mind, he changed his body. He became lethal. He became a hero.

5 - Silent Cover

Almost all authors get this wrong. Kamal got this absolutely right. Here's your challenge: Can you create an image that explains exactly what your book is about, but without any words on the image?

In other words: If you subtract your book title from your book cover, will the image alone tell readers exactly what your book is about? Does your book cover silently communicate your book's central message?

Take another look at Kamal's book cover. There is the silhouette of a man with a gun to his head. But there is also a big red heart in his chest. This immediately sets up a tension. Will his heart hold back his trigger finger? Will love rescue him? Will love win? Or will self-destruction and death ruin everything.

Kamal's cover is silently saying: You can destroy yourself or you can love yourself. Your heart can hold back your trigger finger. If you go with your heart, you won't destroy yourself.

All of this is being communicated to us quickly and wordlessly. Notice that the image is a simple cartoon. And yet it's extremely powerful and gets the job done.

Many times cartoons can be disarming because we associate cartoons with childhood and silly stuff. But to be disarmed is to be open to new ideas. To a new message. And this is exactly what we want from our readers.

Custom Cartoon: <http://bit.ly/2scKf0b>

Illustrate Your Book Cover: <http://bit.ly/2nIrT26>

6 - Humble-Glory Book Description

There's been a lot written about what exactly should be in your Book Description. Let me make it simple for you: "I am a human being, and I want to connect with you." That's it. It's actually pretty simple.

You need to quickly become genuine to the potential book buyer in your Book Description. I am a living, breathing human being. I am a real person. I am not a faceless corporation. I have something good to offer you. And what I have to offer you will make your life a little bit warmer and a little bit better.

You are going to do two simple things in your Book Description: Tell us about your high point, and tell us about your low point. "I am wealthy, I am powerful, I am envied. But few know that I was raped and almost beaten to death when I was just a little child". Does that grab your attention? Put this right at the beginning of your Book Description. Don't mess around. Don't waste space. Give us the meat right away.

Now explain to the readers that this is your journey out of the pit and all the way up the mountain. Don't give too much away. Keep it simple and straightforward:

"I hated myself. I let myself go. The people who were supposed to love me, actually hated me. But then one simple thought touched me like a butterfly, and I began to change everything."

If you are writing fiction, these will be the words of your main character. If you are writing non-fiction, these will be your words. You may think that nothing dramatic has ever happened to you in your life. Are you sure?

If you dig deep, you just might surprise yourself. In fact, the entire point of this is to dig deep. To get to the raw and dramatic truth. A good friend of mine once shared this with me:

"Paul, when my child was born he had no expression at all. He couldn't smile. He couldn't frown. His face never changed. He seemed like an android. It really terrified me."

Dig deep into your life, and you will find something dramatic that we want to hear. Also dig deep into the lives of those you love. Did you watch your mom die? Did you watch your dad battle cancer?

I guarantee you have something dramatic and important to share with us. Something that we want to hear, something that will change our perspective and help our lives. Remember: Dramatic equals human!

7 - Two Pages Seal the Deal

With the first two pages of your book, you will make a friend for life. Continue the connection you began in your Book Description. Keep just one goal in mind: I am going to make a connection with the reader.

I am a real person. I am humble. I want to have a relationship with you. And I want to keep that relationship going for years and years. This is how you build trust in just two pages.

If you are writing fiction, connect yourself to your main character. Write two little paragraphs at the beginning of your book. Tell us that she is you when you were younger. "When I write about Emily almost dying, I am really talking about me almost dying."

Tell us how much you love her. Tell us you would die for her. Now give us a link to your website and say: Chat with me about Emily. Don't worry, I don't bite! Your link will go to your website where you will ask people to sign up so that they can get access to your Facebook group.

If you are writing non-fiction, you will do the same thing, but put the link to your site at the end of the first two pages. We want to give those first two pages a chance to work their magic and connect readers to you.

Take a look at what Kamal says at the very beginning of his book: "I have no awards to speak of. Or pedigree. No Goldman Sachs or Morgan Stanley on my business card." Let this be a guide for you.

Show us your humble side. Show us your struggle. Be brave and reveal your lowest point in life. Most people on this planet are struggling. They are not relaxing in their beachfront villas. Your humbleness will open doors. You will win us over.

And once you win us over, we will fight for you. We want you to win. We want your book to succeed. In a sense, your book becomes our book. Your triumph becomes our triumph.

8 - Tell Fans to Share

You believe in your book. You know your book is important. You know your book can really help people. Now you need to let people see your enthusiasm for your book.

You are going to ask your fans to share your book. But not in the usual way. You are going to show them your passion for your book. You are going to show them how much you care. Like this:

"If this book can change just one life, then all my work will be worthwhile. And if you let your friends know about this book, I will put your name on the Wall of Heroes."

The Wall of Heroes will be a page on your website where you put the names and faces of your fans that share your book. This is a real motivator, and a great way to say Thank You.

You can do a lot with your Wall of Heroes. You can give all your Heroes first access to your next book. You can give them discounts on all your books. You can also hold exclusive contests only for those on your Wall of Heroes. But make sure your contests have real prizes, like a Kindle Fire, etc.

Your Wall of Heroes can also become your Street Team. Your Heroes are your superfans. They are already highly motivated. They will spread the word about your book to the wider world.

Remember to send out broadcasts to your list telling everyone about all the benefits of getting their name on the Wall of Heroes. You can make the price of inclusion ten shares of your book.

Important: You are asking people to share who are already on your email list. Make sure you funnel everyone to your email list first. Getting on your email list is the price for access to you. And access to discounts and prizes. Your email list is the heart of your publishing business.

9 - Your Next Book!

I have seen many authors get lazy when they have that first big success. Don't rest on your laurels! Keep going. Keep writing. Your fans need you. Your fans are counting on you.

Another thing I've seen again and again: Authors lose focus and want to follow up their breakout book with a completely different type of book. Please don't do this. Follow your successful book with a similar book.

Expand upon that first book in your second book. Add power to it. Give your fans more options, more solutions. Add drama. Add warmth. Build the relationship with your fans ever stronger.

One of the best things on earth is to have a successful Book Series. This is what we are aiming for with every book we create. Add a second book. Then add a third. A successful Book Series can support your life for decades.

10 - Turbo Boost

You now have your book set up for viral success. Congratulations! But why should we leave anything to chance? Wouldn't it be better if we gave your book an initial push?

That's where the miracle of AMA comes in. Yes, Amazon Marketing Services. With AMA, we can market directly to book buyers right at the moment when they are ready to buy a book.

I highly recommend you give your book a little boost to get everything rolling. This will speed up sales. But it will also speed up reviews. Very important.

Those early reviews can tune you in to exactly what people love about your book. And exactly what they don't like. This is your early warning system.

You can make a quick change to your book and ensure that there's no misstep. We want everything smooth as silk as the sales roll in.

AMS Case Study:

<https://kindlepreneur.com/amazon-ads-case-study/>

Now get to work on your book and launch it! If you already have a book, start reworking it immediately. And then relaunch it!

If you get stuck, email me directly:

paul@bookpumper.com

Keep the momentum and motivation you have right now. Let's change our lives and change the world!

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