

Book-Blaster Cheat Sheet

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Day 1

Make sure you have your Amazon Idea List ready. Create your list here: [Create an Idea List](#) and change your profile name and image here: [Edit Your Public Profile](#).

Pricing: *If your book is in Kindle Unlimited, make the retail price 99 cents. If your book isn't in KU, set the price at 99 cents. Why 99 cents? Because we must figure out if people are willing to pay for your book. If you promote your book, and people aren't willing to pay 99 cents for it, then there's a problem with your book.*

But a free promotion like this is perfect for testing your book. If your book doesn't sell, you know something needs to change. That may include: Changing the book's title, the book cover, the book description, or the book's Browse Categories. Many times I will ask the author to rewrite the first and second page and make them more intense, emotional, useful, friendly, etc.

If you do a 5-day push, and your book doesn't sell, don't panic. Your book may only need relatively minor changes to hook readers. Make those changes and do a second 5-day push. You might be surprised by how well your book does after those changes.

Your first day of promotion is the most important because you MUST get sales the first day for this 5-day push to work. So stack up assets that work immediately like free promotion services. Overdo the first day.

You can also use a paid Fiverr gig to absolutely ensure that you get sales on that first day. Even spending \$5 bucks on a Fiverr gig can make a big difference. I would also throw five or so Facebook Groups at your first day, and a Goodreads group.

Day 2

I would plan for your free Press Releases to hit today. Schedule them all for Day 2. This makes sure that if any are late, they will still fall within your 5-day surge.

Also throw in five Facebook Promotion Groups and five Facebook Classifieds on Day 2. Also use one or two Social-Bookmarking sites on this day. And make sure you have five free Promotion Services lined up for today. There are plenty of free Promotion Services, so I would use them liberally and almost every day.

Day 3

Hit your book with another Goodreads group today, another Social-Bookmarking site, and five more Facebook Promotion Groups. Let's keep everything rolling. Use five more free Promotion Services. And five more Facebook Classifieds. You should be humming along now.

Pricing: *It is now Day 3, how well is your book doing? If sales are weak, don't panic. We are building up momentum at this point. We will carefully monitor sales each day.*

Day 4

This is the day to use paid promotion if you decide to go that route. We already have the attention of Amazon's algorithm. When your paid promotion hits, things could go off the charts. Remember, I'm talking about a major paid promotion like a BookBub.

Continue throwing more free Promotion Services at your book. I would increase the number to 10 Promotion Services here. We really want to amp things up. And use another Social-Bookmarking site. Along with five more Facebook Promotion Groups and five more Facebook Classifieds.

Pricing: *How are your sales at this point? You should definitely see sales by Day 4. If sales are weak, don't panic. We are going to throw everything we've got at your book on Day 5. If sales are strong on Day 4, that allows us to make a price change on Day 5.*

Day 5

Time to throw everything you've got left at your book! Day 5 is very important because if we do it right, the long tail can go on for a week or more. That means sales every day for two weeks or more.

So throw all the rest of the free Promotion Services at your book, all the Facebook Promotion Groups, and all the Facebook Classifieds. Throw some more Goodreads Groups at it and any Social-Bookmarking sites you haven't already used.

This last day is also perfect for a cheap Fiverr gig. A tiny difference on this day turns into a very big difference in the long tail. We want Day 5 to push your book over the edge and up the charts.

Pricing: *How are your sales today? If they are weak, wait for the long tail. There's a week or two of momentum built up from your 5-day push. If sales are strong, you can raise your price. If your book is in KU, raise the retail price to \$2.99. If your book isn't in KU, raise the price to \$2.99. Depending on sales, you may even be able to go for \$4.99 or higher.*

If you're going for reach and new fans, leave the price at 99 cents. You will get a lot more fans and email sign-ups. And you can always do another 5-day push on the same book, this time with higher prices. Life is good.

Godspeed to you! And I hope this helps you rise up the charts. If you need any further guidance or help, you can always contact me:

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