

Max Book-Blaster Resources

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1 - Amazon's Algorithm

Many authors think they need to send a huge surge of sales to their book in order to get the attention of the Amazon algorithm. Not true. It's better to send consistent sales over five days or more to wake up the algorithm. Let's put it this way:

Even a few sales, sustained for 5 days, will activate Amazon's algorithm.

This is one of the most important things to understand. A big surge of sales can be dismissed by the algorithm as some type of manipulation. Or simply a one-day advertising push. But consistent sales over five days tells the algorithm that people really want your book.

Amazon's Book Recommendation Engine can be your best friend or your worst enemy. We want to make sure the algorithm is our best friend! The number one way to do this is to make sales over time. In other words, sustained sales day after day.

Why is this? It's because even a small demand for your book is a real demand for your book. The job of Amazon's algorithm is to find books that people want and then to promote those books more widely on Amazon. To recommend them to more Amazon customers.

When the algorithm sees a giant surge of sales, it assumes that surge is from some type of advertising campaign. Or maybe an author promoted his book to his massive email list. Either way, this does not prove

sustained demand to the algorithm. Especially when those sales almost disappear the very next day.

By the fourth or fifth day of demand for your book, the algorithm realizes that there is genuine sustained demand for your book. That means your book is safe to recommend throughout Amazon. People genuinely want your book.

The algorithm will at first give your book a relatively small push to see the reaction it gets. If people buy your book, the algorithm will give your book a second and even bigger push. This is where the magic happens. This is where some pretty big sales can be generated.

When the magic happens, you can get weeks of sales from the algorithm. Sometimes even longer. Your book has now taken flight, and the air current it's floating on is Amazon's algorithm. This is quite a wonderful thing when it happens to you.

This is why I recommend the 5-Day Blast. You can use free promotion sources, paid promotion sources, or a combination of both. I recommend a combination. All you are doing is dividing your promotion resources over a 5-day period.

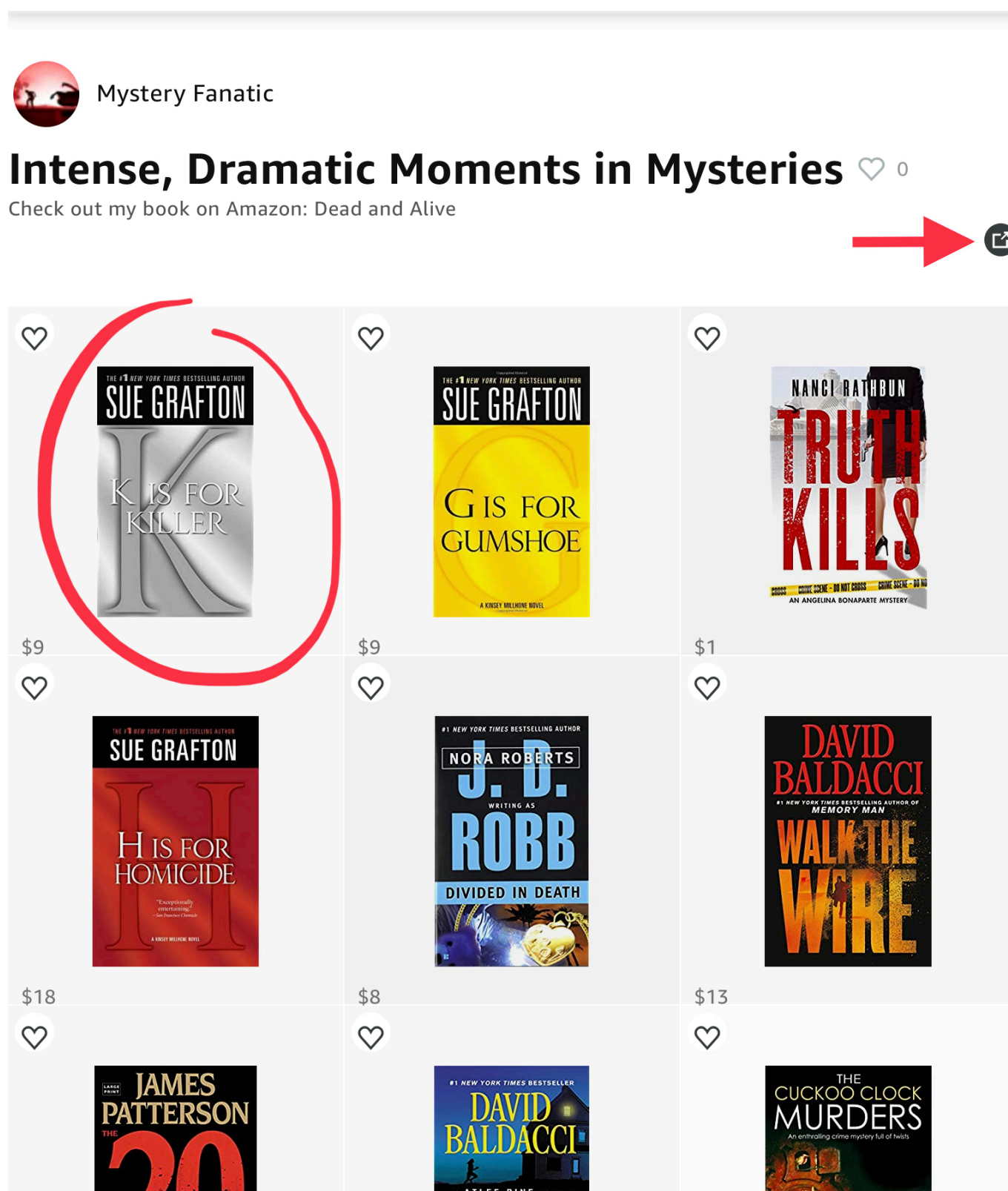
Use the following resources to promote your book. Just make sure that you divide the resources over a 5-day period. Remember, just a few sales per day is all you need. I usually hire a couple Fiverr submitters and spread them out over the course of the 5-day period.

I start my promotion with a Fiverr submitter. Then I do two days of free promotion. Then the second Fiverr submitter does his blast on the fourth day. The last, and fifth day, I throw all the rest of my free promotion resources at the book. Good luck and godspeed on your promotion!

2 - Promote on Amazon

An Idea List is simply a collection of products you choose. But the wonderful thing about it is, each product image is clickable and takes the customer directly to the Amazon sales page to buy that product.

Our Idea List will contain the top books in our book's genre. But we will also put our own book in our list. I recommend you put your book first on your list. That means at the top left of the list. Take a look at this Idea List:



You see the Sue Grafton book that is circled in red. Put your book right there. You'll also notice a red arrow pointing to a little icon on the upper right of the Idea List. That little icon is so that people can share your list. Yes, this can be very powerful in getting your book noticed.

The name of my Idea List is Intense, Dramatic Moments in Mysteries. The description of my Idea List is Check out my book on Amazon: Dead and Alive. This is a way for you to refer to your book so people click on it. Of course, your book will be first on your Idea List, top left. Create your list here:

[Create an Idea List](#)

Notice at the top of the page you see the words *Mystery Fanatic*. I simply changed my name from *Paul Coleman* to *Mystery Fanatic*. I also changed my public avatar to an image of a man digging a hole in the ground to get rid of a body! Yikes! You can change your name and profile image here:

[Edit Your Public Profile](#)

Amazon Idea Lists can be very powerful. And they are a subtle way to promote your book when directly promoting your book is not allowed. Remember, you are sending people directly to Amazon. Buying your book is only a click away for the customer.

Next, we will show you how to promote your list on other high-traffic sites. This will add even more power to it. An Amazon Idea List is a very useful tool for getting traffic and book sales. It gives you more options in promoting your book. And it basically lasts forever.

3 - Promote on Goodreads

Yes, you can promote your book directly on Goodreads. Most authors don't know about this because Goodreads can be very strict about self promotion. But the rules are different in Goodreads Groups. This means you have access to an incredible amount of book readers and book buyers in these groups.

You have two options with Goodreads Groups: You can directly promote your book, or you can promote your Amazon Idea List. Both methods can be very effective. But check the rules of the group before promoting.

If the group is strict, promote just your Amazon Idea List. If the group is more open, directly promote your book. If they allow you to directly promote your book, also promote your idea list a few days later. Yes, use both methods.

Promote Your Self-Published Book:

<https://www.goodreads.com/group/show/97376-promote-your-self-published-book>

Book Promotions:

<https://www.goodreads.com/group/show/69484-book-promotions>

List of Book-Promotion Groups:

https://www.goodreads.com/group/show_tag/book-promotion

4 - Facebook Groups

These groups are wide open for advertising, and they get incredible amounts of traffic. You can directly promote your book and you can also promote your Amazon Idea List. Check the rules of each group first, but most of these are very open for promoting your books.

Advertise Your Businesses, Pages, or Groups (101,000 Members)

<https://www.facebook.com/groups/1573201092931491/>

Advertise Your Business Here (227,000 Members)

<https://www.facebook.com/groups/604906636280396/>

Advertise Your Businesses (98,000 Members)

<https://www.facebook.com/groups/007ENGLISH/>

Advertise Your Site for Free (49,000 Members)

<https://www.facebook.com/groups/timewillsell2/>

Work From Home - Business Opportunities - USA (51,000 Members)

<https://www.facebook.com/groups/WorkFromHomeBusinessOpportunitiesUSAGroup2/>

Promote Your Website Here (32,000 Members)

<https://www.facebook.com/groups/1394759100793737/>

Work at Home Moms & Dads (32,000 Members)

<https://www.facebook.com/groups/2237298620/>

Work From Home UK & Beyond (26,000 Members)

<https://www.facebook.com/groups/136211813153622/>

Advertise Your Website (23,000 Members)

<https://www.facebook.com/groups/1477593792546952/>

Work From Home 2016 and Beyond (78,000 Members)

<https://www.facebook.com/groups/workfromhome2016andbeyond/>

Promote Your Business Here (40,000 Members)

<https://www.facebook.com/groups/419808741386626/>

5 - Facebook Classifieds

These groups have massive traffic and can keep bringing you traffic for months. These groups are also wide open for promoting your books. I recommend you promote your book and your Amazon Idea List. More traffic never hurt anyone! But always double check the rules of the group.

Facebook Free Marketplace (38,000 Members)

<https://www.facebook.com/groups/134919923280309/>

Facebook Marketplace (61,000 Members)

<https://www.facebook.com/groups/346243875720365/>

Global Market Place (288,000 Members)

<https://www.facebook.com/groups/facebkmarketplace/>

Free Classified Advertising (42,000 Members)

<https://www.facebook.com/groups/freadshere/>

Free Online Classified Ads (18,000 Members)

<https://www.facebook.com/groups/229753380512467/>

Prime Classified - Free Post Ads (17,000 Members)

<https://www.facebook.com/groups/primeclassified/>

Facebook Marketplace Community (361,000 Members)

<https://www.facebook.com/groups/434994513620328/>

Facebook Classifieds (8,000 Members)

<https://www.facebook.com/groups/1378000205784831/>

Free Classified Ads (47,000 Members)

<https://www.facebook.com/groups/514336508645499/>

Free Classifieds Online (29,000 Members)

<https://www.facebook.com/groups/classifieds.online2014/>

Craigslist (26,000 Members)

<https://www.facebook.com/groups/455583511281541/>

USA Classified Ads - Buy, Sell, Trade (55,000 Members)

<https://www.facebook.com/groups/usaclassifiedadsbuyselltrade/>

Online Market Place (123,000 Members)

<https://www.facebook.com/groups/1776064312694026/>

6 - Press-Release Sites

A Press Release can still pack a lot of power. I highly recommend you use every single site listed here. Of course, spread them out over your 5-day push. The goal is to keep getting clicks even beyond our 5-day push. That's where the real magic happens.

PR Log

<https://www.prlog.org/>

Newsire Today

<https://www.newswiretoday.com/>

PR.com

<https://www.pr.com/>

Online PR Media

<https://onlineprnews.com/>

Free Press Release

<http://www.free-press-release.com/>

7 - Social-Bookmarking Sites

These are the top Social-Bookmarking Sites. They have massive amounts of users. And they really pack a punch. It's definitely worth promoting your book here, especially because the links will last for years.

Every little bit helps! It actually doesn't take much to wake up Amazon's algorithm, it takes a small but consistent effort. You never know how much traffic will flow from one of these sites. Sometimes it will amaze you. That's why I like to use each and every one of them.

Digg:

<https://digg.com/>

Mix:

<https://mix.com/>

Pocket:

<https://getpocket.com/>

Reddit:

<https://www.reddit.com/>

8 - Book Promotion Services (Free)

Yes, truly free book promotion! Many of these sites also have a paid promotion option. But it's important to use their free services first. You can always go back and pay for a promotion if they do an amazing job. But my philosophy has always been to exhaust the free options first.

eBookLister

<http://www.ebooklister.net/submit.php>

Frugal Freebies

<http://www.frugal-freebies.com/p/submit-freebie.html>

The eReader Cafe

<https://thereadercafe.com/promote-your-books/>

Armadillo eBooks

<http://www.armadilloebooks.com/submit-free-ebooks/>

Indie Book of The Day

<http://indiebookoftheday.com/authors/free-on-kindle-listing/>

OHFB

<https://ohfb.com/book-sale-notice/>

Content Mo

<https://contentmo.com/submit-your-free-ebook-promo>

It's Write Now

<https://itswritenow.com/free-book-submission/>

Topless Cowboy

<http://toplesscowboy.com/submit-your-book/>

Lovely Books

<http://lovelybookpromotions.com/submit-your-kindle-freebie/>

eBooks Habit

<http://ebookshabit.com/for-authors/>

The Kindle Book Review

<http://form.jotformpro.com/form/21078469493969>

<https://www.thekindlebookreview.net/advertising/>

eReader Girl

<http://ereadergirl.com/submit-your-ebook/>

Kindle Book Promos

http://kindlebookpromos.luckycinda.com/?page_id=283

Book Bongo

<http://bookbongo.com/submit/>

Free Kindle Books

<http://www.free-kindle-books-4u.com/promote-your-book/>

I Crave Freebies

<http://www.icravefreebies.com/free-kindle-book-submission/>

New Free Kindle Books

<http://newfreekindlebooks.com/authors/>

Free Book Club

<https://www.freebookclub.org/kindle-books/book-submissions/>

Book Angel

<http://bookangel.co.uk/submit-a-book/>

FreeBooks

<http://www.freebooks.com/submit/>

Discount Book Man

<http://discountbookman.com/book-promotion/>

Pretty Hot

<http://pretty-hot.com/submit-your-book/>

All Author

<https://allauthor.com/join-as-an-author/>

Bad Boy Romance

<http://badboyromance.com/authorspublishers/book-a-promotion/>

Bargain Booksy

<https://www.bargainbooksy.com/for-authors/>

Free Booksy

<https://www.freebooksy.com/editorial-submissions/>

Book Ninjas

<http://www.book-ninjas.com/spotlight-signup/>

Book of the Day

<https://bookoftheday.org/add-book-form-unfiltered/>

Book Preview Club

<http://bookpreviewclub.com/free-submission-form/>

Book Brag

<http://bookbrag.com/add-your-book/>

Books Kill

<https://bookskill.online/free-ebook-submission-form/>

Digital Book Today

<https://digitalbooktoday.com/join-our-team/12-top-100-submit-your-free-book-to-be-included-on-this-list/>

Human Made

<http://www.humanmade.net/submission-form>

Read Freely

<http://www.readfree.ly/author-submissions-silver-tier/>

Shameless Book Deals

<http://shamelessbookdeals.com/authorspublishers/book-a-promotion/>

The eBook Bandit

<http://ebookbandit.com/contact/>

The Sweetest Romance

<http://thesweetestromance.com/authorspublishers/book-a-promotion/>

Wanton Reads

<https://wantonreads.com/tell-us-about-your-book/>

This is Writing

<https://thisiswriting.com/free-book-marketing/>

My Book Place

<http://mybookplace.net/submit-your-book/>

Writer's Pay it Forward

<https://writerspayitforward.com/free-book-promotion/>

Awesome Gang

<http://awesomegang.com/submit-your-book/>

eBookasaurus

<http://ebookasaurus.com/free-book-listing/>

Reading Deals

<https://readingdeals.com/submit-ebook/free>

PeopleReads

<http://www.peoplereads.com/list-your-ebook.html>

The Book Circle

<http://book-circle.com/submit-free-kindle-ebook-listing/>

askDavid

<https://askdavid.com/free-ebook-promotion>

9 - PAID Promotion

Be very selective here. Pick one or two of these and use them for your promotion. I wouldn't overdo it. Use all the free resources first, and then opt for the paid. You want to make sure you don't lose money.

BookBub

<https://www.bookbub.com/partners>

Kindle Nation Daily

https://indie.kindlenationdaily.com/?post_type=product

Early Bird Books

<http://openroadintegratedmedia.com/ebook-promotions/>

Riffle Select

<https://www.rifflebooks.com/advertise/get-started>

ManyBooks

<http://manybooks.net/promote>

Free Kindle Books and Tips

<http://fkbt.com/for-authors/>

The Fussy Librarian

<https://www.thefussylibrarian.com/advertising>

Red Feather Romance

<https://www.redfeatherromance.com/for-authors/>

New In Books

<https://www.newinbooks.com/advertise-new-book/>

Ebook Hounds

<https://www.ebookhounds.com/how-eBookHounds-works/>

Choosy Bookworm

<https://www.choosybookworm.com/newsletter-and-website-feature/>

My Romance Reads

<https://www.myromancereads.com/advertise/>

EReader IQ

<https://www.ereaderiq.com/advertise/>

My Book Cave

<https://mybookcave.com/authorsandpublishers/>

Read Cheaply

<http://readcheaply.com/partners/>

Book Barbarian

<http://bookbarbarian.com/ad-requirements/>

Bargain Booksy

<https://www.bargainbooksy.com/sell-more-books/>

Freebooksy

<https://www.freebooksy.com/for-the-authors/>

EReader News Today

<https://ereadernewstoday.com/bargain-and-free-book-submissions>

Robin Reads

<https://robinreads.com/genre-divide/>

Book Sends

<https://booksends.com/advertise.php>

10 - Fiverr Gigs

Fiverr can make your life a lot easier. Remember, you can hire a Fiverr worker to submit your book to a ton of these resources. Simply send him this PDF and let him know which sites you want your book submitted to. Negotiate with him and you can get a very reasonable price.

You can also do a combination effort where you do some of the submitting and he does some of the submitting. This takes much of the load off of you at a cheap price. I love Fiverr!

I Will Submit Your Ebook To 60 Kindle Promotion Sites

<https://www.fiverr.com/bestamzkindle/fill-in-the-form-to-over-top-35-sites-in-24-hours>

I will submit your Kindle books to over 40plus KDP Promotion sites

<https://www.fiverr.com/kindlepromoter/submit-your-kindle-books-to-over-40plus-kdp-promotion-sites>

I Will Do Kindle Book Promotion

<https://www.fiverr.com/emilyheart/do-kindle-book-or-ebook-promotion>

I Will Spread The Word About Your Kindle Ebook, Manual Ebook Promotion

<https://www.fiverr.com/kokoha/spread-the-word-about-your-kindle-ebook-ebook-promotion>

I Will Do Amazon Kindle Book Promotion

<https://www.fiverr.com/bookredia/promote-your-amazon-kindle-book>

Make sure to check out the Cheat Sheet!

It will give you the exact launch sequence for the 5-day push. The most important thing to remember is that even a few sales per day can wake up Amazon's algorithm, IF those sales are consistent over 5 days. The Book-Blaster Cheat Sheet is included in this package.

Training I Highly Recommend

When authors ask me for advice on how to sell books, these are the greats that I always refer them to. These are the proven winners: Effective, tested, and easy to implement.

One Page Publishing Profits

This is great stuff because it shows you that it's not about how much content you create, it's about creating the exact right content. This training proves that tiny content can be quite profitable. And it definitely inspired me to get involved with Etsy and sell micro-content at multiple online stores:

<https://amyharrop.com/pages/1ppp-wp/>

Breadcrumb Book Promotion

This is a brilliant free method by Bill Platt. It shows you that you don't need money to promote your book, you just need a little bit of hustle. Elbow grease still hasn't gone out of style:

<http://professionalbookmarketing.com/breadcrumbs-method/>

Godspeed to you! If you need any further guidance or help, you can always contact me:

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If any unlawful and/or unenforceable section would be lawful or enforceable if part of it were deleted, that part will be deemed to be deleted, and the rest of the section will continue in effect.

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This disclaimer will be governed by and construed in accordance with United States law, and any disputes relating to this disclaimer will be subject to the exclusive jurisdiction of the courts of Texas, USA.

(9) Our details

In this disclaimer, "we" means (and "us" and "our" refer to) Paul Coleman trading as Bookpumper.com, which has its principal place of business at 219 East Mills Ave #1891, El Paso, Texas 79901.

PS: I love life! :-)