

Book Reviver 2021

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Contact me: paul@bookpumper.com

Let's Save Your Book!

You worked hard on your book and your book is worth saving! I truly believe there is an audience for every book. We simply need to make sure we present our books in the right way.

Amazon has an immense flow of book buyers. We all know that. If your book isn't selling well, I would not blame the book. Why do I say that? Because I've seen horribly written books do incredibly well on Amazon. As they say, it's a matter of taste.

The problem is when your book sends the WRONG SIGNALS. This is incredibly important to recognize, and many authors simply don't. They either blame the audience, or they blame their book. In reality, neither is to blame.

Instead, the presentation of the book is sending the wrong signals. Readers are not connecting to your book because they believe it's not *their* type of book. But it actually is. It's *exactly* the book they are looking for, but they just don't know it.

The good news is that it's very simple to change those signals and it costs pretty much nothing to do. These are easy fixes that anyone can. They are highly effective. They will change the fortunes of your book.

Most people give up when success was right around the corner. Don't give up! I've taken books that are basically dead and relaunched them right up the Amazon charts. And you can do this too. Let's send the right signals!

1 - The Bella Effect

Every independent author should study a woman named *Bella Forrest*. She is not only an incredible independent-author success story, she is still completely independent!

She has had major offers from the top publishers on the planet, but she always says NO. She's making too much money as an independent author and she really doesn't need any corporate help.

The scale of Bella's success is so large that it's hard to comprehend. She has well over 100 books at this point, and she's constantly releasing new ones. Many of her books have been bestsellers. Take a look at her output:

[Bella Forrest - Books](#)

She also has an exclusive deal with Amazon when it comes to her ebooks. Her ebooks are only sold on Amazon, while her paperbacks are sold at multiple stores. She hasn't disclosed the terms of this deal.

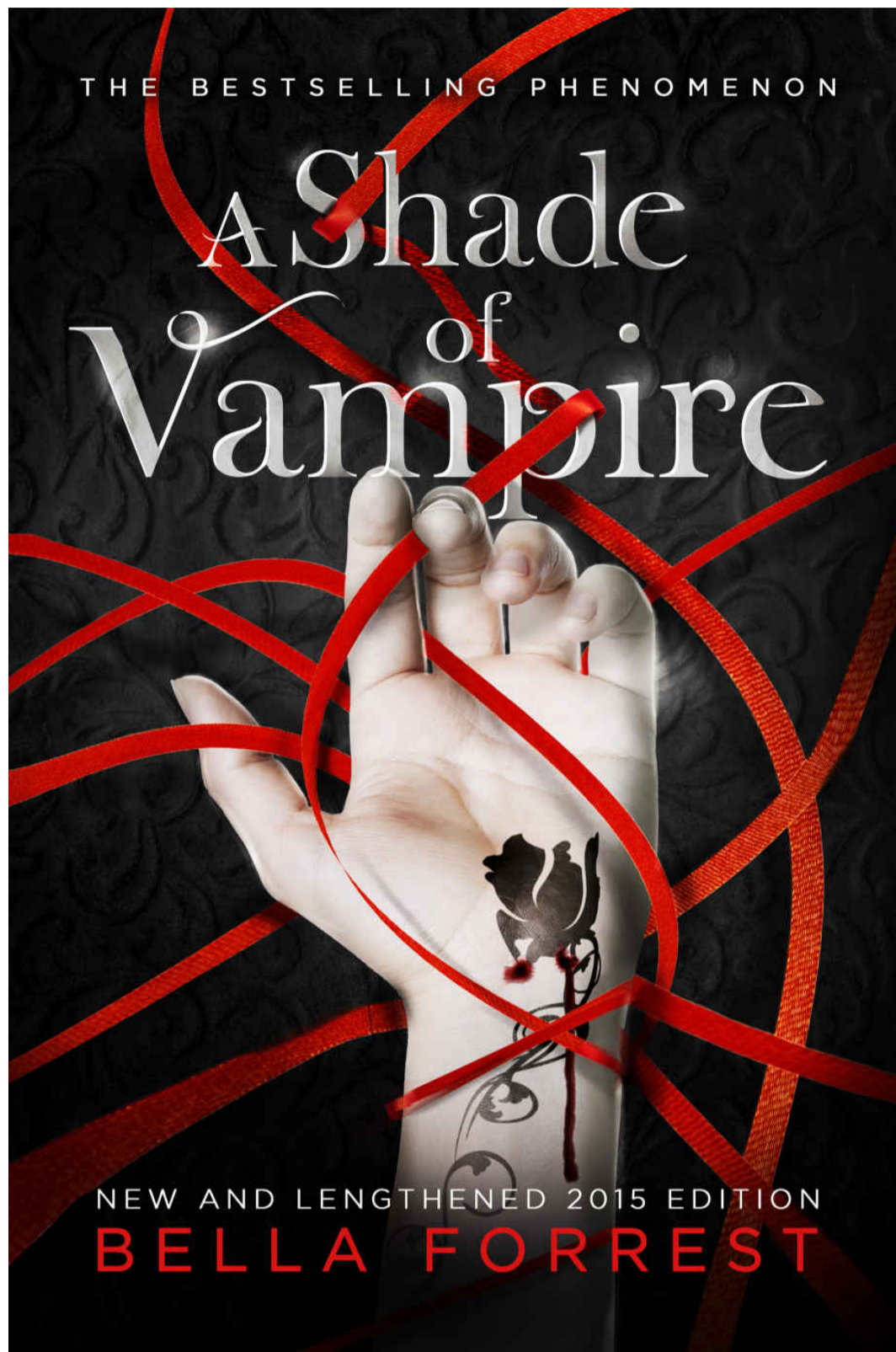
Her fans are fanatics. They live and breathe Bella, and they gladly follow her when she launches an entirely new series in a different genre. She calls her fans *Shaddicts* by combining the word *Shade* with the word *Addicts*. *Shade* refers to her very first book, and series.

There's much more that I can say about her, but we want to focus on one particular thing she did very early in her career. In fact, she used this technique when she was a complete unknown.

Bella Forrest came up with this technique herself. I've seen very few authors using it. This method is truly unique and effective. Bella used it on her very first book, and the rest is history.

By the way, this technique costs you absolutely nothing. The only expense would be if you want someone to help you change your book cover. But you could get that done for [about \\$10 bucks on Fiverr](#).

Now I'm going to give you a little hint: 'Bella Forrest' is not her real name. It's a pseudonym. This is very important. And I'll explain to you why in the next few paragraphs. But first, take a look at her book cover:



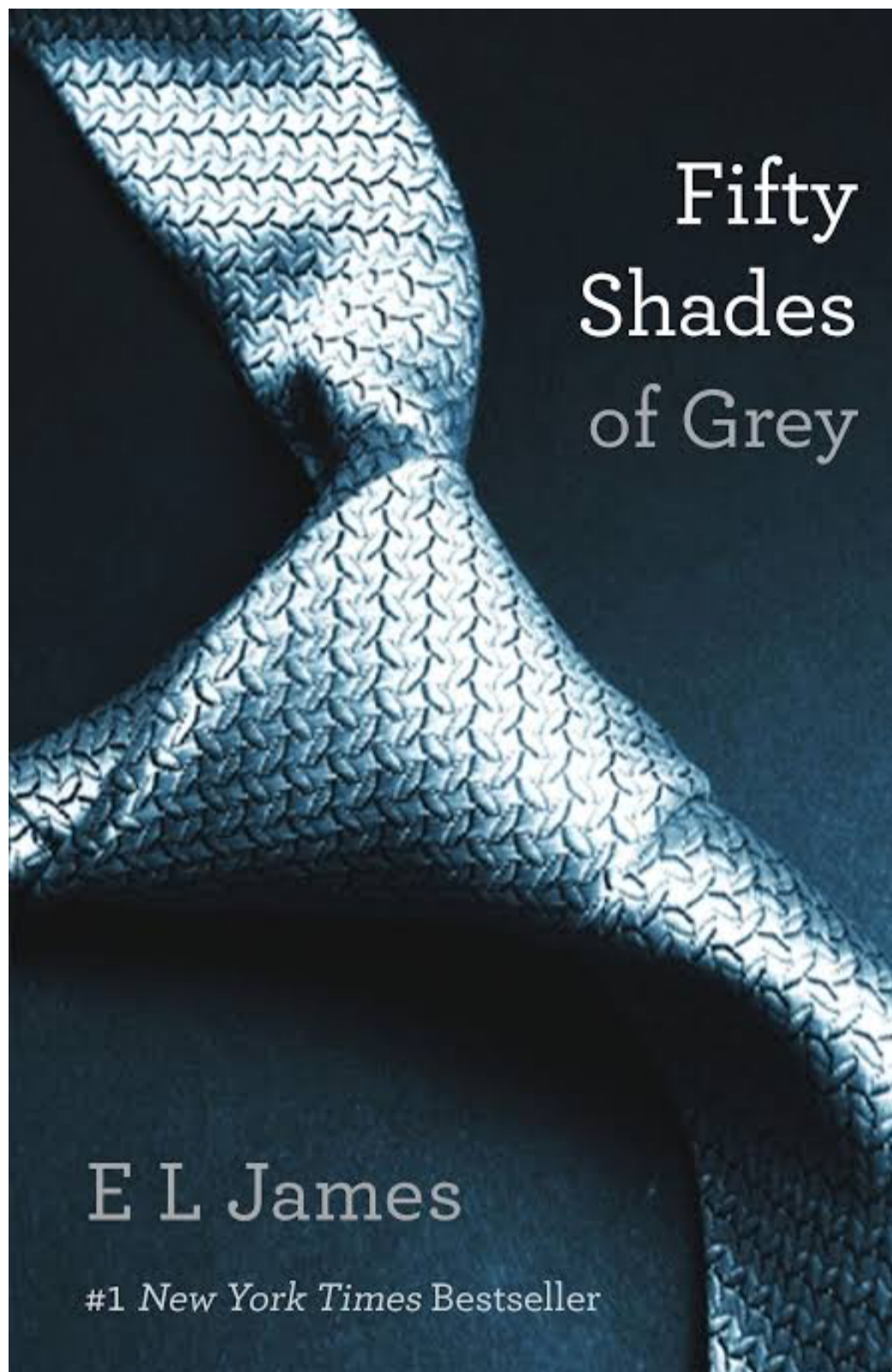
[A Shade of Vampire](#)

Do you notice anything familiar about the book cover? How about those ribbons? Have you seen ribbons like that on the cover of another book? Possibly an extremely successful book? The ribbon is from Twilight, Eclipse:



[Twilight, Eclipse](#)

Now what about the word *Shade*? Do you know of any books that use that word in the title? Perhaps a book that is world famous? A book that is a global success story? She took the word *Shade* from *Fifty Shades of Grey*:



[Fifty Shades of Grey](#)

Now what about her pseudonym? Why did she pick this name? Does it have a connection to a book that we all know? Yes, it does. The name *Bella* is the name of the female lead character in *Twilight*:

[Bella Swan - Wikipedia](#)

Bella Forrest was able to associate two massive publishing success stories with *her* book. She was an unknown author with an unknown book, but her sales exploded. And she never looked back.

[About Bella Forrest](#)

Her technique works for fiction books and non-fiction books. Let's say you have a self-help book. Your book might be a motivational book, or a diet book, or a money management book. How do we associate your book with a bestseller?

Let's target a bestseller, and connect that bestseller to your book. We are going to use parts of the bestseller's book title and borrow them for your book. Have you heard of this bestseller:

[The 4-Hour Workweek](#)

Let's brainstorm new titles from our target bestseller. We want to associate our title with this bestseller, but we don't want to be too obvious. Subtle actually works much better. How about:

The 4-Minute Career Change

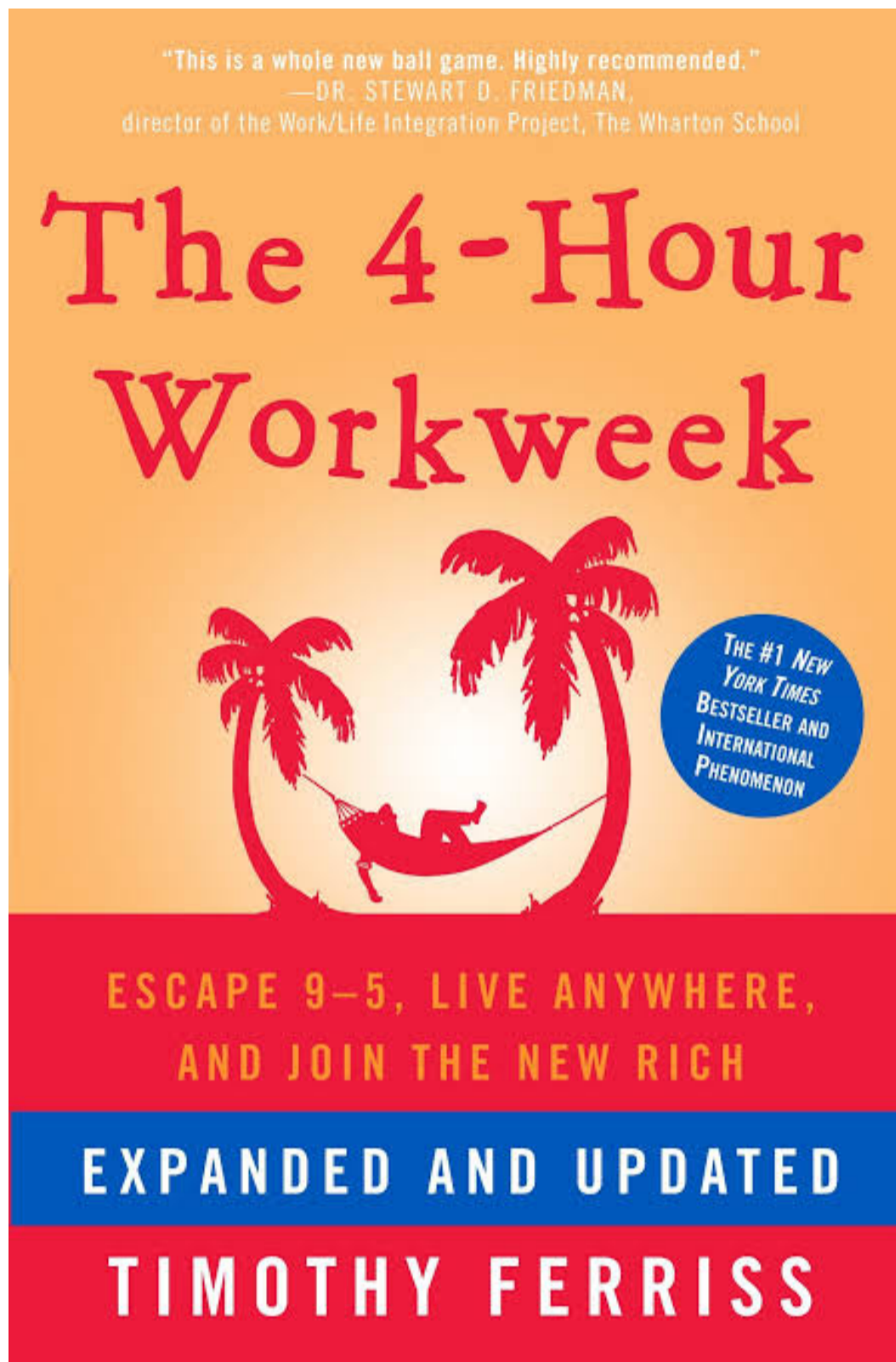
The 4-Minute Motivator

The 4-Day Diet

The 4-Minute Investor

We want to GET ATTENTION for our book. That's always number one. We must get people to at least take a look at our book. If they look, we have a chance to hook them. So always push the limit on your book title. Stretch things a bit. Take a risk!

Now what about our book cover? How do we associate our book cover with the book cover of the target bestseller? Well, what do we see on the target book cover?



We see palm trees, we see a man in a hammock, we see an orange sky. We could certainly put a palm tree or two on our book cover. We could also use the bright orange color for our book. We don't want to borrow too much. Just one or two elements is all we need.

Bella's technique is very simple but very powerful. It has an almost subliminal influence on people. You are associating your book with a book that people see as incredibly successful and very trustworthy. Gaining trust is a big step in winning people over.

2 - Book Title Pattern Interrupt

Here's what frustrates most authors: People just aren't paying attention to their books. But what we must realize is that most people are entirely distracted, under pressure, have no spare time, and have absolutely no attention span.

People are also constantly being sold to every minute of every day. They have their protective shields up. They have become guarded, even cynical. So we must break through that lack of attention. We must get people to lower their shields so that our book has a chance to get noticed and to thrive.

What is a Pattern Interrupt? A Pattern Interrupt is anything that breaks your routine. It breaks your mental hum and gets your attention. It causes you to use up brain cycles in an effort to understand and repair the broken pattern.

An insult can be a Pattern Interrupt. Especially if it's out of the blue. A question can be a Pattern Interrupt. And someone saying something to you that people almost never say, can be a Pattern Interrupt. What if someone said this to you:

"You know, you are a better person than I am."

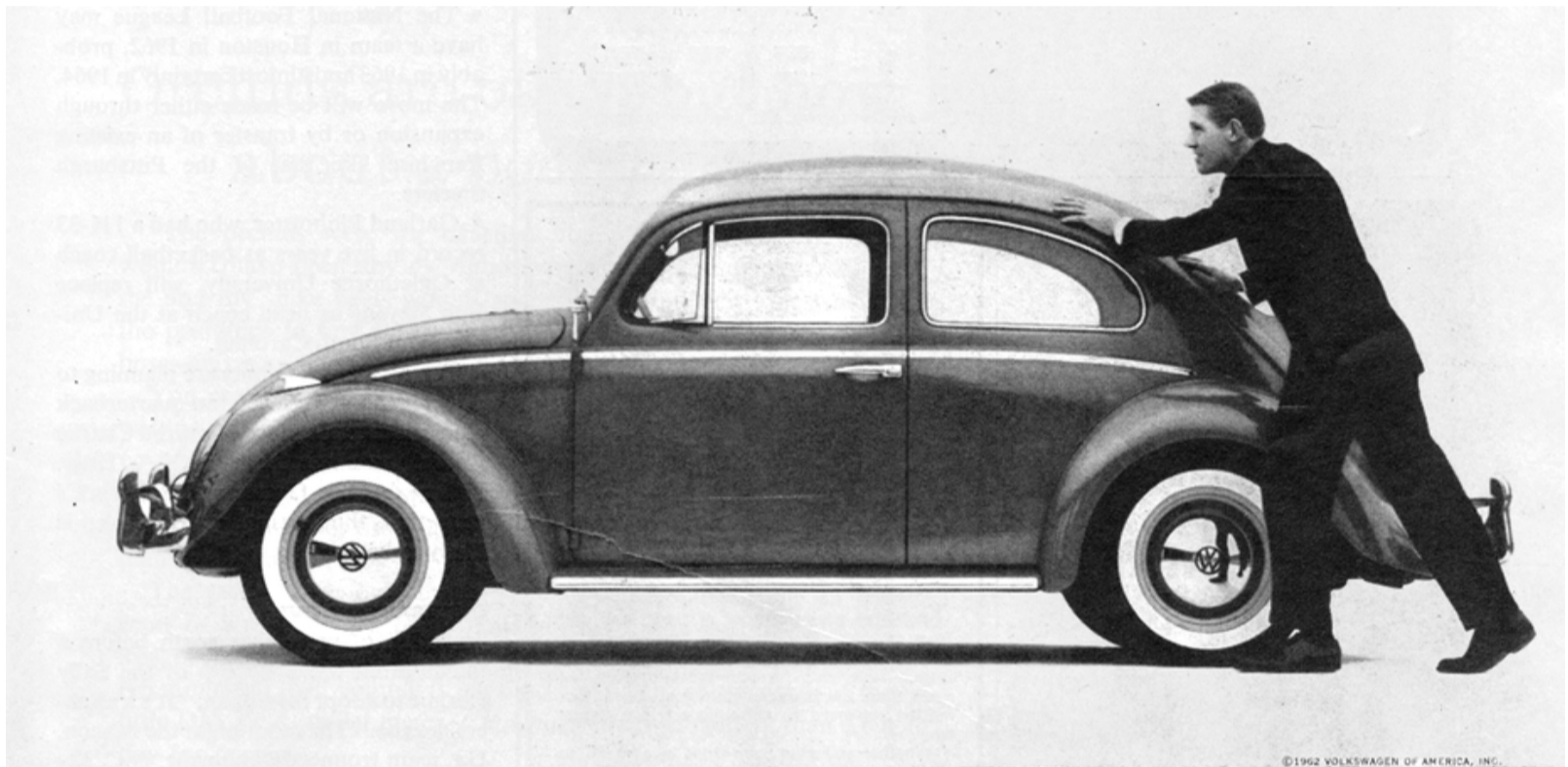
These words are unexpected and they are emotional. It's extremely difficult not to focus on them. It's also extremely difficult not to respond to them. This is a Pattern Interrupt. Here's a video with a very clear explanation of what exactly a Pattern Interrupt is:

[What is a Pattern Interrupt?](#)

What if you had a product you wanted to sell, but the product was not glamorous? In fact, what if the product is kind of ugly? But the product is also useful and of high quality. How do you compete against all the glamorous and beautiful products?

You use a Pattern Interrupt! One of the most famous and successful advertising campaigns in history was based on a series of clever Pattern Interrupts. The goal of that campaign was to introduce the humble Volkswagen Beetle into the US market.

The Beetle did not look like an American car. It wasn't big, it wasn't glamorous, it wasn't sleek. It didn't look rich and successful. This car was not going to get attention on its own. So what was the solution? How about this:



And if you run out of gas, it's easy to push.

What this ad depicts is not a glamorous moment! In fact, it's quite the opposite. It's a desperate moment, an embarrassing moment. Even a humorous moment. It's not what people were expecting in a car advertisement at all. And that's exactly why it works. This is a great example of a Pattern Interrupt.

But let's look at the psychology of this ad. What is the ad saying to you? Here's what the ad is saying: You may let your Beetle down by forgetting to fill it up, but the Beetle will never let you down. We are reliable, we are trustworthy, and we are humble.

So you see the ad has two steps to it. One, use a Pattern Interrupt to get people's attention. Two, deliver a genuine, connective message to them. In other words: Do something crazy to get attention, then deliver a genuine human message so that you can connect with people.

Let's look at some very famous and successful bestsellers that used Pattern Interrupts in their book titles. Imagine yourself standing in a bookstore. You are staring at a rack of books. What's the last thing you would ever expect to see on a book cover? How about:

[Steal This Book](#)

Does that get your attention? This is pretty much the last thing a person is thinking as they are browsing books. It's also probably a title that makes bookstore owners a little nervous. But it definitely hooks people so that they pick up the book and try to figure out what it's all about.

Built into this title is the idea of breaking the law. And even of anarchy. Turns out, that's exactly what the book is all about. The book shocks you with a Pattern Interrupt, and then follows up with an anti-authoritarian message inside.

Now let's turn to a book that we previously touched on: [The 4-Hour Work Week](#). This book has been an international bestseller for more than a decade. And it's still at the top of the charts. Why does the title of this book get such a strong reaction? It's because there are only two possible ways to react to this title:

1 - That's amazing! This guy only works four hours PER WEEK, and he's still got plenty of money. He must have found a clever, high-tech way to do this. I better get this book.

2 - That's a bunch of BS! No one can work just four hours PER WEEK and have such a great lifestyle. But let me get this book anyway just in case he discovered something...

Even the doubters are hooked! This is a very effective Pattern Interrupt. Most people work 8 hours PER DAY. They are definitely not expecting to work only 4 hours per week. Their pattern has been interrupted. They feel compelled to take a closer look at the book.

But a Pattern Interrupt is only half of the process. A Pattern Interrupt opens the door, but once the door is open you must deliver your message and connect with people. Here's the subtitle:

Escape 9-5, Live Anywhere, And Join the New Rich

Wow! That's an inspiring message of freedom and adventure. Where do I sign up? It's almost like the author is going to help you escape from prison, start a new life of adventure, and become part of a group of high-value friends. What's not to love?

You should also further connect with people, and reinforce your message, in your Book Description. We will go over that in the next section of this training. But remember, we MUST connect with people. Once we get their attention, we must connect with them in a genuine and human way.

[4-Hour Work Week](#)

Let's take a look at a New York Times Bestseller that's also been a top seller on Amazon for over seven years. The title of this book could really sell the book on its own. It's that powerful. Here's the title:

How to Fail at Almost Everything and Still Win Big

He begins with a Pattern Interrupt: *How to Fail at Almost Everything*. Who would buy a book on how to fail? Nobody. And yet the book appears to be about failure. But he recovers in the second half of the title and talks about success: *And Still Win Big*.

He's using something in addition to the Pattern Interrupt. He's using a second persuasion technique to get you to drop your guard. He's admitting that he failed multiple times in his life. There's an old saying that goes like this:

A little admission gains a great acceptance.

If you admit you are fallible, if you admit that you've made mistakes, if you admit that you've done things that you regret, you become HUMAN in our eyes. You become a mere mortal, just like us. And that means if he made it, then a regular guy like me can make it.

Never underestimate something as lowly as humility. Most people want to save face. They want to put up a facade that is much prettier than their real life. They puff themselves up to look bigger and more successful than they really are.

That's why a humble admission is so powerful. That's why it gets attention. That's why it disarms people and gets them to listen. A humble statement will cause people to connect to you. And that's what writing and selling books is all about: Connection.

[How to Fail at Almost Everything and Still Win Big](#)

How do we use a Pattern Interrupt for your specific book? How do we come up with a title, based on a Pattern Interrupt, for *your* book? Well, what's the core of your book? What's at the center of your book? What's the heart of your book? What's the message of your book?

We want the Pattern Interrupt to match the message of your book. The Pattern Interrupt opens the door, and then your message is delivered by your subtitle and your book description. Your message is what connects people to your book and to you.

Let's say you've written a diet book. You wrote the book because you've tried a bunch of different diets, but they were just too painful to continue with. So you came up with your own sensible diet. A diet that works, but does not put you through agony. The message of your book is:

You don't have to torture yourself to look great.

That's the message of your book. But what about the title? What about the Pattern Interrupt? We want something bold, we want something that people don't expect, we want something that will get peoples blood flowing: But we want something that matches the message of your book. How about this for a title:

This Diet Won't Kill You

Does that get your attention? That title is like swallowing a big gulp of strong coffee. It will make people stop and take a closer look at your book. And when they do, they will read the subtitle of your book: *You Don't Have to Torture Yourself to Look Great.*

You have now knocked on the door with your Pattern Interrupt. When you knocked, the prospective book buyer opened the door. And when he did, you put the message of your book in his hands. There is now a very good chance you will turn this person into a buyer of your book, a fan of your book, and a fan of you.

Combine the Bella Effect with Pattern Interrupts

Yes, you can use the Bella Effect *and* a Pattern Interrupt for your book. And I highly recommend you use both. You want to borrow from the title of a bestseller, and add the power of a Pattern Interrupt to your book.

Let's say you've written a horror novel. Who is one of the biggest names in horror? How about Stephen King. And what's one of his most famous books? How about The Shining. That book was also turned into a very famous movie, and into a mini-series. It's embedded in people's minds.

Your book is about a very deceptive, powerful woman. Let's use the Bella Effect to connect your book to Stephen's book. First, we borrow from the title of Stephen's book. Then we use a Pattern Interrupt in our subtitle. Then we reveal the message of our book in the headline of our Book Description.

Book Title: Shining Wife

Subtitle: She'll Fulfill You, But She'd Love to Kill You

Book Description Headline: You can have the woman of your dreams, but only if you agree to her special version of Russian Roulette.

Notice that our new title contains the word *Shining* from Stephen's book, but our title isn't a Pattern Interrupt. It's more important to borrow from the bestseller than to have a Pattern Interrupt. If you can do both, that's even better.

But we did put a Pattern Interrupt in our book's subtitle. We give the reader a chance to be fulfilled, but he may have to pay a horrible price. Next, we give the reader the message of our book with a Pattern Interrupt built in to the message: *You can have the woman of your dreams, but only if you agree to her special version of Russian Roulette.*

We have given the reader a quandary from which he will want to escape. He can have his ultimate dream woman, but he will absolutely have to risk his life to do it. And using the term *Russian Roulette* lets the reader know that he actually has a chance to get his dream girl, and survive.

What if we add a pseudonym to your book? We don't want to be too obvious or borrow too closely. So we use a variation of the name *Stephen*, and we can also borrow the name of one of the characters in the book:

Steven O'Grady

Delbert Grady was the previous caretaker of the Overlook Hotel. He murdered his entire family with an axe. Pretty gory stuff! But because of the novel, and the movie, people will be triggered by that name. Even if they don't fully recognize it on a conscious level.

Your Book Description is also extremely important in getting people to actually buy your book. We've only touched upon how to construct your Book Description. But in the next section, we go deeper into creating a powerful Book Description that convinces people to buy your book.

3 - Book Description Pattern Interrupt

When a potential book buyer clicks through to read your Book Description, this is your make it or break it moment. They were interested enough to click through and give your book a chance. You MUST hook them here to make the sale.

So how do we hook them in the Book Description? We use another Pattern Interrupt! Yes, we want to use industrial-strength persuasion techniques. We want to make the sale. So here's the full sequence from Book Title to Book Description:

1 - Book Title is a Pattern Interrupt

2 - Book Subtitle is the message of your book

3 - Book Description headline is another Pattern Interrupt

4 - The rest of the Book Description amplifies the message of your book

Let's go back to our diet book example. We start with a book title that is a Pattern Interrupt. Our book's subtitle presents the message of our book. The Book Description starts off with a headline that is a Pattern Interrupt. And the rest of the Book Description amplifies the message of our book:

1 - This Diet Won't Kill You

2 - You Don't Have to Torture Yourself to Look Great

3 - So many diets failed me that I was seriously considering suicide.

4 - I know what it's like to be trapped in Diet Hell. But I found a way out. I had to invent my own way. And it works. No more torture, no more humiliation. And still I lose weight. I have found a perfect balance, and I'm going to show you how to find yours.

Make sure you separate the *headline* of your Book Description from the body of your Book Description. **Also, make sure you put your headline in bold.** The headline of your Book Description is a Pattern Interrupt, and we want it to stand out. Here's a great tool to help you do that:

[Book Description Formatter](#)

Now let's take a look at the Book Description that made the career of a struggling independent author. He truly came up with magic words for the headline of his Book Description. You'll notice that these words are both a Pattern Interrupt and the message of the book. The central quandary of his book, the puzzle, the challenge to the reader:

Could you murder your wife to save your daughter?

Does that grab your attention? This is definitely a very powerful Pattern Interrupt. First, he is using the power of a question. Questions get attention because we are programmed to answer questions. We can't just leave a question dangling in the air, unanswered. We almost can't help it.

Second, he gives you TWO horrible choices. Neither choice is good. So you must pick the one that's least horrible. Third, he uses the word *murder* instead of the word *kill*. He's ramping up the tension and the drama by using this word.

Nobody wants to be labeled a murderer. In fact, people don't even want to be around someone who is associated with murder. Especially if the murder is associated with a family member!

Those words were written by an independent author named Adam Croft. Those words caught on like wildfire. Bloggers loved the question, the quandary. So did book reviewers. So did social media. And it became the bestselling book in his entire career:

[Her Last Tomorrow](#)

We turn to one of the biggest independent-author success stories of all time. Kamal Ravikant wrote a short book about his struggles with low self worth and his desire to end it all. Here's the beginning of his Book Description:

I almost didn't publish *Love Yourself Like Your Life Depends On It*. I was terrified...

Do you see what he's doing here? The book is about loving yourself and avoiding self destruction. He tells you that the book almost didn't make it. Implying that *he* almost didn't make it. Then he frankly admits that he was terrified. This is dramatic, emotional, and connective.

REMEMBER: *A little admission gains a great acceptance.* If you admit you are scared, if you admit you are fallible, if you admit you were wrong: People will drop their guard and tend to accept you. They will open up. They will give you a chance.

Instead of being a marketer or a guy who wants to sell books, we suddenly see Kamal as a struggling human being. He's doing his best. He's far from perfect. But he never gives up. Our heart goes out to him. We start to connect to him.

[Love Yourself Like Your Life Depends On It](#)

Your Book Description is where people decide to buy your book or not buy your book. It really is do or die. Your book cover, your book title, and your book subtitle are all important. But it is your Book Description that sells your book!

4 - Book Cover Pattern Interrupt

Your Book Cover is an extremely important factor in getting attention and selling your book. Your Book Cover must be bold, but it must also work at very small sizes. Most of the time customers will be viewing your Book Cover at thumbnail size.

Always use a Pattern Interrupt in your Book Cover: Something unexpected, something different, something crazy, something unexplainable. We want to be intense, aggressive, humorous, strange, angry, embarrassing, dramatic. We must get attention for your book no matter what. We are on a do or die mission.

For our Book Cover, we are talking about *visual* Pattern Interrupts. It's the same principle, but in visual form. We want to shock people, do something unexpected, turn things on their head, scramble their minds. Here's a great explanation of visual Pattern Interrupts:

[Visual Examples of Pattern Interrupts](#)

Let's go back to our diet book example. Remember the title is *This Diet Won't Kill You*. We have the word *Kill* in our book title. What images does that bring to mind? Maybe the image of a knife? The image of a gun? How do we connect these images to our diet book?

What if we create an image with a gun sitting on a white plate? The plate has silverware next to it. The only thing on the plate is a black gun. Our image implies that the only thing to eat at this meal is a gun! That's an image that will make people freeze, take a closer look, and then dig into our book.

You can create this image very simply. You get an image of an empty plate, and then a second image of a black revolver. And then you send those two images to a Fiverr graphic artist and let him do the work. You now have a very powerful Pattern Interrupt and a very powerful book cover.

Do you want to see the absolute simplest example of a Book Cover with a Pattern Interrupt This is as simple as it gets, while still being effective. The book cover is simply turned upside down:



Klosterman

Chuck

Wrong?

We're

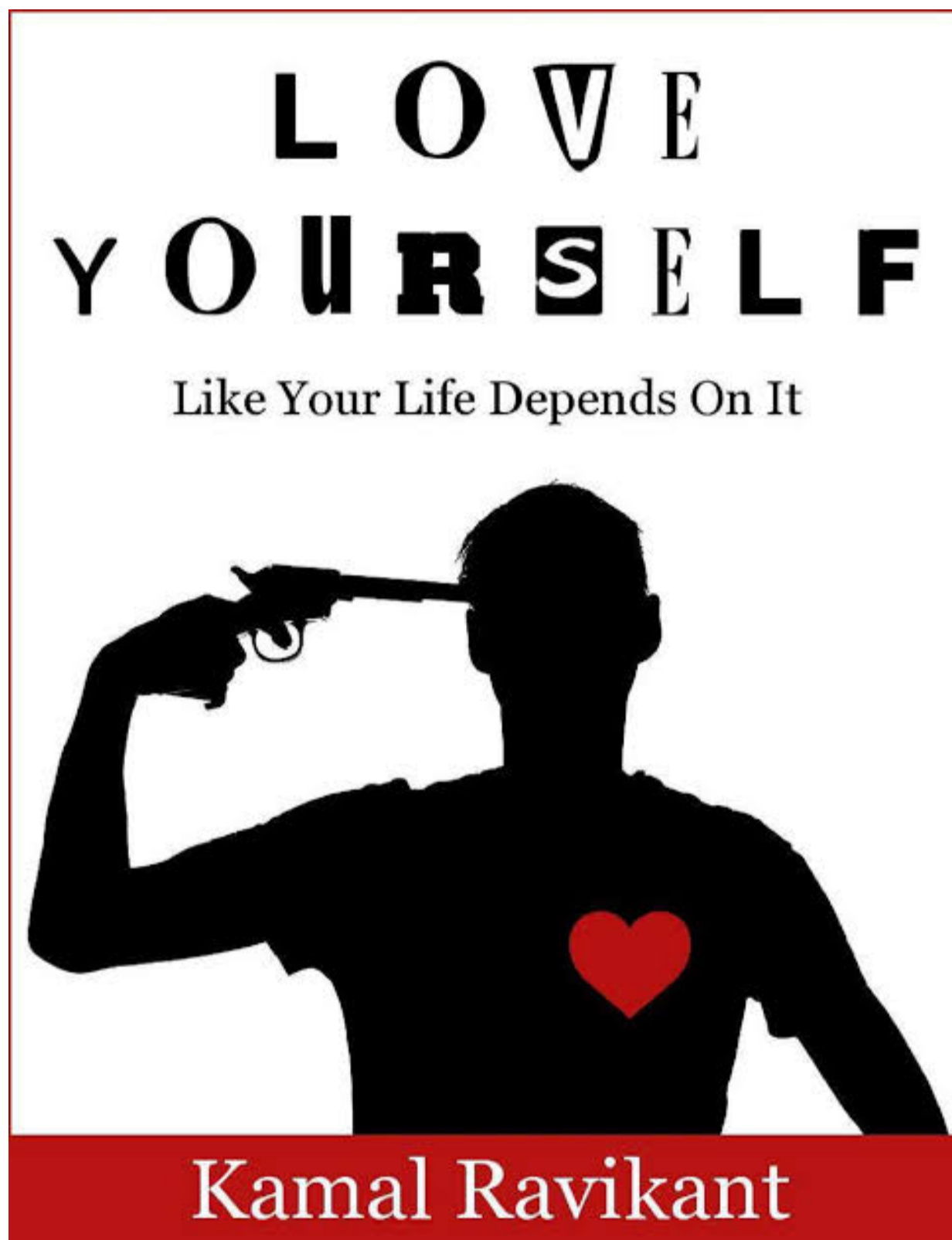
But What If

New York Times Bestseller

Do you notice that the Pattern Interrupt matches the core message of the book? The author is saying we don't understand our current era, and that we don't really understand ourselves. He's saying our view of our current era may be completely wrong and upside down.

[But What If We're Wrong](#)

Our next book cover is truly explosive, and even heartbreaking. This powerful cover is a big part of the reason that this independent book sold so incredibly well. The emotion is built into this book cover:



Do you notice the words *Love Yourself* are made of letters cut out of a newspaper or magazine? This is something kidnappers do when they create their ransom note. They want to give the police a list of their demands, but they don't want to reveal their own handwriting.

You'll also notice that there is a strong tension between the gun and the red heart. The gun represents self destruction, but the heart represents love and forgiveness. Which one will win? We are witnessing a frightening competition between good and evil.

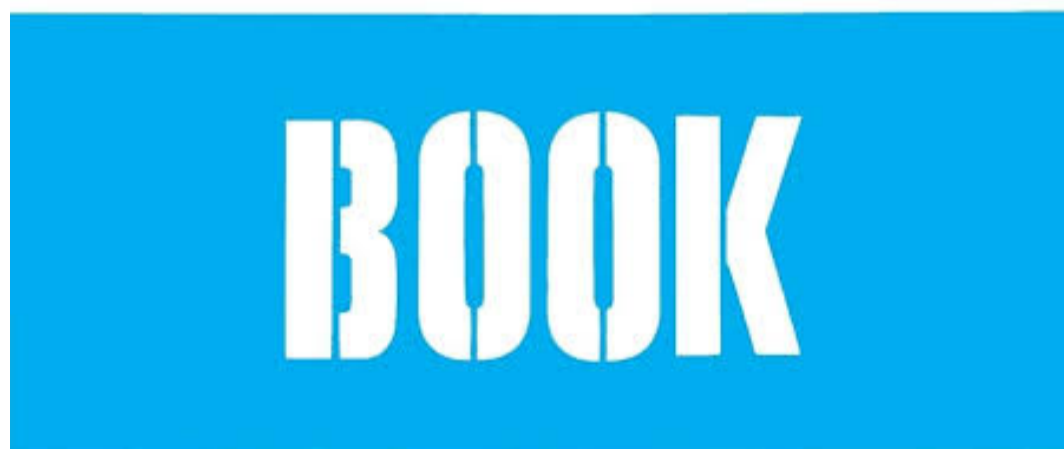
[Love Yourself Like Your Life Depends on It](#)

Now let's take a look at a book whose title we've already discussed. The book title is such a powerful Pattern Interrupt, that the book cover only needs to display the book's title as simply and boldly as possible:



STEAL.

THIS



BOOK

ABBIE HOFFMAN

You'll notice the book cover is almost like a sign ordering you to do something. That sign is issuing a command for citizens to break the law! That is definitely a huge Pattern Interrupt because stealing is pretty much the last thing that most people think about.

[Steal This Book](#)

It does not take money or complexity to make an effective book cover. All three of these book covers are very simple, and very cheap to produce. Yet all three are highly effective. Brainstorm your Pattern Interrupt and then get it created on Fiverr for \$10 bucks or less:

[Fiverr Book Cover Designers](#)

5 - 5-Day Algorithm Blast

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. Here's the golden rule:

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

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!

Facebook Promotion Groups (Free)

With these groups, you are advertising your book's website. You are not advertising directly. But sending people to your site where they can click on through and buy your book.

These groups can be quite effective, if you use them all! I highly recommend you join and then submit to every single group in this PDF.

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/>

Fiverr Submitters (Paid)

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>

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:

Paul J Coleman

Paul J. Coleman
bookpumper.com

Disclaimer:

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This disclaimer was created using an seq legal template.

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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! :-)