

Let's Get Visible: How To Get Noticed And Sell More Books (Let's Get Publishing Book 2)

David Gaughran

Download now

Click here if your download doesn"t start automatically

Let's Get Visible: How To Get Noticed And Sell More Books (Let's Get Publishing Book 2)

David Gaughran

Let's Get Visible: How To Get Noticed And Sell More Books (Let's Get Publishing Book 2) David Gaughran

Take your sales to the next level! The author of the award-winning, bestselling *Let's Get Digital* is back with an advanced guide for more experienced self-publishers.

There are over 3 million books in the Kindle Store, with thousands more added every day. How do you get yours noticed? Visibility isn't a challenge that can be bested once - it requires continual work. But there are tools and strategies to do much of the heavy lifting for you.

In Let's Get Visible: How To Get Noticed And Sell More Books, you'll discover how to:

- * Leverage Amazon's famous recommendation engine to take advantage of the various opportunities it provides for exposure
- * Position your books for discoverability on other sales venues
- * Minimize the time you spend promoting so you have more time to spend writing
- * Promote in a cost-effective way that actually works

By using these tips, you will get your book noticed. And getting noticed is the key to growing your sales.

"Let's Get Visible is the best tool I have discovered for a writer to push sales and visibility to the next level, and an indispensable addition to the library of any indie writer. If you're an indie writer and you're not buying this book, you simply aren't playing this game to win."--Michael Wallace, USA Today & Wall Street Journal bestselling author of The Righteous.

"Gaughran distills complex subject matter and explains it in a way that anybody can easily understand, and takes the guesswork out of promotion at Amazon. He removes the mysticism and gets you as close as anyone outside of Amazon will probably be to understanding how stuff works behind the curtain."--David Wright, bestselling author of *Yesterday's Gone*.

"If you are a self-publisher looking to improve your ability to get eyeballs on your books, I can't recommend this title highly enough. The book contains many ideas I've used successfully and several I'm now excited to try."--Cidney Swanson, bestselling author of *Saving Mars*.

"Let's Get Visible offers a precise understanding of Amazon's systems and a real strategy authors can use to improve performance. An invaluable resource."--**Jason Letts**, bestselling author of *Inevitable*.

*** TABLE OF CONTENTS ***

Introduction
The Sales Cliff

PART I: AMAZON ALGORITHMS

1. Amazon Sales Rank

- 2. Amazon's Recommendation Engine
- 3. Best Seller Lists
- 4. Categories
- 5. Top Rated
- 6. Hot New Releases
- 7. Movers & Shakers
- 8. The Importance of Popularity
- 9. Search & Also Boughts
- 10. Battling The Sales Cliff

PART II: FREE PULSING

- 11. Is Free A Bad Idea?
- 12. Free Matching
- 13. KDP Select
- 14. Planning A Successful Free Run
- 15. Post-Free Tips
- 16. The End of Free

PART III: PRICE PULSING

- 17. The Benefits of Running A Sale
- 18. With Our Powers Combined

PART IV: ADVERTISING

- 19. Why Advertise At All?
- 20. The Major Sites
- 21. How to Evaluate an Advertising Opportunity
- 22. Evaluating Your Promo
- 23. Combining Promos

PART V: LAUNCH STRATEGY

- 24. Building A Mailing List
- 25. The Standard Book Launch
- 26. Spreading The Love
- 27. Going For Broke
- 28. Seeding With Freeloaders

PART VI: SELLING OUTSIDE OF AMAZON

- 29. Challenges
- 30. Strategies for Success
- 31. Amazon & Exclusivity
- 32. Keep Writing!

The Advanced Author Toolkit



Download Let's Get Visible: How To Get Noticed And Sell Mor ...pdf



Read Online Let's Get Visible: How To Get Noticed And Sell M ...pdf

Download and Read Free Online Let's Get Visible: How To Get Noticed And Sell More Books (Let's Get Publishing Book 2) David Gaughran

From reader reviews:

Todd Jacobs:

Does one one of the book lovers? If so, do you ever feeling doubt while you are in the book store? Try and pick one book that you just dont know the inside because don't determine book by its include may doesn't work the following is difficult job because you are afraid that the inside maybe not while fantastic as in the outside search likes. Maybe you answer might be Let's Get Visible: How To Get Noticed And Sell More Books (Let's Get Publishing Book 2) why because the great cover that make you consider regarding the content will not disappoint an individual. The inside or content is fantastic as the outside or cover. Your reading 6th sense will directly make suggestions to pick up this book.

Lucinda Brown:

Many people spending their moment by playing outside along with friends, fun activity having family or just watching TV 24 hours a day. You can have new activity to spend your whole day by studying a book. Ugh, you think reading a book can really hard because you have to use the book everywhere? It okay you can have the e-book, taking everywhere you want in your Cell phone. Like Let's Get Visible: How To Get Noticed And Sell More Books (Let's Get Publishing Book 2) which is having the e-book version. So, try out this book? Let's observe.

Jennifer Ruiz:

Don't be worry should you be afraid that this book will certainly filled the space in your house, you will get it in e-book technique, more simple and reachable. This specific Let's Get Visible: How To Get Noticed And Sell More Books (Let's Get Publishing Book 2) can give you a lot of good friends because by you taking a look at this one book you have thing that they don't and make anyone more like an interesting person. This particular book can be one of a step for you to get success. This e-book offer you information that might be your friend doesn't understand, by knowing more than other make you to be great people. So , why hesitate? Let us have Let's Get Visible: How To Get Noticed And Sell More Books (Let's Get Publishing Book 2).

Betty Perez:

As we know that book is vital thing to add our know-how for everything. By a guide we can know everything we would like. A book is a range of written, printed, illustrated or blank sheet. Every year ended up being exactly added. This book Let's Get Visible: How To Get Noticed And Sell More Books (Let's Get Publishing Book 2) was filled concerning science. Spend your spare time to add your knowledge about your scientific research competence. Some people has diverse feel when they reading the book. If you know how big selling point of a book, you can really feel enjoy to read a reserve. In the modern era like now, many ways to get book you wanted.

Download and Read Online Let's Get Visible: How To Get Noticed And Sell More Books (Let's Get Publishing Book 2) David Gaughran #7YCJBR3VWIN

Read Let's Get Visible: How To Get Noticed And Sell More Books (Let's Get Publishing Book 2) by David Gaughran for online ebook

Let's Get Visible: How To Get Noticed And Sell More Books (Let's Get Publishing Book 2) by David Gaughran Free PDF d0wnl0ad, audio books, books to read, good books to read, cheap books, good books, online books, books online, book reviews epub, read books online, books to read online, online library, greatbooks to read, PDF best books to read, top books to read Let's Get Visible: How To Get Noticed And Sell More Books (Let's Get Publishing Book 2) by David Gaughran books to read online.

Online Let's Get Visible: How To Get Noticed And Sell More Books (Let's Get Publishing Book 2) by David Gaughran ebook PDF download

Let's Get Visible: How To Get Noticed And Sell More Books (Let's Get Publishing Book 2) by David Gaughran Doc

Let's Get Visible: How To Get Noticed And Sell More Books (Let's Get Publishing Book 2) by David Gaughran Mobipocket

Let's Get Visible: How To Get Noticed And Sell More Books (Let's Get Publishing Book 2) by David Gaughran EPub