

Welcome to the Kindle Bestseller Bootcamp:

Session 7 – Rank and Promote

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Here's What We're Covering:

- Session 6 - Homework Review
- How to Set Up A KDP Select Free Promotion
- KDP Select Free Promotion Pre-requisites
- The Golden Link Method Explained
- Using Redirects Roundup
- Your eBook Marketing Plan
- Your Session 7 Homework (Marketing Plan, Redirect Links, KDP Promo)

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Session 6 - Homework Review

- Finish your book if you haven't completed
- Set a Launch Date (tell people and add to your calendar)
- Write your book description (see PDF)
- Generate your list of 7 keywords
- Identify your 2 KDP categories (1 easy, 1 hard)
- List your book inside KDP (save in draft mode)

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Session 6 - Homework Review

- Create your own 10-day plan to promote your book launch
- Contact at least 50 people and give them a review copy

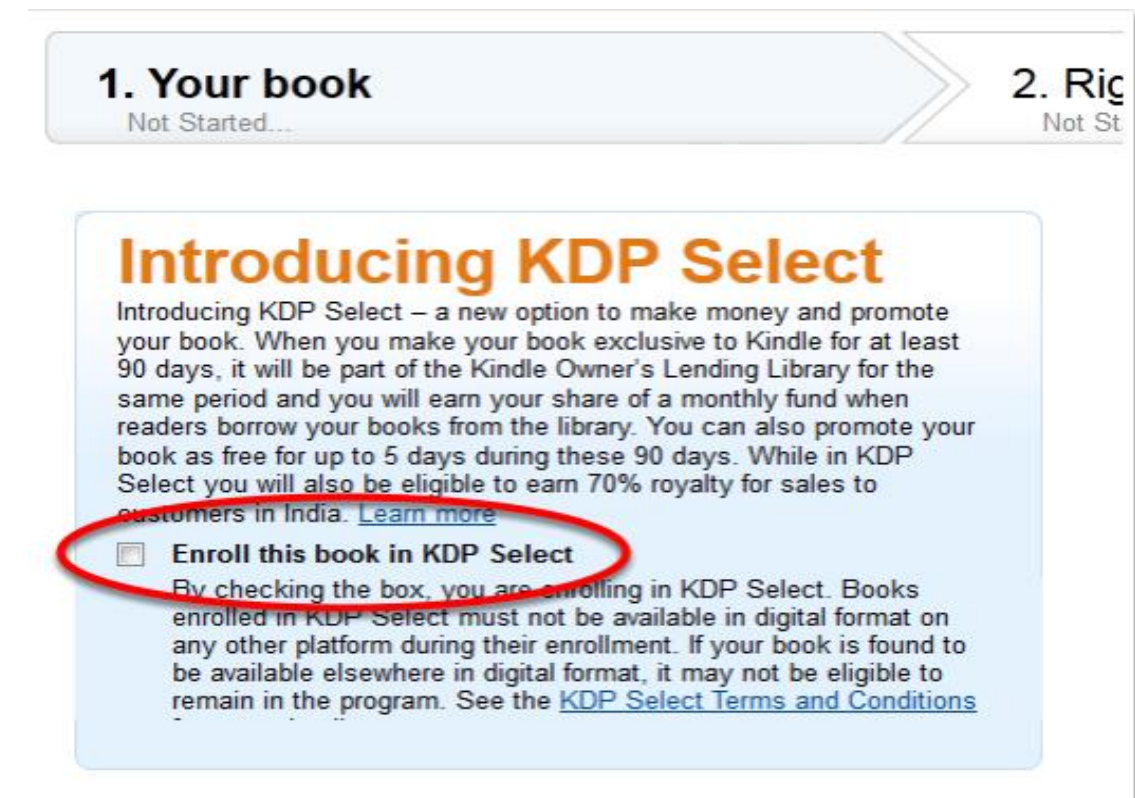
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How to Set Up A KDP Select Free Promotion

- **Step 1: The Publication**

When you are publishing your book make sure to put a check in the box labeled Enroll this book in KDP Select. Then go through your publication process to finishing publishing your book on Amazon.



1. Your book
Not Started...

2. Rights
Not Started...

Introducing KDP Select

Introducing KDP Select – a new option to make money and promote your book. When you make your book exclusive to Kindle for at least 90 days, it will be part of the Kindle Owner's Lending Library for the same period and you will earn your share of a monthly fund when readers borrow your books from the library. You can also promote your book as free for up to 5 days during these 90 days. While in KDP Select you will also be eligible to earn 70% royalty for sales to customers in India. [Learn more](#)

Enroll this book in KDP Select
By checking the box, you are enrolling in KDP Select. Books enrolled in KDP Select must not be available in digital format on any other platform during their enrollment. If your book is found to be available elsewhere in digital format, it may not be eligible to remain in the program. See the [KDP Select Terms and Conditions](#)

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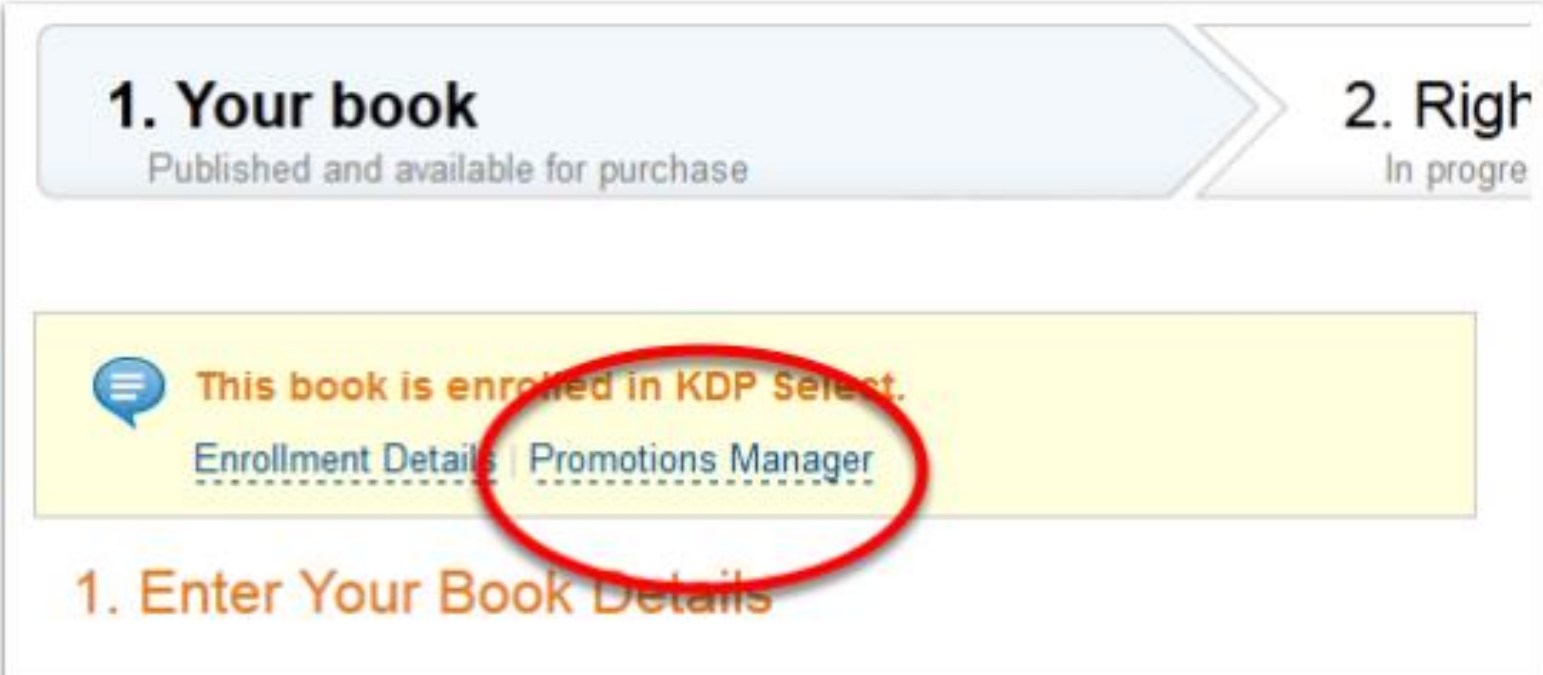
Step 2. Once Your Book is Published...

Return to the KDP Dashboard.

Go to your Bookshelf and click your book title.

It will take you to your publication details.

In the yellow box, click Promotions Manager.



The screenshot shows a progress bar at the top with two steps: "1. Your book" (Published and available for purchase) and "2. Right" (In progre). Below this is a yellow notification box with a blue speech bubble icon. The text inside the box reads: "This book is enrolled in KDP Select." followed by two links: "Enrollment Details" and "Promotions Manager". The "Promotions Manager" link is circled in red. Below the notification box, the text "1. Enter Your Book Details" is visible.

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Step 3. The Promotions Manager

The Promotions Manager will open.

Click the new button.

Promotions Manager

Promotions

To add a new promotion, click New. If the button is dimmed, you must first delete an existing promotion or reduce its duration before you can add a new promotion. Note that the KDP Select enrollment cancellation period ends on the date of your first free promotion or three days from enrollment, whichever is earlier. For more information on free promotions, [click here](#).

new

Free promotion days used: **0/5**

Campaign	Type	Start ¹	End ²	Duration	Status	Actions
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¹ Free promotions will start at approximately 12:00 AM Pacific Standard Time on the date specified. Depending on system latencies, it may take a few minutes to several hours for the free promotion to start.

² Free promotions will end at approximately 11:59 PM Pacific Standard Time on the date specified. Depending on system latencies, it may take a few minutes to several hours for the free promotion to end.

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Step 4 Enter Your Details.

Now enter in your promo details--give your promo a name and then choose your dates. Click Save.

Note: You can come here to stop or edit your promotion at anytime.

Promotions Manager

Promotions

To add a new promotion, click New. If the button is dimmed, you must first delete an existing promotion or reduce its duration before you can add a new promotion. Note that the KDP Select enrollment cancellation period ends on the date of your first free promotion or three days from enrollment, whichever is earlier. For more information on free promotions, [click here](#).

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KDP Select Free Promotion Pre-requisites

- Have at least 6 Good (4.0+ Star) reviews
- Review your eBook and listing. Everything in Good Order?
- Review the Sample. Is it enticing?
- Review your Keywords... are you ranking for the most obvious keywords?
- What is Your Marketing Plan

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The Golden Link Method

Step 1 :

Search for your eBook using
Your target keyword phrase
+ the ASIN number

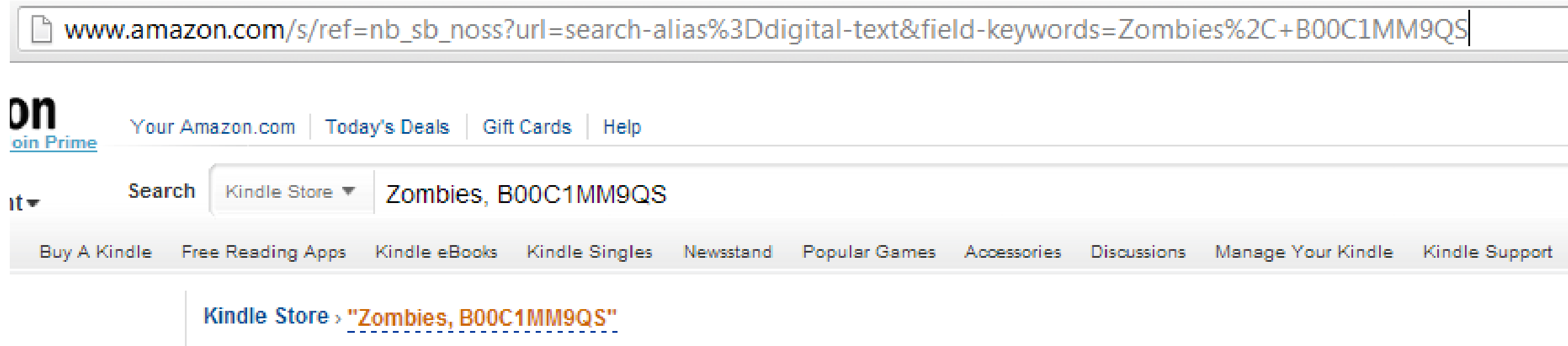


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The Golden Link Method

Step 2: Copy the URL that comes up in the browser address bar:



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The Golden Link Method

Step 3: Shorten the link:

This: http://www.amazon.com/s/ref=nb_sb_noss?url=search-alias%3Ddigital-text&field-keywords=Zombies%2C+B00C1MM9QS

Into: <http://ezrd.me/r/?rd=082E9UKD>

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Redirects Roundup Demo



REDIRECTS ROUNDUP

[Home](#) [My Redirects](#) [Setup](#) [My Account](#)

Welcome to Redirects Roundup pardner... sign in right yonder 

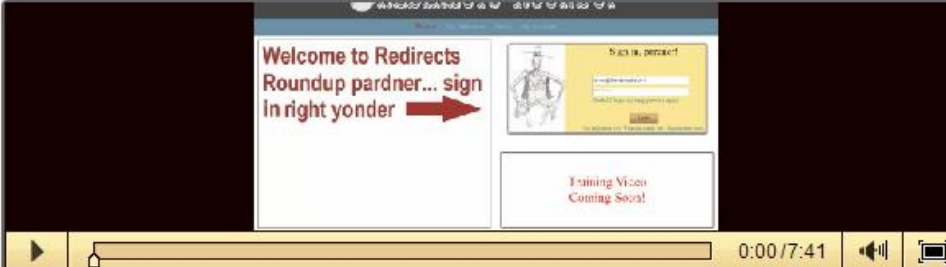


Howdy, James!

Reckon you're a real Tenderfoot with 5 Redirects under your belt...

Betcha you're already seeing how quick and easy it is to create Redirects here...

[Logout](#)



0:00 / 7:41

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Redirects Roundup Sign Up

<http://nanacast.com/vp/112792>

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Marketing Plan

Before putting your eBook on free promo you should have a written marketing plan. This will help you to really maximize your KDP Select promotion and get the most out of your free days.

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Example: Grandma vs. Zombies Marketing Plan

- 1) I'm running a 2 day promotion starting on Wednesday April, 3rd
- 2) I will submit Grandma vs Zombies to Ereader News Today at least 10 days prior to my promo. <http://ereadernewstoday.com/ent-free-book-submissions/>
- 3) I will submit Grandma vs Zombies to Pixel Of Ink at least 10 days prior to my promo. <http://www.pixelofink.com/sfkb/>
- 4) On April 2nd I will raise the price of Grandma vs Zombies to \$6.99.
- 5) On April 3rd I will tweet to the following free ebook tweeter users:
@DigitalBkToday @kindleebooks @Kindlestuff @KindleEbooksUK @KindleBookKing @KindleFreeBook @FreeReadFeed @4FreeKindleBook

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Example: Grandma vs. Zombies Marketing Plan

- 6) On April 3th I will post my Golden Link to Apex Authors.
- 7) On April 3th I will eMail all my friends, family and contacts using my Golden Link.
- 8) On April 3th I will post a link Facebook to download using my Golden Link.
- 9) On April 3th I will post to Kindle Boards:
<http://www.kindleboards.com/index.php/topic,97167.0.html>
- 10) On April 3rd I will list on MobileRead.com <http://www.mobilerread.com/forums/>
- 11) On April 4th I will repeat 6 – 10.

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Session 7 - Your Homework

- Sign Up for Redirects Roundup
- Create your Golden Link and Short link (using redirects roundup)
- Create a detailed marketing plan for your eBook. Explain exactly what you will do to promote your eBook.
- Implement your Marketing Plan and document your results.

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