

# BOOK MARKETING GUIDE

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Discover the best ways to promote your books

BookExtreme combines our own experience of promoting hundreds of books into the Amazon and Barnes and Noble Best Seller lists, with new AI technology, to offer you professional advice on the best ways to promote your books.

Looking for new ways to supercharge your book sales? Or struggling to get new reviews for your book? Meet your new **Book Marketing Guide** to help you through the process.

This **Book Marketing Guide** will assist you in answering some of the most common and important questions about promoting your book, so that you can find new readers, new reviews, and new sales.

Whether you are an author or publisher, this **Book Marketing Guide** will help you out by **analyzing your book, as it is presented on popular online book stores like Amazon or Barnes and Noble, as well as using AI technology to assist by searching millions of records.**

Using the ASIN or ISBN of your book, this guide will provide you with:

- Advice on the best categories for your book
- An optimised book description for maximum appeal to your target audience
- The best keywords to use for your book on Amazon
- The best target audience for your book
- The top 5 best book promotion sites to promote your book
- The general best ways to promote your book
- The best sites to get reviews for your book
- Name other books similar to your own that you should target for Amazon Ads
- The best keywords to use for your Amazon Ads

Start using the replies given in the following pages to promote your book and generate new sales.

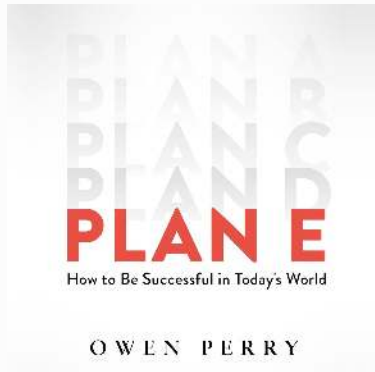
Note: While every effort has been taken to help you find new readers and improve your book sales, there is no guarantee. Even though this industry is one of the few where one can experience incredible earnings potential, there is never any guarantee.

### **How to use this guide**

Simply look through each of the questions and answers provided in this guide, and start implementing them.

The following details can be used as a book marketing plan for your book, including actions on how best to launch your book, the best ways to find new continued sales for existing books, as well as find new reviews for your books.

## Thank you for Submitting your Book:



Plan E: How to Be Successful in Today's World

Owen Perry

## Your Optimized Book Description

Consider using this revised book description which is better because it's concise, engaging, and with more emotionally impact, making it more likely to capture a reader's attention.

Plan E: From Humble Beginnings to Luxury Resorts - A Journey of Determination and Success.

Embark on an inspirational journey with Owen Perry as he reveals his incredible rise from humble beginnings to developing five-star resorts on the stunning shores of Mexico. Plan E is a testament to the power of determination, resilience, and unwavering pursuit of dreams.

Step into Perry's shoes and experience the transformative power of his story. From his upbringing in a modest military family in rural New England to forging his own path, Perry shares invaluable insights and practical advice for those seeking their own path to success.

In this compelling book, you will discover how to navigate setbacks and failures with grace, transforming challenges into stepping stones toward accomplishment.

Learn from the successes and failures of influential figures like Steve Jobs, Jeff Bezos, and Elon Musk, as well as everyday self-made entrepreneurs like Perry himself.

Embrace the importance of a growth mindset and continuous learning, and adopt actionable strategies to turn aspirations into tangible achievements. Perry's guidance will inspire you to move beyond dreaming and take decisive action in pursuit of your goals.

Whether you are a budding entrepreneur, a career changer, or simply seeking the motivation to overcome obstacles, Plan E provides insider tips, powerful strategies, and tools to cultivate resilience, determination, and a growth mindset. You will be equipped with the necessary resources to seize opportunities, leverage your strengths, and achieve success on your terms.

Don't wait for opportunities to come to you. Empower yourself to make a lasting impact. Join Owen Perry and discover the thrilling satisfaction of self-made success. Start your journey to greatness today.

"This book is a game-changer. It will inspire and motivate you to achieve your dreams." -  
**Byron Scott, 3-Time NBA Champion & NBA Coach of the Year.**

"Plan E is a must-read for anyone looking to turn their dreams into reality. Owen's story is a testament to the power of determination and resilience." - **Don Felder, Lead Guitarist for the Eagles**

Equip yourself with the wisdom and insights necessary to create a life of purpose and fulfillment. Order your copy of Plan E now and unlock the secrets to achieving your dreams.

# Your Recommended Book Categories

Consider using these revised categories which relate to your book description. Remember, Amazon allows you to choose up to three categories for your ebook, so you can select the categories that you feel best represent your book and would most likely attract your target readership. It's important to research and analyze the competition and best-selling books in each category to ensure you choose the most relevant and effective categories for promoting your book.

Based on the description of your book, here are some ebook categories that could be a good fit for your book on Amazon:

1. **Biographies & Memoirs:** This category is suitable because your book tells the inspiring story of Owen Perry's journey from humble beginnings to success, making it a memoir of his life and experiences.
2. **Business & Money:** Your book offers practical advice, step-by-step strategies, and insights into entrepreneurship, career change, and achieving success. This category would attract readers interested in personal and professional development.
3. **Self-Help:** With its focus on embracing resilience, seeking mentorship, adopting a growth mindset, and taking action, your book offers guidance to readers working on their personal growth and overcoming obstacles. This category would be a great fit for your book.

4. **Travel:** As your book discusses developing luxury resorts in Mexico, it could appeal to travel enthusiasts interested in the hospitality industry or seeking inspiration for their travel ventures.

5. **Inspiration & Motivation:** Your book emphasizes determination, perseverance, and the power of self-made success. This category would attract readers looking for inspiring stories and motivational content.



# Your Potential Reader profiles

These are just a few examples of the potential target readers for your book. Understanding your target audience will help you tailor your marketing efforts and reach the right readers on on-line book stores like Amazon, Barnes and Noble, Kobo and Apple Books

Based on the description of your book, here are a few profiles of recommended readers:

1. **Aspiring Entrepreneurs:** These individuals are hungry for success and looking for guidance and inspiration on how to carve their own path to success. They may have a business idea or a dream they want to pursue but need practical advice and strategies to turn their aspirations into achievements.
2. **Career Changers:** These individuals are at a crossroads in their professional lives and are seeking inspiration and guidance for making a significant change. They may be looking to transition into entrepreneurship or start a new career altogether. They are open to learning from successful individuals like Owen Perry who have overcome obstacles to achieve their goals.
3. **Self-Improvement Enthusiasts:** These readers are committed to personal growth and continuously seeking ways to improve themselves. They are interested in cultivating resilience, determination, and a growth mindset. They appreciate practical tips, strategies, and real-life stories that can help them overcome challenges and achieve success.

4. **Fans of Success Stories:** These readers enjoy inspirational and motivational stories of individuals who have achieved great success against all odds. They are intrigued by the journey of someone like Owen Perry, who started with humble beginnings and went on to develop luxury resorts. They appreciate learning from the experiences and insights of successful entrepreneurs.

5. **Fans of Biographies and Autobiographies:** Readers who enjoy reading about real-life stories and personal journeys will be drawn to "Plan E". They find inspiration and motivation in understanding how individuals have overcome obstacles, made tough decisions, and achieved success in their chosen fields. These readers appreciate the practical lessons and takeaways from the author's experiences.

# Best sites to promote the book

Here are five book promotion sites recommend for promoting your book on popular sites like Amazon. Remember to research each of these sites and their offerings to determine which align best with your book's genre, target audience, and promotional goals. It's always a good idea to evaluate the reach, cost, and effectiveness of each platform before making a final decision. Based on the description of your book, please consider:

1. **BookBub:** BookBub is a popular platform for promoting books and reaching a wide audience. They have a large subscriber base and offer targeted email promotions to readers who are interested in your book's genre.
2. **kBookPromotions:** kBookPromotions.com is a great option for promoting your book on Amazon. They offer various promotional services, including targeted email campaigns, book reviews, and book listing optimizations.
3. **Freebooksy:** Freebooksy is a book promotion site that focuses on free books. They have a large following of avid readers and offer targeted email campaigns to their subscribers.
4. **Bargain Booksy:** Specialists in promoting discounted books. They have a dedicated audience of bargain hunters and offer targeted email promotions to potential readers.
5. **BookSends:** BookSends is another effective book promotion site that offers targeted email campaigns to their subscribers. They have various genre-specific lists to help you reach the right audience for your book.

# General Promotional Advice

Here are a few additional tips to promote your book effectively. Remember, consistency is key. Continuous efforts to promote your book through various channels and engaging with your target audience will contribute to its overall success on Amazon.

1. **Professional Book Cover:** Ensure that your book cover is visually appealing, engaging, and professional. A captivating cover will attract potential readers and build credibility.
2. **Compelling Book Description:** Craft a captivating book description that highlights the key themes, unique selling points, and benefits of your book. Focus on engaging language and storytelling to entice potential readers.
3. **Targeted Keywords:** Optimize your book's metadata by incorporating relevant keywords in the title, subtitle, and book description. This will improve your book's visibility in Amazon's search results and help reach your target audience.
4. **Author Bio and Profile:** Create a compelling author bio that establishes your expertise and credibility. Additionally, maintain an updated author profile on Amazon, including relevant links to your website or social media accounts.

5. **Book Reviews:** Encourage readers to leave reviews for your book on Amazon. Positive reviews not only influence potential buyers but can also improve your book's visibility in search results and increase its chances of being recommended to others.

6. **Book Samples and Excerpts:** Offer free preview samples or excerpts of your book on Amazon. This will allow potential readers to get a taste of your writing style and content, increasing the likelihood of them purchasing or recommending your book.

7. **Social Media Promotion:** Utilize social media platforms to promote your book. Share engaging posts about your book, interact with your audience, and consider running targeted advertisements on platforms like Facebook, Instagram, or Twitter.

8. **Author Website or Blog:** Create a dedicated author website or blog to provide additional information about your book, share updates, engage with readers, and showcase your other works.

9. **Book Launch and Promotions:** Plan a book launch event, whether virtual or physical, to generate buzz and excitement around your book. Consider running limited-time promotions, offering discounted prices, or giving away free copies to further boost visibility.

10. **Author Interviews and Guest Posts:** Reach out to relevant blogs, podcasts, or media outlets for interviews or guest post opportunities. Sharing your story and expertise through different platforms can help expand your reach and attract new readers.

# How to Get Book Reviews

Asking for a review is often the best method. The two main methods to achieve this is through emailing your readers or other book reviewers you have found, or using book review services who will promote your book to fellow authors or book reviewers.

The most endorsed guide we have found on the internet, with over 100+ reviews on Amazon, is to *How to Get Book Reviews on Amazon using AI Technology: The Ultimate Guide* by Richard McCartney. Otherwise, we strongly recommend using your own email list to ask people for reviews of your book on Amazon or Goodreads. The following is a persuasive email example found on the internet (source: [kBookPromotions.com](http://kBookPromotions.com)), you, or your assistant, can use to reach out to your contacts. Please modify to your own needs:

Subject: Help us Shape a Legacy of Success - Leave a Review for "Plan E"

Dear [Reader's Name],

We hope this email finds you well and filled with the same determination and drive that led you to embrace your dreams. We are reaching out today on behalf of Owen Perry, the author of the inspiring book "Plan E: Turn Challenges into Opportunities for Success."

We know how much you value personal growth and learning from extraordinary individuals, which is why we believe you would greatly enjoy Owen Perry's remarkable journey. Perry's captivating story, paired with his practical advice and strategies, has already touched the lives of numerous readers looking to carve out their own path to success.

We would be honored if you could take a moment to share your thoughts on "Plan E" by leaving a brief review on the Amazon store. Your authentic feedback will not only guide future readers to this life-changing book but also empower Perry to continue inspiring dreamers and doers around the world.

To show our appreciation for your valuable time and contribution, we would like to offer you an exclusive gift. Upon completing your review, simply reply to this email with a screenshot of your review, and we will send you a digital copy of "Success Stories: Motivation for Achieving Greatness," an ebook compilation of real-life success stories that will ignite your ambition and fuel your dreams.

This request is totally optional. However, your review will make a significant difference in spreading the message of resilience and self-made success to a wider audience. So, let's join hands and empower one another to achieve greatness. Thank you for being part of this incredible journey. We truly appreciate your support and the positive impact you make by sharing your thoughts and experiences.

Wishing you continued success and fulfillment,

[Your Name]

On behalf of Owen Perry, Author of "Plan E"

# Top 5 Book Review Services

Leveraging multiple platforms can increase your reach and chances of obtaining reviews. With all of these services you are not paying for book reviews, but paying to use their services to reach out to readers or other authors. It is important to read the guidelines and requirements of each site, ensuring your book aligns with their target audience and genre preferences. In this list, we do not include book review exchange programs, as searches on the internet indicate some risk. The following are services that use Amazon's approved method of using emails to reach out to readers.

1. **BookSirens:** BookSirens is another highly recommended platform for obtaining book reviews. They have a large community of reviewers who actively seek out indie books to review. BookSirens offers both free and paid review options, allowing you to select the best fit for your needs.
2. **kbookpromotions:** kbookpromotions is a popular book promotion site that specializes in obtaining reviews for books on Amazon. They have a dedicated team of reviewers who can provide honest and unbiased feedback.
3. **NetGalley:** NetGalley is a well-known platform among book bloggers, reviewers, and industry professionals. While it primarily focuses on pre-publication and early access reviews, it can still be a valuable resource to generate buzz and garner reviews for your book.



4. **Readers' Favorite:** Readers' Favorite is a popular review site that offers free book reviews from their team of reviewers. They also host an annual book award contest, which provides additional exposure and recognition for outstanding books.

5. **Goodreads:** Goodreads is a social networking site for book lovers and readers. While it does not provide direct review services, it is a great place to connect with potential readers and build a community around your book. Engaging with readers, participating in book giveaways, and joining relevant groups can help generate reviews and increase exposure.

## Other Books to Enjoy

These recommended books align with themes of personal growth, entrepreneurship, resilience, and determination, which are central to your book "Plan E". Consider these books for your own reading and understanding of the market your book is in. Based on the theme and content of your book, here are five other books that readers of "Plan E" are likely to enjoy:

1. "**The Alchemist**" by Paulo Coelho: This timeless classic follows the journey of a shepherd boy as he seeks his personal legend and learns about the importance of following one's dreams.
2. "**Shoe Dog: A Memoir by the Creator of Nike**" by Phil Knight: This memoir shares the inspiring story of the creation and growth of Nike, highlighting the challenges and triumphs faced by its founder, Phil Knight.
3. "**The Lean Startup: How Today's Entrepreneurs Use Continuous Innovation to Create Radically Successful Businesses**" by Eric Ries: This book offers valuable insights on building and growing a startup, emphasizing the importance of experimentation, iteration, and adaptation in the business world.

4. "**Becoming**" by Michelle Obama: In this memoir, former First Lady Michelle Obama reflects on her personal and professional journey, sharing lessons on resilience, determination, and the power of belief in oneself.

5. "**Start with Why: How Great Leaders Inspire Everyone to Take Action**" by Simon Sinek: This book explores the concept of finding purpose and direction by understanding the "why" behind our actions, providing valuable insights for entrepreneurs and individuals striving to make a positive impact.

# Books to Target with Amazon Ads

Optimizing these ads with relevant keywords and targeting the right audience will enhance their effectiveness. It's essential to monitor their performance and make necessary adjustments based on their response and reader engagement.

Remember to research these books thoroughly and ensure that they align well with your target audience and the themes of your book. Refining your targeting and choosing relevant books will improve the effectiveness of your Amazon Ads campaign.

1. "Shoe Dog: A Memoir by the Creator of Nike" by Phil Knight: This book shares a similar entrepreneurial journey and determination to succeed against all odds. It would likely resonate with readers interested in stories of building successful businesses.
2. "The 4-Hour Workweek" by Timothy Ferriss: This book focuses on lifestyle design and achieving success through unconventional means. It appeals to individuals seeking inspiration and practical strategies for creating their own paths to success.
3. "The Alchemist" by Paulo Coelho: While this book is a fictional tale, it shares themes of personal growth, resilience, and pursuing one's dreams. It has a wide readership and could attract those seeking uplifting stories and guidance for finding their life's purpose.
4. "The Lean Startup: How Today's Entrepreneurs Use Continuous Innovation to Create Radically Successful Businesses" by Eric Ries: This book targets entrepreneurs and business-minded individuals looking to build successful ventures. It emphasizes the importance of continuous learning, adaptability, and testing ideas to achieve long-term success.

# Three Amazon Ad Ideas

Amazon Ads are a popular way to market your books. Internet searches indicate they can be difficult to manage, but almost always provide high volumes of impressions. If well managed, they can also provide high sales.

Here are three Amazon ad ideas to attract new readers for your book. Remember, optimizing these ads with relevant keywords and targeting the right audience will enhance their effectiveness. It's essential to monitor their performance and make necessary adjustments based on their response and reader engagement.

## 1. Sponsored Product Ad:

Catchy Title: "Plan E: Transform Your Dreams into Reality"

Ad Description: Join Owen Perry on his extraordinary journey from humble beginnings to creating luxury resorts in Mexico. Learn how to embrace resilience, seek mentorship, adopt a growth mindset, and take action to achieve your own path to success. Don't wait, start your journey today!"

## 2. Product Display Ad:

Catchy Title: "Plan E: The Ultimate Guide to Self-Made Success"

Ad Description: "Discover the secrets of self-made success with Owen Perry's inspiring tale. From minimum-wage jobs to developing five-star resorts, Perry shares invaluable insights and practical strategies to overcome obstacles and achieve your goals. Don't miss this empowering read!"

### 3. Sponsored Brand Ad:

Headline: "Transform Your Life with 'Plan E' by Owen Perry" Brand Logo: Show your book cover or an appealing image related to self-improvement or success.

Ad Description: "Unlock your full potential and achieve greatness with 'Plan E.' Follow Perry's captivating journey from rural New England to creating luxury resorts in Mexico. Equip yourself with resilience, determination, and a growth mindset to conquer any challenge. Start your success story now!"

# Amazon Ads Keywords

To optimize your book's visibility on Amazon, here are 20 suggested keywords for your Amazon Ads campaign. Please note that it's important to continuously monitor the performance of your keywords and adjust them as needed based on their effectiveness in driving traffic and conversions. It's also recommended to conduct thorough keyword research specific to your book's topic and target audience to further refine your keyword selection.

1. Success stories
2. Entrepreneurship
3. Self-made success
4. Motivational books
5. Career development
6. Personal growth
7. Resilience
8. Goal setting
9. Mindset transformation
10. Overcoming obstacles

11. Inspirational biographies
12. Self-improvement strategies
13. Business success
14. Learning from failures
15. Wealth creation
16. Creative problem-solving
17. Mentorship
18. Pursuing dreams
19. Achieving goals
20. Life lessons



# Optimize My Amazon Book Page

Certainly. To optimize your book's page on Amazon, we will focus on incorporating relevant keywords into various sections. Optimizing your book's page is an ongoing process. It's essential to monitor its performance, experiment with different strategies, and make adjustments when necessary. By following these optimization techniques, you can enhance your book's visibility and attract the right audience on Amazon. Here's a step-by-step guide on how to optimize your book's page:

1. **Title:** Ensure that your book's title includes key phrases that accurately describe its content and target audience. For example, incorporate terms like "success story," "self-made," "entrepreneurship," and "resilience" to attract readers interested in personal and professional growth.

2. **Subtitle:** Use the subtitle to expand on the book's theme and capture attention. Consider incorporating keywords like "practical strategies," "step-by-step guide," or "inspiring journeys" to entice potential readers.

3. **Product Description:** Craft a compelling and keyword-rich product description that gives readers a clear understanding of what the book offers. Highlight the key takeaways, unique selling points, and the benefits of reading it. Incorporate relevant keywords seamlessly into the description to improve visibility in search results.

4. **Author Bio:** In the author bio section, emphasize your expertise, achievements, and personal story related to the book's content. Optimize this section by incorporating relevant keywords targeting your niche, such as "successful entrepreneur," "motivational speaker," or "business mentor."

5. **Editorial Reviews:** Leverage positive reviews from notable individuals in your book's niche. Include reviews from industry experts, influencers, or celebrities who resonate with your target audience. These reviews will add credibility and attract potential readers.

6. **Book Categories:** Select the most relevant and appropriate categories for your book. Choose categories that align with the content, genre, and target audience. By placing your book in the right categories, it will be more likely to appear in curated lists and attract relevant readers.

7. **Keywords:** Research and identify relevant keywords using Amazon's keyword search tool, or by analyzing popular books in your niche. Incorporate these keywords into your book's metadata, including the title, subtitle, description, and keywords section. This will increase the likelihood of your book appearing in related searches.

8. **Cover Image:** Ensure your book's cover is visually appealing and professionally designed. Invest in a high-quality cover that reflects the content, genre, and tone of your book. A visually appealing cover can significantly impact a potential reader's decision to click on your book.

# Editorial Review Sites

Here are five review sites you could consider for editorial reviews for your book. Submitting your book to these review sites for editorial reviews can help add credibility and exposure to your book.

1. **Kirkus Reviews** ([www.kirkusreviews.com](http://www.kirkusreviews.com)) - Kirkus Reviews is a widely respected book review publication known for its thorough and unbiased reviews.
2. **Publishers Weekly** ([www.publishersweekly.com](http://www.publishersweekly.com)) - Publishers Weekly is a well-known industry magazine that provides book reviews and industry news.
3. **Booklist Online** ([www.booklistonline.com](http://www.booklistonline.com)) - Booklist is a book review magazine published by the American Library Association. They offer reliable and professional reviews.
4. **TheBookRevue** ([www.thebookrevue.com](http://www.thebookrevue.com)) - TheBookRevue is an online platform that specializes in book reviews. They provide honest and informative reviews for a variety of genres.
5. **Midwest Book Review** ([www.midwestbookreview.com](http://www.midwestbookreview.com)) - Midwest Book Review provides reviews for independent publishers and authors. They have a wide readership and offer honest evaluations of submitted books.

# Tips for Getting Editorial Reviews

Here are three best practices to increase your chances of getting your book accepted by the major book review sites. By following these best practices, you can increase your chances of having your book accepted for a review, which can help generate exposure and credibility for your book .

1. **Ensure a Professional Presentation:** - Make sure your book has a professionally designed cover that is visually appealing and relevant to the genre or topic. - Pay attention to formatting and editing to ensure your book is free from errors and presents a polished reading experience. This includes checking for typos, grammar mistakes, and inconsistencies.
2. **Craft a compelling book description:** - Your book description is crucial in grabbing the attention of potential reviewers. It should be concise, engaging, and provide a clear sense of what readers can expect from your book. Highlight unique aspects or selling points of your book that make it stand out from others in the same genre. Include any accolades, endorsements, or positive reviews your book has received thus far to help build credibility.

3. **Check up on each of the review sites:** - Take the time to research and identify the review sites, looking at the criteria they use to accept books. Some focus primarily on romance, thriller, mystery, and fantasy genres, so ensure your book aligns with their preferences. Personalize your approach when reaching out to the sites. Mention why you specifically chose them for a review and demonstrate that you have done your homework on their reviewing style and interests. Remember, follow the submission guidelines provided by each site, including the required information, format, and any specific instructions they provide.

# Summary

Book marketing is in many ways the most important, and often overlooked, step when publishing your book.

It's about understanding how to reach your target audience, as well as to learn about the best techniques to promote your book. It's all about connecting your book with the right audience, generating interest, and driving sales. Book marketing is how you connect your work to potential readers.

We hope this guide will help your book rise above the masses and reach the audience you seek. It's about making sure your story reaches the hands of eager readers who will appreciate it.



# WoodYouCare?

We all impact the planet through the consumption of paper products made from trees. That includes the production of books.

WoodYouCare's vision & mission is an earth full of trees. For clean air, more cooling, bringing back more nature and working for a better climate. WoodYouCare does this by planting trees with you.

BookExtreme is a patron of WoodYouCare. Our goal is to help turn your books into trees. For each book we help promote, a donation is made to WoodYouCare.



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With Proven Book Marketing Strategies.  
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