

Advanced Writers Episode Questions:

1. You built your platform through selling books on Amazon. How did you do that? What's your best tip?

**This is one of the most important things for authors to do in so many ways. Include a dedicated page right before chapter one and another right after “the end” pushing people to join your email list, social media, or whatever your top priority is. Most authors build up their following and then attempt to sell books to them. With this method, you can sell books and build up a following from your actual readers, which will make your list the highest quality list you can have.**

2. What tools outside Amazon do you recommend utilizing to augment Amazon sales?

**There are so many places to build up a following and generate sales, and of course we can't be everywhere all at once, we only have so much time. I think the most important thing we can have is an email list. Outside of that, social media can be a great resource for scale, as it can allow us to reach more people than we can reach via any other method. Don't worry about being on all of them, just be where your target readers spend their time.**

3. For authors with multiple books on Amazon, how do you promote sell through from one book to the next?

**Like the method we talked about before, you can put a dedicated link at the back of one book directing readers to the next. More is less here. Give them one clear direction. Then you can discount one book, or even give away the eBook for free. You'd be surprised what kind of volume you can achieve this way, and every cheap sale/giveaway is a chance to get a full price sale for your other books. Now, you aren't just selling a book, you're building a relationship.**

4. How do you build off that to increase sales across all books on Amazon?

**Rinse and repeat, and write more books. Every book you release in the same genre (or at least for the same target audience) will boost sales for the other books. The more you sell of your backlist, the more you'll sell of your new release. Run advertisements, through Amazon or elsewhere, as much as you can afford, and offer eBook discounts periodically to generate activity.**

5. What are a few final takeaways? What are the most important things for authors to focus on?

**My magic formula: Traffic + Conversion = Sales. You cannot control sales. No one can. But you can control the elements that contribute to sales. If your sales are down, don't fret. Break things down and figure out what isn't working. Are enough people finding your book? Are**

**enough people landing on your page? If not, you may need to run more ads. On the other hand, if enough people are finding the book, but you aren't getting the sales you want, running more advertisements won't help. We need to figure out how making people hit that "buy now" button once they get there. This is achieved by having a great cover, title, description, a competitive price, and as many reviews are possible.**

**One last thing, just keep writing. It is a huge commitment to write books, and then to endure the costs that come from it. But if you really want to be a writer, keep writing and keep publishing. Don't cut corners. Make sure your cover and the editing are pristine. The more books you have, the more likely it is that you'll be found by readers, the more likely it is that you'll turn them into fans.**

Be sure to email Vincent with any amazon question and mention ***Your Best Writing Life*** in the subject line for \$100 off his coaching fee.