

~~5 Ways~~ 6 Ways to Get More KDP Book Sales!!



Created & Produced by Stuart Turnbull & Bart Hennin

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~~5 Ways~~ 6 Ways to Get More KDP Book Sales!!

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Introduction:

Welcome to your FREE guide!... A GIFT for you for being a loyal subscriber to our list! We know a lot of people who publish books on Amazon KDP have difficulty getting those initial sales.

ALSO, for people who ARE getting sales, they're looking for ways to increase those sales so they can move from a part time side income to a FULL-TIME income.

INSIDE this valuable report, we will reveal SIX WAYS you can easily increase your KDP book sales. These are all FREE methods and simple to do! Don't let the *simplicity* of these ideas fool you into thinking they are not highly effective! Apply the following *consistently* and sales will come! Let's get to it!

ALERT! We will be releasing a BRAND NEW COURSE in Jan 2022! It reveals an easy to do low content book niche that is EXPLODING! See DETAILS at the end of this guide! ***Kick off your new year with a BANG!***

Method 1.

Take An Honest Look at Your Book(s) Before Publishing:

Believe it or not, this is something most authors miss. BEFORE publishing any book, whether it be a written book, a low content book, or ANY book, what you need to do is take an honest look at what you intend to publish. Ask yourself, would you buy this book?

One of the BEST WAYS to ‘test’ the appeal of your book is to get some third-party eyes on your manuscript before you actually publish it. Feedback from others can often help you avoid shortcomings or pitfalls in your book(s) BEFORE you upload and offer them for sale.

These ‘eyeballs’ can come from a variety of places. You can look over your books yourself but you can also;

- Get friends and family to look at your books too
- Get other authors to look at it
- If you are creating your book with a target audience in mind (and you should be doing this!), maybe find some people in that audience to look at your manuscript too.

For example, A friend of my wife’s is into quilting and, crocheting, and

Knitting. If I create a book that targets any of these hobbies, guess who gets a first look at it before I publish?

Likewise, my neighbor is a competitive fisherman who enters many tournaments through the year. If I create a fishing planner or journal, guess who will get to peruse the book before I publish?

But even if you don't know anyone with the specific interests your book(s) cater to, just having *anyone* take a look can be very helpful!

Often, we are just too close to our books to see them objectively. Thus, a 2nd (or 3rd) set of eyes can frequently give us some great ideas for improving our book prior to publishing. Of course, we don't have to implement *every suggestion* we get but it's always good to have some objective feedback!

TIP: Another good place to get honest feedback is from people on your email list. What? You don't have an email list?... See Method 5 below!

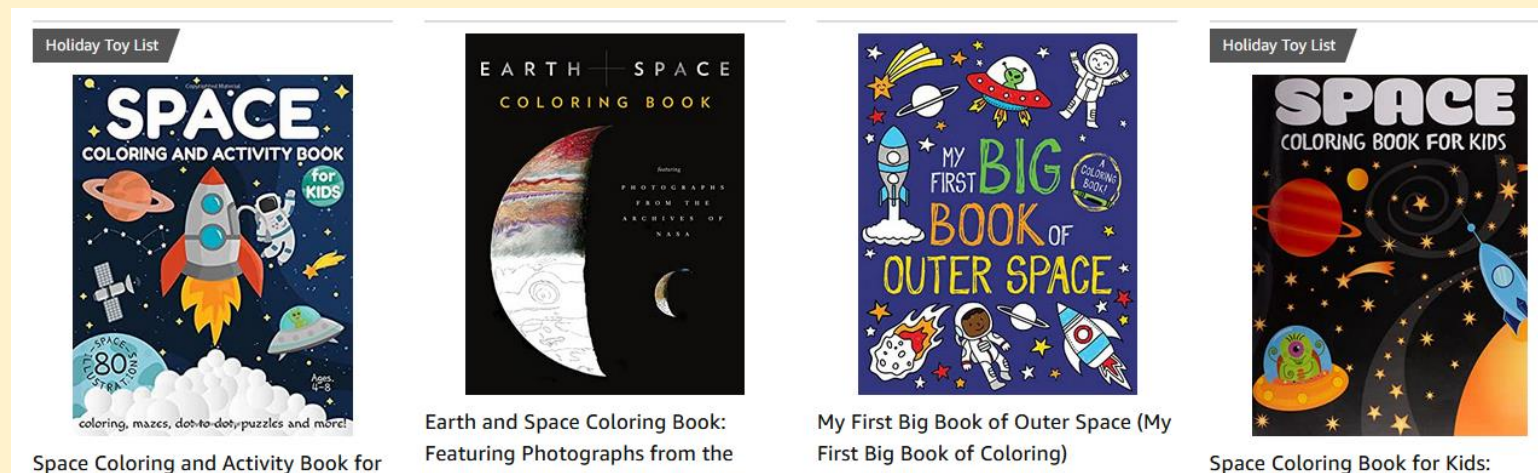
Bonus Tip! Another place to get solid opinions, albeit, not on your book specifically, is to **look at book reviews** (good and bad) for competing books in your niche to see what people like and value!

Method 2.

Take An Honest Look at Your Book(s) Cover Design:

The truth is, one of the biggest problems a lot of books have is their cover designs. Your book cover is one of the first things that customers see when they scroll through items on Amazon. If your cover design isn't up to scratch customers will just scroll past it and you won't get that all important click that leads to a sale.

For example, I looked up “space coloring book” on amazon and saw this...



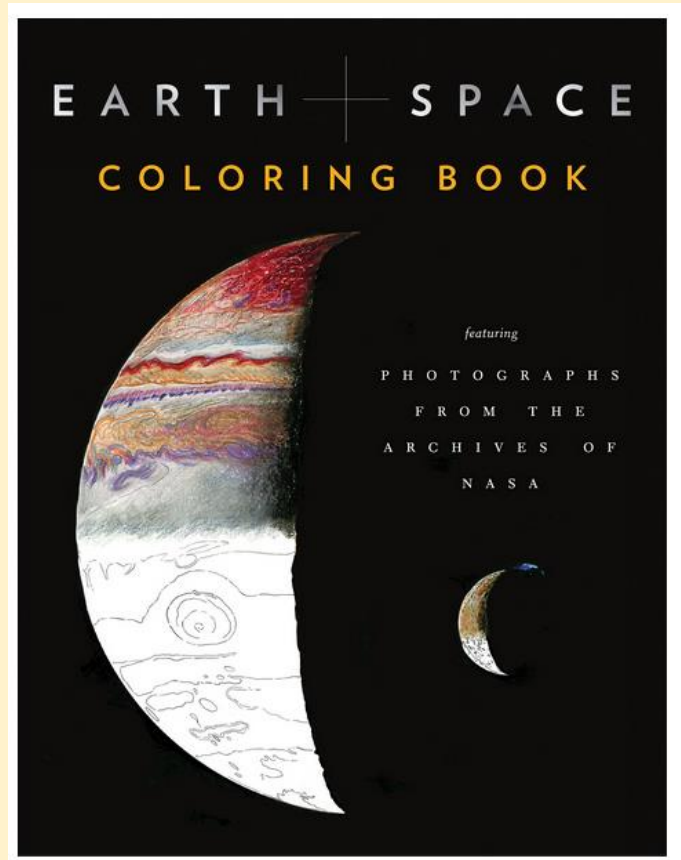
These are all great covers. They are colorful, attention getting, pleasant to look at, and their titles use large fonts that are easy to read, even on a small thumbnail book cover image. The only *slight* criticism I might have is with the book cover 2nd from left above, “EARTH SPACE COLORING BOOK”... The subtext is hard to read,

even on the listing page.

This sub-text should be made larger and perhaps bolded so it is readable even on a small thumbnail image.

As it is, the only people who will see what this smaller print says are people that 1) click on the book and then 2) click to enlarge the image.

This is unfortunate because this book creator has done something clever. They simply downloaded a bunch of PUBLIC DOMAIN Nasa images, converted them to colorable drawings and had a great book!



In fact, we have a course, [Public Domain Fast Cash](#), that shows you, step by step, where to quickly find 1,000's of valuable public domain images and how to flip them for BIG DOLLARS!

Use Coupon Code: “**PDFC2022**” for a \$10.00 DISCOUNT at checkout!

(Coupon Expires Jan. 31st 2022)

More Good News! There are **2 optional upgrades**; the 1st shows how to earn cash with celebrity images, and the 2nd shows how to earn cash with vintage travel posters and high-def astronomy images!

Now let's look at a truly BAD book cover design...



This cover is poor for the following reasons...

1. The cover art has nothing to do with what's inside the book!
2. The font used for the title is difficult to read.
3. The book's background color is WHITE so it blends into Amazon's white background instead of popping out.

That last point is important. As a general rule, we don't want our book covers to have white backgrounds as they will just blend into Amazon's website white background and people will tend to skip right past these books. If you *must* have a white background book cover, at least put a contrasting color border around it.

TIP: Studying competing book covers in your niche can give you inspiration for your own book covers and provide you with good ideas for what works and what doesn't.

Method 3.

Complete Your Amazon “Author Central” Page:

Once you have a book published on Amazon, you qualify to receive a **free author page**, hosted on Amazon. This is a FREE PAGE where you can show off your books and yourself to your potential customers!

Think of your Amazon Author Central page as your own hub on Amazon where you can showcase all of your books!

TIP: If you use an author “pen name” for your books, you can (and should) use that *same* pen name on your Author Central page.

BONUS TIP! Amazon let’s you have up to **THREE pen names** (and three corresponding Author Central pages) on your KDP account.

Below, we’ve provided some handy references for you to help you set up this page (don’t worry, it’s simple to do!). NOTE: *KEEP IN MIND that you must have at least 1 book already published on Amazon before you set up this page.*

Handy References:


Amazon’s **Author Central Info** Page:

https://kdp.amazon.com/en_US/help/topic/G200644310

Amazon’s **Author Central** sign-up page: <https://authorcentral.amazon.com/>

An excellent Video: <https://www.youtube.com/watch?v=xj2t-LgjPPU>

On your **Author Central** page, you can add your bibliography, a photo of yourself (or logo), a biography, your book cover images, videos and even the RSS feed from your blog (if you have one) if you like. Here's an example of a coloring book author's "Author Central page".



Jade Summer

+ Follow

Follow to get new release updates and improved recommendations


About Jade Summer

Jade Summer is a brand owned by Fritzen Publishing LLC.


Jade Summer is one of the premier coloring book brands and a frequent best-seller on Amazon. Explore the entire Jade Summer collection of 100+ coloring books and find a great book for your next coloring adventure.

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Customers Also Bought Items By




Coloring Book Cafe




Damita Victoria




Kameliya Angelkova



Sally Berry




Ava Browne




MantraCraft

Titles By Jade Summer


All Formats Paperback Hardcover Large Print Sort by: Popularity



Cute Christmas: A Christmas Coloring Book for Adults and Kids with Adorable Characters, Holiday Scenes, and More! Nov 8, 2021
by Jade Summer, Alexandra Franzese
Hardcover
\$14.99
In stock soon.



Stuffed Animals: An Adorable Coloring Book with Cute Animals, Playful Kids, and Fun Scenes for Relaxation Nov 10, 2021
by Jade Summer
Hardcover
\$14.99
In stock soon.



Easy Christmas: Large Print Designs for Adults and

Here are some tips for creating a great 'author bio'...

1. Create a few short paragraphs about yourself (3-4 paragraphs should be all that's needed).
2. You can go for more paragraphs if you wish but if you do, put all of your BEST HIGHLIGHTS in the first 2-4 paragraphs.
3. KEEP your paragraphs short.
4. Don't make it a "resume" so much as an expression of your *passion* for the types of books you are creating.
5. Look at other author bios for inspiration!

Once your author central page is set up, you have a very nice and *enticing* page to send traffic to from any social media posts you might create (see next section). Traffic generated from [Pinterest](#), [Instagram](#), [Facebook](#), [You Tube](#), etc. can be used to send people to specific books OR to your ***Amazon author central page!***

It's also a nice link to include in your email signatures.

If you don't have a website, your ***Amazon author central page*** can also serve as your "online presence" as a professional book publisher!

Let's get to our next method for increasing your KDP book sales...

Method 4.

Build Some Off-Site Traffic Sources!

Once you have some books published with nice book covers and your Author Central page set up, you are ready to start building some off-site traffic sources!

There is a DOUBLE BENEFIT to doing this...

- 1) You potentially get additional book sales without having to depend on Amazon.
- 2) As your books make sales, Amazon notices this and will start to show your books more often in Amazon search results!

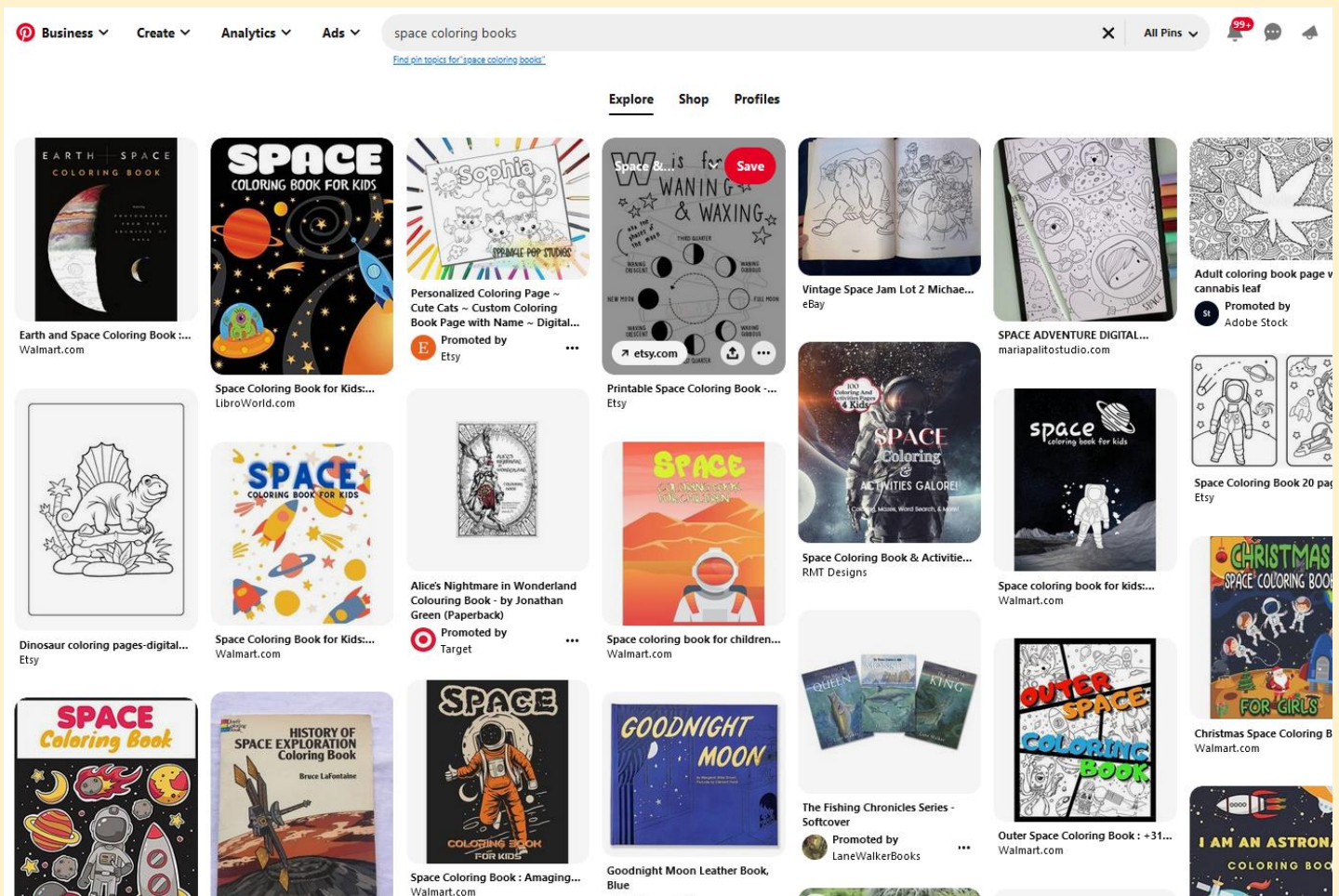
Our favorite places to promote off-site are Pinterest, Instagram, Facebook, You Tube.

At first glance, **You Tube** may seem an unusual place to promote your KDP books but bear with me... We'll have more on this in a moment. Meanwhile, let's look at Pinterest!

Pinterest users are mostly women (but the number of men using Pinterest is also growing!). Further, unlike other social media sites,

Pinterest has SHOPPERS searching its site! People often search Pinterest not only for “ideas” but to find PRODUCTS to buy!

Pinterest is a terrific place to post your books (with links to Amazon). In particular, pinning your *low content books* such as coloring books, or planners or journals, etc. are popular on Pinterest and, as such, you can generate an appreciable stream of BUYER traffic to your books *using* this site! For example, sticking with our “space coloring books” theme of earlier, we see these same (and similar) books are being promoted on Pinterest!



TIP: It's usually best to not make *every* pin (or post) a “promotional” post. People also love “*ideas, information, and tips*”. Offering 3-4 ‘free info’ posts with every 5th or 6th post being a ‘*promotional*’ post seems to be a good ratio. This should be applied not only to your Pinterest pins but to ALL social media.

Bonus Tip! Rather than using social media to promote your books *directly* (or in *addition* to), you can also use your social media posts to build an email list of book buyers in your niche! By offering some enticing free stuff (free coloring pages, free journal pages, free coloring tips, free journaling tips, etc.) in exchange for people's email addresses, you can build a list of buyers you can market to again and again! (see next section for more information on this).

There are lots of tutorials and info online about how to use Pinterest (as well as Instagram, Facebook, You Tube) to promote your books or other items online. Now let's look at Instagram.

On **Instagram**, you can not only create your own posts, but you can also hook up with other people (influencers) and cross promote. You can also buy ‘shout outs’. Shout outs are where influencers post your book(s) to their audience. [Here is some good info](#) on how to get FREE shoutouts on Instagram **and** [Here is some info on getting paid shoutouts](#).

FYI: A paid shoutout on Instagram from someone with 100,000 followers can range from \$25-\$100...Less for less followers, more for more followers – Start with getting FREE shoutouts and then try some cheap paid shoutouts, gradually increasing these paid amounts to larger and larger audiences (as your profits from book sales allow).

Now let's look at Facebook. With **Facebook**, there are three (free) ways you can generate traffic to your books...

- 1) Your own posts
- 2) Create a Fan Page (or Group)
- 3) Post in other people's groups (subject to their rules – don't spam)

There's lots of info online about how to create a Facebook Fan page (or Group page) and it's simple to do. IN FACT, remember the example *Author Central* page we showed earlier on page 11? Well, this person also has a **Facebook Fan page** which you can see on the following page. Here are some helpful info resources to get you started...

How to [Create a Facebook Author Page](#) (Fan Page) – Includes a video.

[How to create a Facebook Group Page](#) – From Facebook themselves.

TIP: You can easily promote your **Facebook Author Fan page** and/or **Facebook Group page** by posting to the other social media platforms we discuss here ([Pinterest](#), [Instagram](#), and/or [You Tube](#)!).



Jade Summer - Coloring Books

@jadesummercoloring · ★ 4.9 (312 reviews) · Interest

[Shop on Website](#)

jadesummer.com

[Home](#) [About](#) [Photos](#) [Videos](#) [More](#)

[Like](#)

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About

[See all](#)

Jade Summer is one of the premier coloring book brands and a frequent bestseller on Amazon. Explore the entire Jade Summer collection of 100+ coloring... [See more](#)

Jade Summer is a brand owned by Fritzen Publishing LLC.

Our team's mission is to help people release their inner-artist and enjoy healthier lives wit... [See more](#)

34,635 people like this including 1 of your friends



35,214 people follow this

<http://jadesummer.com/>

Very responsive to messages
[Send message](#)

Interest

<https://www.instagram.com/jadesummercoloring>

<https://www.pinterest.com/jadesummerbooks>

<https://www.youtube.com/jadesummer>



Create post

[Photo/video](#)

[Check in](#)

[Tag friends](#)

PINNED POST



Jade Summer - Coloring Books

November 8 at 2:00 PM · [Public](#)

🎉 NEW RELEASE: CUTE CHRISTMAS 🎉

Our Cute Christmas coloring book is now for sale on Amazon and Lulu. The price is going up soon, so grab your copies today!

<https://jadesummer.com/shop/cute-christmas-coloring-book...> [See more](#)



65

33 Comments 1 Share

[Like](#)

[Comment](#)

[Share](#)

Most relevant



Write a comment...



Top fan
Kelley Vaillancourt



If you don't want to create a Facebook Fan or Group page, you can still promote your books for free on Facebook by joining and posting to groups! (See Method 6 for more on this promo technique!).

Now let's take a look at You Tube!

Promoting your books on **You Tube** might, at first, seem like a stretch but it turns out that it's a potential goldmine for getting book sales!

On You Tube, you can do...

- Tutorial videos (*how to color, how to set up a planner, Journaling Ideas, etc.*)
- Tips & Hints videos (*coloring tips, journaling tips, planner tips, etc.*)
- Book "flip through" videos (*planner flip throughs, coloring book flip throughs, etc.*)
- "With Me" videos (*color with me, planner with me, journal with me, etc.*)

That LAST category of low content book videos is very popular!

Just look at the number of video views for “*planner with me*” videos!

planner with me

Time Tracking App Reviews Time Tracking Software Time Tracking Guide

Ad <https://www.getapp.com/time-management/real-reviews> VISIT SITE

Plan with Me: Work Planner Monthly Setup ★ | Abbey Sy
46K views 1 year ago

The rare occurrence that I share with you how I plan with my work planner! Thanks so much Everyday Explorers for the stationery~ ...

PLAN WITH ME | December 2021 Bullet Journal Setup
201K views 8 days ago

hi guys!! sorry this video was a bit late! here's my winter snow globe themed december 2021 bullet journal setup! The first 1000 ...

How to Get Started with a Digital Planner in 2020 | Digital Planning
114K views 1 year ago

Wondering what all this digital planning hype is about!?! Well, THIS is the video for you to learn how to get started with a digital ...

PLAN WITH ME | The Daily Grind Planner
31K views 1 month ago

And look at the views for “*color with me*” videos!

color with me



FILTERS



Part 2: Color With Me in Nice Little Town 5 | Polychromos Tips and Tricks

17K views • 3 years ago



Simple Art for Adults

Here's the next part in the Nice Little Town 5 coloring book color along! This one is a little boring since we're just finishing up the ...



COLOUR WITH ME / Colourmorphia flipthrough & Art supplies discount

4.9K views • 2 years ago



Sarah Churchill

How do you colour? Do you love pencils, pens or paint? I'd love to hear about all your favourites! ARTEZA expert art supplies ...



I GOT OHUHU BRUSH MARKERS! || Color With Me! || Ohuhu Makers Illustrations!

15K views • years ago



Runrunmuffin

The absolute moment I saw Rin's video testing these markers, I told my boss about it and we both went and ordered our own :D ...



How I color Flowers - Limited Color Palette - Color with Me! | World of Flowers | Part 2

6.2K views • 1 year ago

Again, there is lots of info online about how to produce You Tube videos!... Let's get to our next method!

Method 5.

Capture Emails - This Is Your Only True Asset!!

If you've gotten this far, you realize now that there are lots of opportunities for "cross promotion". Your You Tube videos could promote your books AND your Facebook Group page AND your Facebook Fan page AND your Instagram. Your Facebook pages could promote your books, your Instagram, and your You Tube videos! Your Pinterest pins could promote EVERYTHING!

With all this potential for cross promotion, and gaining followers and fans via these social sites, you should also be ***building an email list***.

An email list provides you with a group of people you can market to for life! *It removes your dependence on Amazon to bring you customers.*

An email list is ALSO your 1 BEST ASSET and the ONLY TRUE online asset you have.

Ask yourself this.... Suppose you spent the last twelve months building a 6-figure annual income on Amazon KDP? And then, what if Amazon KDP (rightfully or wrongfully) shut you down?!

IF YOU ALSO SPENT those months building an email list of people interested in your books, you'd still have a viable business! (going to other book selling platforms and/or Etsy for example).

Starting an email list is not as daunting as it may seem. You don't need a website. Most every autoresponder service will host your email opt-in pages FREE and are set up so you can create these pages with no technical skills.

Further, you need not spend any money to get yourself set up! We use and recommend [Aweber](#) which is FREE for your first 500 subscribers.

You can offer a free gift as an enticement for people to sign up to your list (*free sampling of pages from your books, Free tutorials & tips, etc.*).

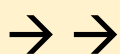
Just be sure to keep your email list subscribers “engaged” by emailing them often and don't make every email a ‘promotional’ email. Offer your subscribers free stuff they would like too! Finally, don't be afraid to show some personality. People will stay on your list because they like YOU (as well as your books and your free tips).

Method 6.

Join FB (and other) groups & interact (don't spam!!)

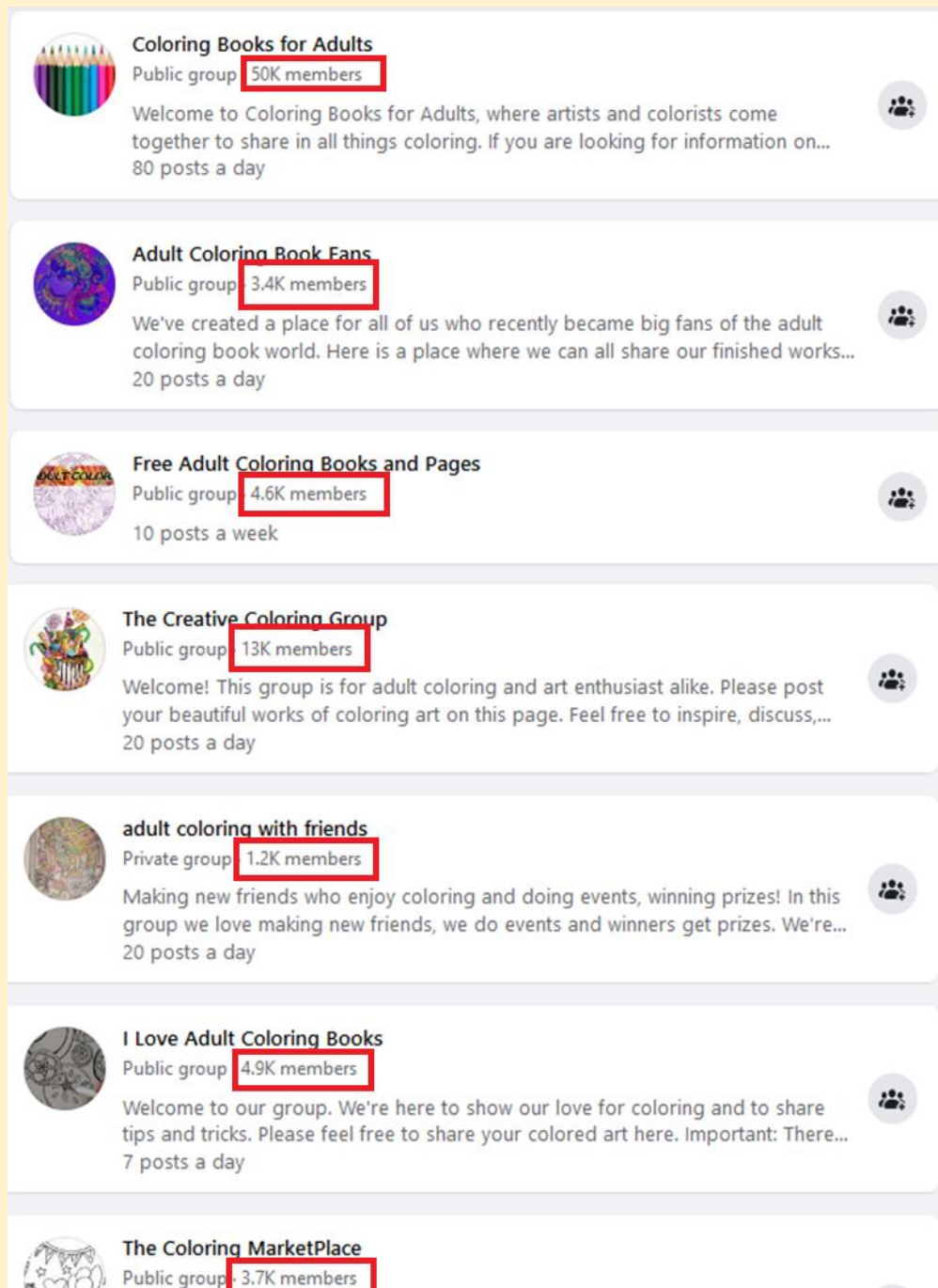
For this final method of increasing your KDP book sales, what you want to do is join groups of people in your niche (Facebook groups, Reddit groups, Forum groups, etc.).

For example, sticking with our “coloring book” theme, I went to Facebook and searched “coloring book groups”.



Look at all those groups! 50K members, 3.4K members, 4.6K, 13K, etc.

Some groups allow you to promote your books directly and others only allow non-

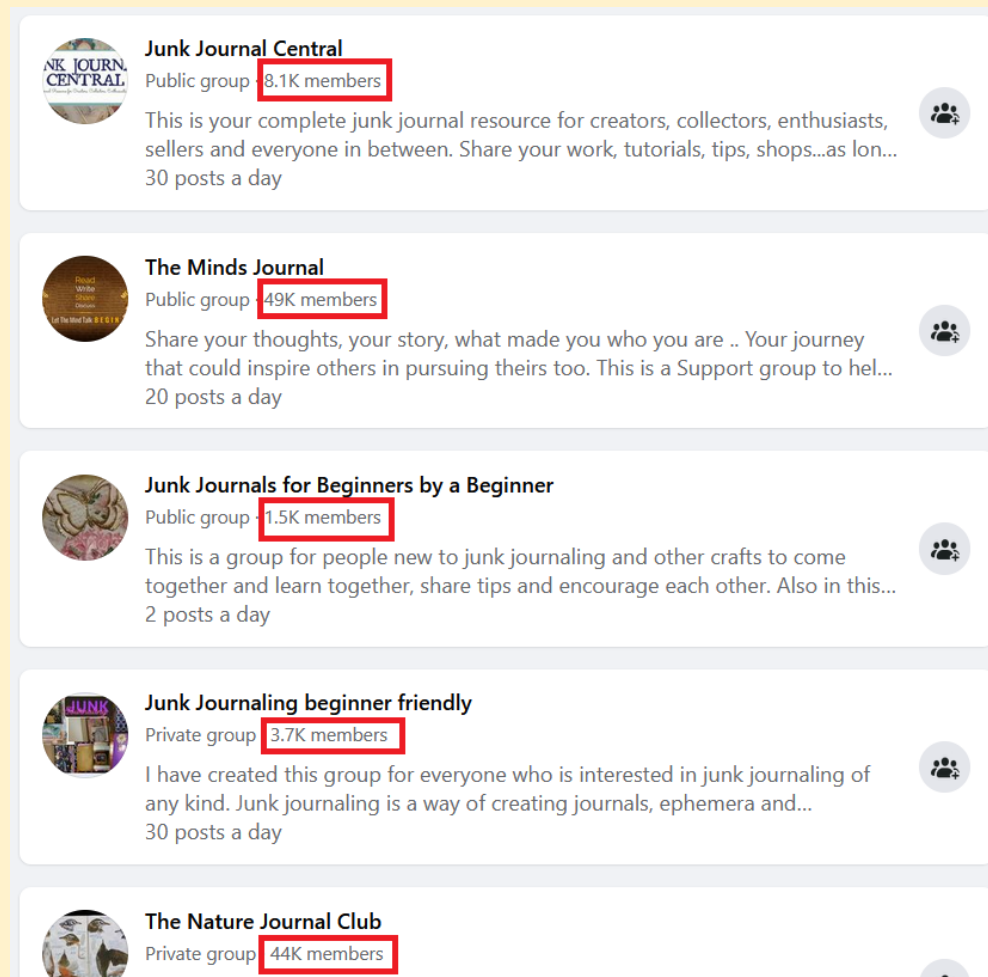


promotional posts but either way, even giving away FREE book pages (to build a list) can potentially bring you lots of buyers and lots of email subscribers! And, you can find “groups” for virtually *any* type of low content book!

For example, I also searched “*journaling book groups*” on Facebook and got this... Just look!
... 8.1K members, 49K members, 1.5K, 3.7K, 44K, etc. etc.!

Finding, joining, and then *engaging with* groups in your niche is a terrific way to build a following of BUYERS for your books.

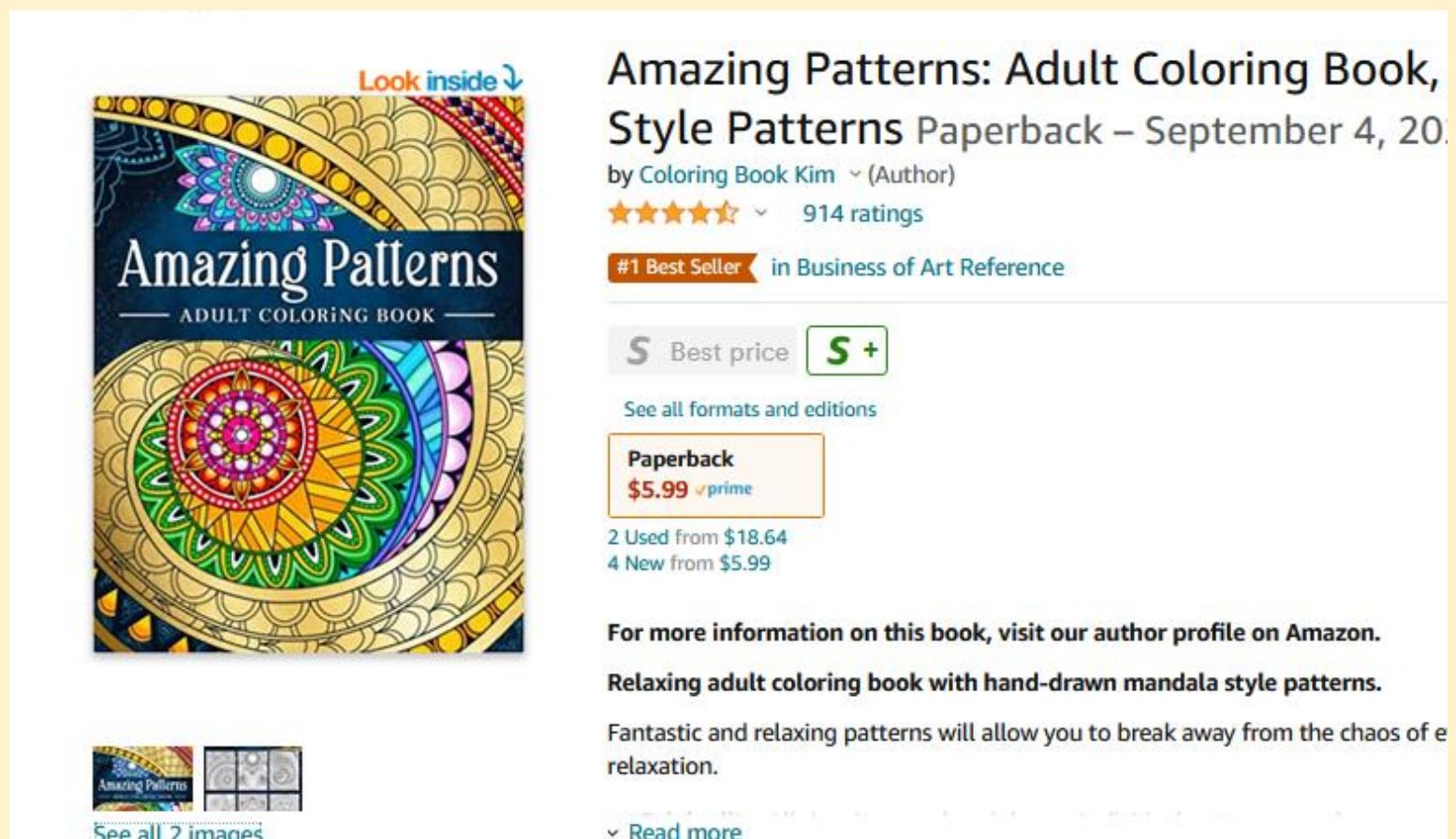
If you provide useful advice, resources, tips and even tutorials for people in these groups, they will grow to love you...and your books!



Surprise BONUS Method!

Promote Your Books from Your Actual Books!

The easiest person to get a sale from is *someone who just bought from you!* As such, we should always be using our own books to promote our *other* books! (as well as our social media pages, email sign up offers, etc.). For example, take a look at the following...



Amazing Patterns: Adult Coloring Book, Style Patterns Paperback – September 4, 2015
by Coloring Book Kim (Author)
★★★★★ 914 ratings
#1 Best Seller in Business of Art Reference

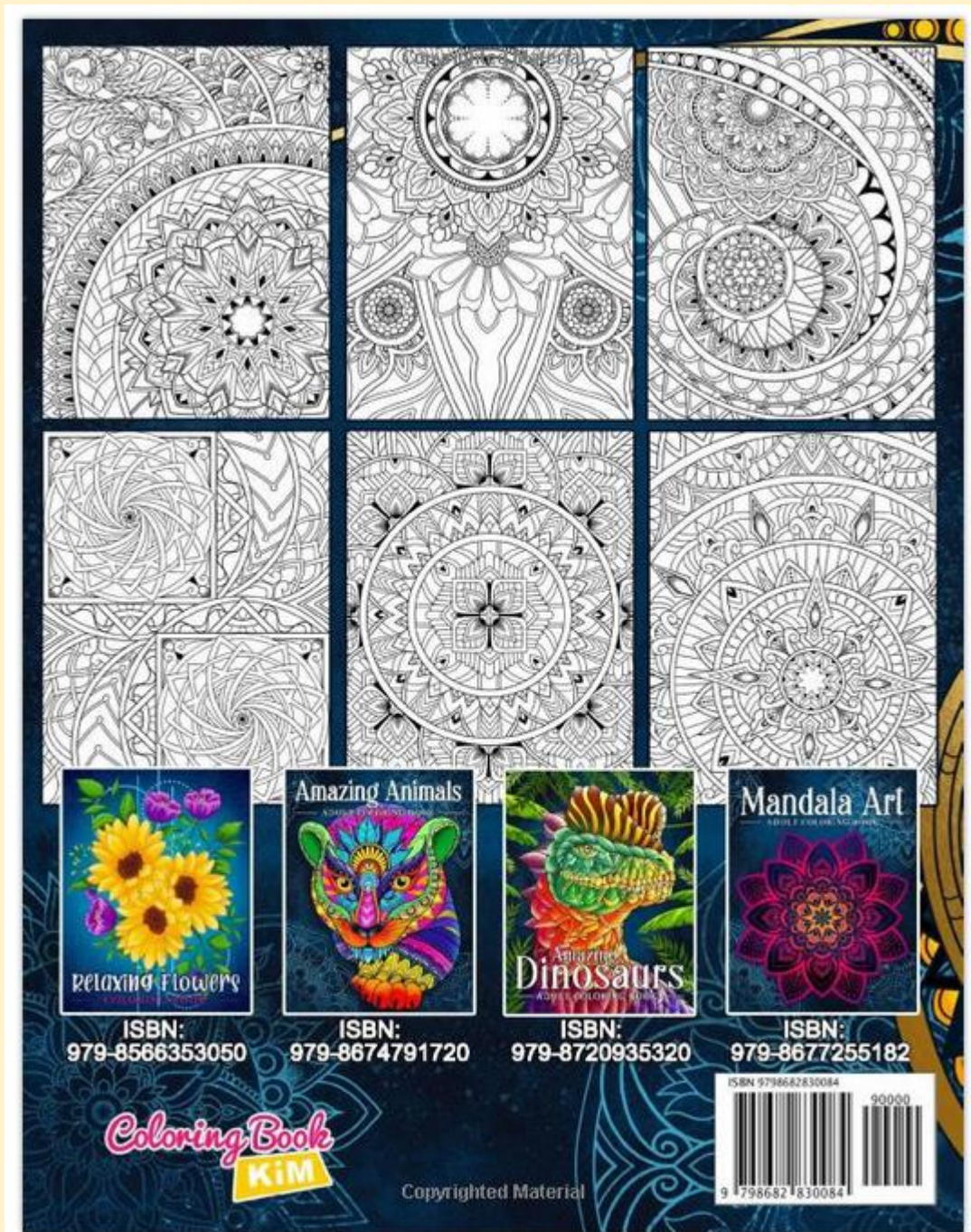
Best price **\$5.99** ✓prime
See all formats and editions

2 Used from \$18.64
4 New from \$5.99

For more information on this book, visit our author profile on Amazon.
Relaxing adult coloring book with hand-drawn mandala style patterns.
Fantastic and relaxing patterns will allow you to break away from the chaos of everyday life and find relaxation.

See all 2 images

When we click on the “Look Inside” feature and scroll down, we see the following page...



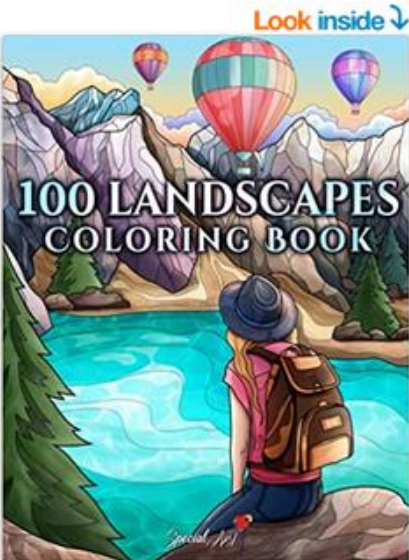
This author lists the ISBNs to her other coloring books. This is an example of using your book to promote your other books!

Now we can do better... Depending on your customers to *correctly* “type in” a long ISBN number on Amazon to get to your other books is a longshot (*and many customers don’t even realize they can search books on Amazon in this way*).

A ‘call to action’ such as “Go to this link to complete your collection!” with a link to your **Amazon Author Central page** might work better.

TIP: You could go one step further and buy a domain name and forward it to your Amazon Author page. “Kimsbooks.com” is easier to type and remember than “https://www.amazon.com/Coloring-Book-Kim/e/B082FP3GDW/”.

Let’s look at a better example...



Look inside ↓

100 LANDSCAPES COLORING BOOK

by Special Art (Author)

★★★★★ 51 ratings

#1 Best Seller in Pacific Northwest Region Gardening

Best price **S+**

See all formats and editions

Paperback
\$8.99 ✓prime

2 New from \$8.99

Looking inside this book, we see these pages...



This author's book includes links (via **scannable QR codes**) to their social media, website AND email opt-in page!

TIP: Another clever thing this author has done is make their promo pages visible right inside the 'look inside' feature. Thus, even people who DON'T buy the book can still get on this author's email list!

Bonus Tip! You can also get MORE BOOK REVIEWS by *asking for them inside your book(s)*!

Books with reviews get a search boost from Amazon. ALSO, people are much more willing to buy books with reviews over those without.

SIDE NOTE: If you want to know [how to add QR Codes](#) to your books, and/or [how to get lots of reviews](#), we have a course on exactly how to do this!.. [Just click here now to check it out!](#)

(There are **NO upsells** on this one either!).

Use Coupon Code: “**QR2022**” for a \$20.00 DISCOUNT at checkout!

(Coupon Expires Jan. 31st 2022)

And there you have it!... You now know how use your PUBLISHED KDP books to...

- Get more book sales
- Get email sign ups
- Promote your social media
- Promote your website, blog, Facebook group or Fan page
- Promote your Amazon Author Central page

And

- Get more book reviews!

Conclusion:

Well, there's not much more to say... You now have 7 ways to increase your KDP book sales!

Happy publishing!

Stuart & Bart

ALERT! *We will be releasing a BRAND NEW COURSE in Jan 2022!* It reveals an easy to do low content book niche that is EXPLODING!
Kick off your new year with a BANG!

The course is called...

The Color of Money!

Secret Coloring Book Niche REVEALED!

These Books Are in HUGE DEMAND!

People are earning upwards of
\$3,795.25+ a Month for 1 SINGLE Book!
And they are so EASY to Create!

(Watch for our coming emails in the new year!)