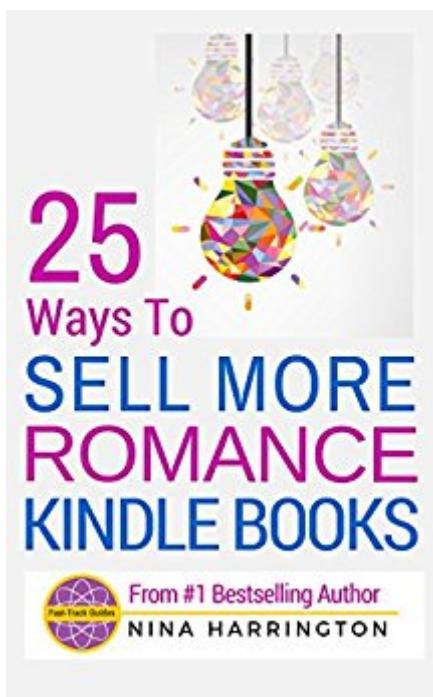


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Synopsis

So you've written a Romance eBook. What happens now? Some authors only seem to think about marketing and promotion after they have clicked on the Publish button and their eBook goes off into the ether. Then they start scrabbling around, desperately looking for someone to buy their eBook, until the sudden realisation hits that thousands of romance readers were not holding its breath, just waiting for your eBook to hit the online bookstore, before all rushing out to purchase it. Not only does the eBook sell poorly, but nobody bothers to review it or share your passion and excitement for your wonderful romance story. It has happened to me, and I know how demoralising and heart-breaking that sinking feeling of let-down can be. You have put your heart and soul into this book and invested a huge amount of time and money creating the manuscript and seeing it through to a book on sale, and the only people who care about your eBook are you and your friends and family and a few folks who already know that it exists. But there are things that you can do to increase your chance of reaching your audience. Having experienced the heartbreak of seeing one of my traditionally published digital books sink without trace like a teaspoon of water in an ocean of similar books, I was determined not to let that happen again. What I found was that there are techniques you can use to share your work with readers and reach the ideal audience who will benefit most from your eBook. It will still take a lot of work – that is a given, and there are no short-cuts. I call it the Six-Track eBook Marketing Plan. The key idea is that you have to plan out all six separate strands of the marketing plan, so that they mesh and weave together to produce a powerful and cohesive overall plan. So what are these six tracks? Strand One. CREATING your eBook Strand Two. PUBLISHING your eBook Strand Three. BUILDING Your Author Brand and Platform Strand Four. REACHING out to your Audience Strand Five. The SOFT LAUNCH Approach Strand Six. FULL LAUNCH Marketing and Promotion. To make it easier I have broken down these 6 tracks into 25 Marketing Tactics which cover everything that you need to do to sell more romance Kindle books. This is the system I have used to become an Number One Bestseller. Ready to get started? Then take that first step and buy a copy now.

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I'm a beginner romance writer and this book is very informative and detailed. It goes over what I recently learned at a writers conference and the advice is thorough and on point. Highly recommend it!

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