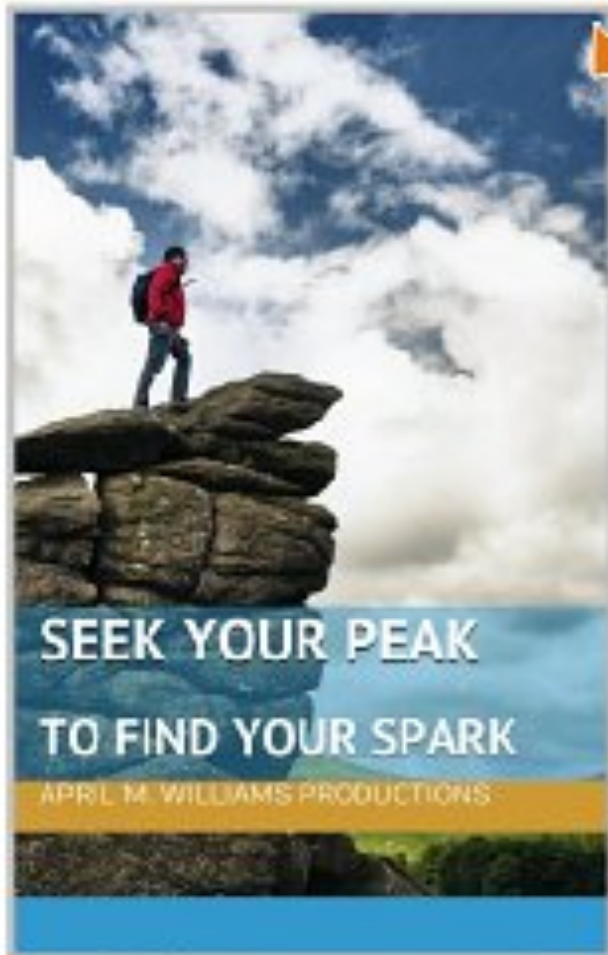


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kindle edition

# Seek Your Peak to Find Your Spark

Showcase Your  
Writing!

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# Congratulations!

**Amazon Best Sellers Rank: #11,294** Paid in Kindle Store ([See Top 100](#))  
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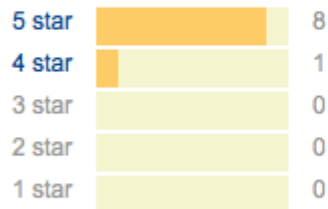
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- Why promote your participation in Seek Your Peak??
- What did your participation mean to you?
- What do you want from being published in this book?
- What do I want my book to do?

# Reviews

## Customer Reviews

★★★★★ (9)  
4.9 out of 5 stars



[See all 9 customer reviews](#)

*“ It was a very good story that narrates her journey into her passion, writing. ”*  
Cyndie A. Beacham | 3 reviewers made a similar statement

*“ If you seek the inspiration to keep moving toward your dreams, this book offers it in abundance. ”*  
Singer Mom | 4 reviewers made a similar statement

*“ This insightful book was a powerful reminder to seize the opportunities to make my life more fulfilling for me. ”*  
Jennifer Schimmel | 2 reviewers made a similar statement

## Most Helpful Customer Reviews

1 of 1 people found the following review helpful

★★★★★ **Seek your Peak to Find Your Spark refocuses your life** January 21, 2014

By Alyssa Allen

Format: Kindle Edition | **Amazon Verified Purchase**

These are amazing stories that really make you look at your life and see what you would really like to focus on. Are you doing something truly passionate about? This was a great buy!

Thank you to everyone a part of this collaboration.

[Comment](#) | Was this review helpful to you?

# Build Readership

- Ask for reviews
- Encourage purchases
- Don't have a Kindle, no problem! Use Amazon's FREE apps to read your new book on your phone or on your laptop, PC or iPod
- Gift the book to your friends
  - Click “Give as a Gift” button over near the “Buy this Book” button. Then enter your friend's email address.

# Marketing yourself through the book

- Where and how do you want to be known?
  - In your local area?
  - In your profession?
  - In your region?
  - Nationally?
  - Internationally?

# Marketing yourself through the book

- How to use your chapter in Seek Your Peak to market yourself
  - Your web site
  - Online marketing
  - Speaking engagements
  - Client promotion/gift
  - Promotional press releases
  - Events
  - Promote non profits

# Your Website

- Website is core of your marketing efforts
- Direct people to your chapter in the book
- Use your writing, your speaking, your advertising to direct people to your site
- Add a link to Seek Your Peak on Amazon on your web site
- Put the book graphic/widget on your site as an advertising banner



# Blog

- Post a article about your chapter, experiences writing your chapter
- Write an article about or interview a co-author
- Post links to the book landing page and discount code. Include book graphic
- Post comments on other co-authors blog postings about the book with links back to your site.
- Virtual blog tour

# Online

- Send a special celebratory email your list and email contacts
- Promote the book in your newsletter, with link to Amazon
- Using the book to build your list
- Write articles for other people who have lists
- Write articles for other Seek Your Peak authors newsletters & websites
- Whenever you write an article for someone else, make an offer to readers – they can come to your site to get an information product or sign up for your newsletter by giving you their email
- Partnering with others online
- Co-registration – when someone signs up for something from your partner, they are asked if they'd like to sign up with you, too
- Offer something free in exchange for email address, banner on website or newsletter

# Social Media

## Twitter

- Highlight you as a published author and establish credibility by promoting your chapter of the book
- Tweet links to interviews about your chapter in the book.
- Send a tweet with a link to the book info page
- Customize your Twitter background with a author info and book graphic
- Hashtags #bookgiveaway #free or freebie #ebook #kindle #ebooks #BookGiveaway #FreeBook #givaway

## LinkedIn

- Updated your LinkedIn profile to include "Seek Your Peak" in Publications section with a link to the book
- Include a link to the book landing page on the "Publications"
- Update your status to highlighting you as an author and establish credibility to promoting your chapter of the book

# Social Media

## Facebook

- Post comments highlighting you as an author and your chapter, include discount code
- Post comments on other co-authors pages

## Google+

- Post comments highlighting you as an author and your chapter, include discount code
- Post comments and tag your co-authors pages

## Pinterest

- Post the cover image and a link to the book

# Speaking & Presenting

## How to sell an e-book when speaking

- Hand out a flyer for the book with information about your chapter highlighted
- Offer an additional information product to anyone who buys the book
- Offer the book as a door prize (this allows you to talk about the book even if it's not the topic of your presentation or write a description of the book for someone else to read)

## How to sell your other products and services when speaking

- Offer additional information about your speaking topic to people who give you their email address
- Offer a free product for everyone who gives you their email address (this can be a virtual information product you will send them)

## Speaking opportunities for your "Book Tour"

- Your local Chamber of Commerce
- Most have many opportunities for speakers
- Professional Associations
- Service clubs (Rotary, Kiwanis, etc.)
- Special interest groups (women's business groups, business development groups, etc.)
- Lunch and Learns at local businesses

# Interviews

- Talk about the topic area of your book, demonstrating your expertise
- Have someone interview you, based on a list of 8-10 questions you provide them with. When answering these questions, go into as much detail as possible as this will provide you with rich content
- Each of these questions could serve as a blog post, article, audio tip or video, on its own or as part of a series
- Share nuggets from your book. This will increase interest and encourage book sales.

# Virtual Blog tour

- Build relationships with bloggers in your niche
- Arrange to be a guest blogger on popular blogs in your niche and get exposed to new groups of your target audience
- Guest blogger is someone who shares an article at someone else's blog by permission or invitation. By being a guest blogger at blogs that would be of interest in your topic makes the best use of your time and marketing efforts.
- Reach out to people you have an established relationship with
- Approach blog owners that you don't yet know, introduce yourself, your book title and your topic, and mention the names of a few experts in your field whom have invited you to be a
- guest blogger on their site.

# More Ideas

- Marketing to your current and prospective clients
- Feature the book chapter on your resume/bio/vitae
- Send prospective clients a copy of the book add a credibility
- Use the book as a promotional product for your current clients, email about passion, why important
- Ask your network to write a 5 star book review on Amazon.com.
- Use social media to post links to your articles, interviews and link to download the book on Facebook, Twitter
- Update your resume to include published best selling author



# Additional marketing ideas

- Host teleseminars and webinars give you the opportunity to be interviewed by another expert and present yourself as a resource.
- Post a link to the "Seek Your Peak" Amazon page
- Publish a press release announcing your new book on Amazon, send to local papers and business journals, Your professional associations, Chambers of Commerce, business organizations of which you are a member, trade and professional journals.
- Use the book to build your email list. Write articles for other "Seek Your Peak" authors. Make an offer for article readers to sign up for your newsletter or enter their email address to receive free information authors' web sites and newsletters

# Press Releases

## Press Releases

- Send the release to Local papers and business journals
- Have a “newsroom” section of your web site
- Local Chambers of Commerce – newsletters, mailing lists, etc.
- Your professional associations
- Trade and professional journals
- Business organizations of which you are a member
- Write a short article for the newspaper or magazine that mentions your chapter in the book to position yourself as an expert

# Promotion

## Host Promotional Events

- Host a virtual book event on Facebook or Google+
- Promote the event on your website and in your newsletter
- On the day of the event, offer additional free stuff, for example:
  - Interviews with other authors
  - Have someone interview you
  - Free bonuses: information products, articles, etc.
  - Make it educational
- Invite clients, colleagues, associates, friends, family, etc.

# Paperback

Order in volume to use as

- Back of the room sales
- Business cards to direct people to your website
- Client gifts
- Meeting planners

# April M. Williams



April M. Williams is a nationally recognized speaker, author, coach and blogger who demonstrates the power of social networking tools to build business. April shows clients how to leverage their strengths to enhance their careers. April has published books "Social Networking Throughout Your Career," "Ignite Your Passion Kindle Your Internal Spark" and numerous articles on career building as well as other related business topics. She has been featured in major publications including the Wall Street Journal, Project Management Institute, Savvy and Nations Restaurant News.

April is a contributing editor to the Blacks Gone Geek IT forum and Hawaii travel website, 808Talk Insiders Guide to Hawaii. Her work is included in the "Press Pause Moments" anthology.

An entrepreneur, April is President of CyberLife Tutors. She earned her Project Management Professional (PMP) by the Project Management... [Read more](#)

## Books by April M. Williams

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All Formats Kindle Edition Paperback



**Seek Your Peak to Find Your Spark (Ignite Your Passion Kindle Your Internal Spark)** by Matt Hader, Holly Nagel, Dorothy Robin and Hardie Karges (Jan 15, 2014)

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# Other Author sites

- Goodreads
- LibraryThing
- Shelfari.W

# Key Dates

- 1/24 Friday **11AM** Central Book bomb
  - Encourage people to purchase the book at this time to increase rankings
- 2/1 First ebook free day
  - Send the link to promote the Free Book days February 1-5 where anyone can download a free copy from Amazon.com.
- 2/5 Last ebook free day
- 2/21 Target launch paperback



- Questions