



RICH ON AMAZON

selling ebook

English translation by

Anna Carter

TRIZIA

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EBOOK WIZARDS ON AMAZON



Rich on Amazon selling ebook

It goes without saying that the main dream of people who wish to become great sellers, in 70% of cases, is that of selling their very own ebook, which then ideally turns into a bestseller. And what better place than Amazon to make our dreams come true?

Amazon sells everything, truly everything. And yet, it has remained, how can we say, very tightly linked to its recent past, when its massive website was nothing more than an online bookstore.

To this day, if a book sells well on Amazon, it sells everywhere. This is because, in this sector, **Amazon calls the shots** .

Fortunately, or unfortunately? It is not for me to say. However, to be able to place one's own ebook on Amazon, rather than just any product, can guarantee you an excellent income...and definitely not just for the reviews.

As for common goods, if you intend to use Amazon as the main reseller of your products, it is better not to consider it at all, but rather stick to Ebay or similar sites, as I will explain in my next ebook. The reason?

Amazon's bad reputation for the quality of its merchandise and the numerous scams of which it the creator or victim of...I'll let you be the judge of that. Likewise, if you have art to sell, or handmade products, forget about it and maybe turn to Etsy. In short, Amazon can be a panacea, but only for ebooks. When it comes to printed books the mark-up for the printing is so high that you will never see a penny.

Therefore, rule number one: **only use Amazon to sell your ebooks, to resell those of others or, with the necessary modifications, to try and sell digitized books in public domain** . I said "try" because when it comes to products in public domain (and this applies also and especially to music and audiobooks) it makes things very complicated...since it has grabbed 75% of the info-products in public domain, which it produces and sells independently.

Back to us.

Everybody would love to have a bestselling book, but very few actually make it. Have you ever asked yourselves why that is? Is it because some people are better writers than others? How come some of them, who are not even able to put a sentence together, end up in the bestseller list and others, superb writers, have a hard time trying to sell even just a handful of copies?

The answer is, obviously, **to promote !**

Most writers, in particular those who self-publish, upload their books to the store, sit back and simply wait for something to miraculously happen.

After a couple of months, they realize that something is wrong, and they start crazily promoting their books among their friends on social media...but still nothing. They create a website, convinced that in the vast ocean that is the internet they will suddenly be noticed and that

thousands of users will magically flock there to soak up their knowledge.

Or they start a blog on WordPress where they exhaust themselves enumerating the qualities of their work...but nobody seems to take any notice.

In the majority of cases, they give up, often completely forgetting about their ebook, which remains on the web, a prey to pirate websites, or to the same stores which, after a period of inactivity on the part of the author (who usually has an account on their website) obscure it, incorporate it, resell it without sharing any part of it. Otherwise they have it edited by paid ghost-writers, change the name of the author, the cover, the odd line and then resell it... for a profit.

What? For a profit? Well yes... perhaps it was a good book. And so how come it didn't sell? I will tell why now.

These websites have great webmasters who are able to upload the right words to promote the ebook and have it gain visibility.

No, they don't pay anyone. And even you won't need to.

Promoting remains the key to almost every bestseller you see around . Very few books succeed without some kind of promotion.

Thanks to this manual you will learn some of the key things you can do to promote your book on Amazon and increase sales. You will learn about reviews, mailing lists, social marketing and much more. So, let's begin.

General plan

The general plan for the marketing of your book has a main goal...to bring your ebook to the top of the Amazon bestseller list, obtaining maximum visibility.

Once your book has entered the various bestseller lists on Amazon, your sales will truly take off.

But the same way you need money to make more money, you need sales to make more sales. You need a certain number of sales in order to slip your book into those lists, and then your book will take off independently.

Therefore, how does Amazon work when it comes to selling ebooks?

There are two main integrated promotional tools on Amazon's web site that can help us market your book:

1. **Also bought by:** if you've noticed, products that are quite popular on Amazon, always have this suggestion " **Customers who bought this item also bought...**" These are just suggestions not actual purchases. But the suggested products are the most popular ones.

2. **Purchased by** . These are different products bought by the same people who bought your book. Often, they have nothing to do with the original product. It is just a system Amazon has of arousing curiosity and offering different ranges of products, which sometimes are relevant to each other and other times not at all.

All this usually happens for books and ebooks. Remember:

a) If ten people buy your ebook, it will start showing the list of people who bought it.

b) If a person buys a book of the same genre as yours, they will probably receive an email where your book, among others, will appear in the list of suggestions.

c) After 100 purchases your book will begin to appear as a category product.

d) Over 100 sales it will appear also under sub-category purchases.

Sometimes it isn't necessary for people to make a purchase. It is sufficient to obtain a good number of views of the preview for example, and that is when

You've Just Finished your Free Sample

Enjoyed the preview?

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