

She TELLS All – New Release plan:

[July 14 at 1:19am](#)

If you are here, it's because you've paid in full. Here is where I will outline the complete New Release plan. If you do everything I outline here, you WILL have epic results But you MUST must MUST have a GREAT product and FABULOUS product packaging.

I won't go too far into detail because that's what the main course was for. This is just putting together, including some additional secrets - but it's the METHOD when put together that is real key here.

1) I have connections with many of the promo companies who will take my word on it that I'll have reviews by release day - this means they will book new releases for me. However, you don't really NEED these connections. What you need is PATIENCE. This means loading your preorder not so that you have the book read by release day, but so that you have the book ready 2 months before release day. This allows you to send a file to beta readers and email them 1-2 months later to post a review on your PRINT title - which means you will have reviews ready 1 month before you preorder releases, which means you can book more promotional services.

2) When loading your book, you want to get as many categories on your book as you can. One way to do this is using keywords to get more categories (<https://kdp.amazon.com/help?topicId=A200PDGPEIQX41>) another is emailing Amazon in the KDP dashboard and asking them politely to add (x) category and (y) category. NOTE: You should not ask for more than 2 categories at a time and you should NEVER tell them you already have categories or that you want "more" categories. Just say "Can you please add my book, (title), to the follow categories?: (category > subcategory > etc and category > subcategory > etc) "Thank you for your time and assistance." THIS IS HOW YOU GET UP TO 12 CATEGORIES ON A BOOK. Sometimes they don't add right away and you have to wait a week or two and email again (as if you never emailed the first time). Once they add two more, wait a while before emailing for another 2.

3) Remember, you need a great cover, great blurb, great opening lines, great book, etc. When you go to invest either time or money into your new release, you should feel like "This is definitely worth it. I'm gonna make so much money once people hear about this book." - If you don't feel that way, then this is not the book to put your money and efforts into.

4) TIP: DO NOT HALF-ASS ANYTHING.

5) Book Every Promo Site you can get your hands on, especially the "big guys". I spend MINIMUM \$500 on release week advertising. ENT, BookSends, Fussy Librarian, BKnight, Buck Books, Book Barbarian, Books Butterfly, Book Gorilla, etc etc.

6) Get your samples up with links to buy everywhere. Set up your tweet rotation. Organize Newsletter TRADES.

7) Most authors run parties at release where they giveaway copies of their books. I HIGHLY recommend this...BUT with the caveat that you gift them THROUGH The vender so that it counts as a sale and can improve your ranking. While yes, this costs you money, it also benefits you AND it gives the reader an "officially delivered copy" which BELIEVE ME they much prefer to downloading and uploading and transferring or adding you as an approved sender on their kindle email, etc. I also include giveaways that they can enter if they

show me the book on their kindle the same day it's gifted. *Please don't rely on this for a release - it's good at giving a bump, but you won't make real movement without the other efforts! The bigger benefit here is just being good to your readers.

8) Don't be scared to giveaway copies. I meet SO many authors who worry that people won't buy if they give their book away. Um... just saying from someone who has sold hundreds of thousands of copies of her books...that just ain't true. In fact, I often have readers tell me "No you don't have to give me a copy. I'll buy it. You've given me enough." I also have people who get ARC copies still order the book to show support. One new method I'd done is only giving ARC copies to those who have already preordered the book. This way they get instant gratification. Make them feel special for getting an early edition. I meet people who say "I can barely get 5 people to read my book" - I am turning away half the people I ask and still getting OVER 100 people to review. You just need to make it a "big deal" - Don't make it sound like it's JUST them doing you a favor. You can be grateful and express that...while still making it clear that they are SPECIAL to get one of your LIMITED review copies.

This may seem simple, but it WORKS. Here is a traditional new release plan for me.

Finish Book Draft.

Load PreOrder

Use Social Media heavily during this time - things like giveaways where readers have to share your FB post is a must. I recommend making sure you use a promo image, this way when they share, it will share your WHOLE post instead of just the link.

3 months before release: Send out ARC copies

Fix mistakes as they come in

2 months before release: Load Print Copy. Have reviewers start posting reviews. Start booking sights that don't need you to have reviews.

1 month before release: Book sites that require reviews and sites you can only book 30 days in advance.

Before Release - Load final copies

Release Day: If you're going to gift copies as part of a FB party, gift them THROUGH the vender (not via email). I recommend gifting 50-100 copies and tracking who you gift to, because this will be your "second wave" of reviews! Again, you cannot look at this as giving to people who would buy the book and losing the sale. Many people who stalk for book giveaways CAN'T AFFORD TO BUY BOOKS - *BUT* they will be your most loyal reviewers and supporters, and they will help you sell books to OTHER people. Trust me, give away 100 books and you can bet that in the end that'll be a thousand more sales you make in the long run.

Release Week: Newsletter trades with other authors

Newsletter and social media blast to your own audience

Promos running the first week of release. (Rec'd price point: \$0.99 - This is about VISIBILITY. Trust that you will sell through to other books. You may not want to do this for a book 2 or 3 in series but DEF do it for a book 1 in series)

Another thing I do is giveaways leading up to the release of authors whose books are similar to mine. this is a good way to grow your newsletter with the right kind of subscribers. Email them on your release day. They would have had exposure to the giveaway that has planted the seed that if they liked (famous author) they will like your book.

Also: have a mega giveaway that people can enter by joining your head talker or thunderclap campaign, sharing a FB ad about about book, retweeting about your book, etc. don't forget to use your affiliate link for everything!!

IF YOU ARE GOING FOR USA TODAY etc.

-Release on a Tuesday

- Book your promos for the first 4-5 days of release. Day 6 and 7 may not end up counting toward the lists, and even promos on day 5 are diminished by the fact that you don't get the carry over sales on the following days to

count. So day 1 is best, day 2 is second best, day 3 is still great, day 4 still helps a lot, and day 5 is the last day that your paid promos will really be a big help *in this regard*

THE KEY TO A SUCCESSFUL RELEASE is CONFIDENCE and FEARLESSNESS. You need to trust in yourself that:

- You have a great product
- That investing in your release is not a "risk"

If you feel it's a risk, you need to recheck if you have confidence in your product. Because if your product is truly good, you will make back your investment.

One of my releases I went all out and booked about 3,000 in promotions. I made \$5000+ month 1, \$3500 month 2, \$2000 month 3, 1000 month 4, and it dropped from there. But that's over \$10,000 on a \$3,000 investment. WORTH IT. Even after factoring in cover and editing services, I made a great ROI. And this was before I have a ton of newsletter subscribers. I had I think like 2,000 or less subscribers at the time.

I release books all the time that I don't go "all out for" HOWEVER, when you know a book is THAT GOOD, it's better to wait to release until you can afford to do it right than to release too early.

I think this covers all my secrets, but I have a headache and may come back to this and add if I think of anything else. I just wanted to get started with it for those who were waiting <3

I have done this for many books - not just my own, even other books by debut authors with no following. So I know it's not "just me" - this WILL Work for ANYONE who TRULY follows every step. If you say you know all this already or that you are already doing all of this and not seeing results, I may have to challenge you to ask how truthful you are being with yourself, because I am literally at 100% across DOZENS of authors in all sorts of genres with this method. Usually when an author isn't accomplishing results, they are either not applying all the advice or knew most of it, but not all. Trust me, these things work TOGETHER. It's not like if you do half these things you will get half the results. This is an all or nothing if you want to get assured results.

[redacted]- An FYI for everyone re: point #1--if you have previous books out with a decent number of positive reviews, you can book some promos before your new book is even up for pre-order. I've already booked BookGorilla and BookBarbarian for my upcoming release...[See More](#)

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[Scamilton](#) 1) newsletter trades: let them know what date you need them to share and when you will share them back. You can even make a sign up where they choose from 4 return share dates. Close the dates as they fill. This way your return share can be a couple weeks after they share for you.

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[Scamilton](#) 2) releases parties: Yep, rainy offers this service and she actually got the idea from me because she knows it's part of MY new release package. (This is how I know authors for sure make sales because at minimum they will get the sales for the copies I...[See More](#)

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[Scamilton](#) 3) **Any gifted copies: should be done in large batches for optimal results.** You also need to encourage them to actually accept the gift - which is why it's usually attached to another giveaway. Usually I would say optimal but attainable results are 100 ...[See More](#)

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[redacted] Oh, yeah, this definitely wouldn't be the only thing I do! It's just the one area I'm the least certain about, heh. :) But for gifting, I didn't think people from other countries can claim an ebook from [Amazon.com](#) if they have their Kindle account with...[See More](#)

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[Scamilton](#) you gift with [Amazon.com](#), they claim with [Amazon.co.uk](#), it counts as an [Amazon.com](#) sale :)

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[Scamilton](#) I would also say minimal giveaway would be 30-50 copies.

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[redacted] - Okay, cool! That's good to know. I might have just gotten it confused in my mind because my last series had a separate Canadian publisher, so I couldn't gift that on Amazon.com because there was a rights issue. (People in Canada could only get the Canadian version.)

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[Scamilton](#) So for example when I run a new release for a client who gets a triple blast, I will gift 100 copies. If they have a great PRODUCT my other efforts usually get them another 100-200 sales, depending on the readers mood. If they stack OTHER promos with t...[See More](#)

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[redacted] - [Scamilton](#) if you live outside the US and Canada - you can't gift ebooks to anyone. I have an [amazon.com](#) account but because I'm based in Australia we don't have the option come up and we can't set up an Amazon giveaway for ebooks only books & products :)

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[Scamilton](#) You'd then need someone in the US to gift them for you. If you had a Personal Assistant, they will usually do this at no additional charge. One of my PA isn't in the US but can gift them using an account I made her from inside the US. My other PA is in the US and gifts from her own account.

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[redacted] - Hey, Rebecca, is the gifted copies your super secret third segment that you referenced recently? (I'm super curious about what your super secret third segment is.)

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[Scamilton](#) Yep, that's it. :) It's the only way to get GUARANTEED traction.

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[redacted] - Aha! How many people claim it (as opposed to taking the dollar and running)? 90% 95%? 99.9%?

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[Scamilton](#) We run giveaways for those who post proof of claim and we ban people from the giveaway group (one could do this with their street team also) who don't claim the book. Over time, we've gotten to nearly 100% claim rate :)

[Like](#) · [Reply](#) · [23 hrs](#)



[redacted] - Excellent. That's very effective. About how high was your claim rate when you first started doing it? (Since any of us here will be starting from scratch, we'd be likely to start with whatever it was when you started.)

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[Scamilton Emily Sorensen](#) Probably 80% - But I'm happy to let anyone here use my PA to do them for you in my giveaway group.

[Like](#) · [Reply](#) · [22 hrs](#)

[redacted] - Oh, cool! That's nice of you!

[Like](#) · [Reply](#) · [22 hrs](#)

[redacted] - I know you don't recommend using our street team for things like reviews and lots of gift copies (or maybe I didn't hear you correctly), but it seems like a likely first place to go, doesn't it? I've noticed you gift ARC copies to your teams sometimes, right?

[Like](#) · [Reply](#) · [22 hrs](#)



[Scamilton](#) Yep - I try to avoid it, and when I do, I definitely don't give to EVERYONE in the team. My method is also to give preference to those who already preordered.

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[redacted] - Why do you recommend not using your street team for things like that?

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[Scamilton](#) Because you still want people to buy your book. If EVERYONE can get it for free, they won't buy.

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[redacted] Okay, so you focus on your street team for sales, and your giveaway team specifically for giveaways.

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[Scamilton](#) Yep - although a lot of my giveaway people are also in m street team, not all of my street team is in my giveaway group. Although I probably screwed that up recently :P I'm not perfect ;)

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[redacted] Where do you find the giveaway groups that are reliable? If this is a big help in boosting sales, I'd like to do more of it. What do your PAs charge to run a book-gifting giveaway?

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[Scamilton](#) I have one girl who I pay \$5-\$10 per giveaway to. But she's already run yours - it was one of the segments in your release package ;) Your best bet is to start building your OWN group. You can still have a PA run your giveaways for you in it, but this way you can "own" the group. That's a valuable tool long term. Use other groups while you build this up

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FINDING KEYWORDS

There are a few ways to find keywords. One is a tool I recommended in a previous week (Kindle Spy) and the other is through the manual method, which won't give you as much data but is still helpful :)

Go to the Amazon website.

Start to type in a keyword you think would work for your book. Let's say... Paranormal Romance for one of mine. If I type that in, several longer keywords will autocomplete. Pick one, such as "paranormal romance series for adults" - it's autocorrecting because it's a frequently searched keyword.

From there, look at the total number of results. What you want to find is one with a low number of results. The one I just checked doesn't fit the bill, but shifter romance series for adults has only about 12,000 in their results (which I consider a "medium" result and one I would use).

Using this method, compile a list of keywords. This helps your SEARCH visibility.

The second method is to use keywords recommended from Amazon to get added to ADDITIONAL categories.

<https://kdp.amazon.com/help?topicId=A200PDGPEIQX41>

Between method 1 and method 2, you should be able to create a strong keyword list to increase your visibility on Amazon

CRAFTING A BESTSELLING BOOK TITLE

For this, you will need a tool called "KindleSpy"

All you do is go to your genre's bestseller list and use the tool to get a word cloud. This will let you know which words in the top 100 are the most popular among titles. You can then take these words and combine them in new ways to make new titles :)

It's really THAT easy. And now, it's NOT for every book. This is perfect for those who are writing-to-market though

OKAY, it looks like I covered all the main things. SO, here is a CheckList Schedule. If you think I'm missing anything, let me know! It's not intentional and I'll update if I think of anything else.

Have on Hand

- 1) AMAZING Book Cover. (Not "good enough" - AMAZING)
- 2) Great story with fabulous editing

Load PreOrder (90 days before release if aiming for a Big Release)
Keywords + Categories + Cover + Blurb - All Important

Begin weekly or monthly newsletter building giveaways. Bonus if you were doing this before you even loaded the preorder.

Once live, request additional categories using the categories method

Immediately begin to book preorder and live ads. Some need to be booked way in advance. Some can't be booked until closer to the date. Take notes so you don't miss important dates.

Once categories are added, email your own newsletter.

After that, begin to make arrangements for a PreOrder Newsletter trade. Get as many authors as you can. Even if you have to pay people for a spot on their list.

Send out Arc Copies (60 days per release)

Begin arrangements for a Live Date Newsletter Trade. Get as many authors as you can. Even if you have to pay people for a spot on their list.

Load Print Edition (30 days before release) and email ARC readers the link to the print edition so they can review.

Launch Date: Share With Newsletter + Giveaways

Launch Date +4: Send to Un-opens

PreOrder Ads (if doing a preorder)

I am for 1 per week. Start with those that are hardest to book (like Fussy Librarian) on short notice.

BK Nights
Genre Pulse
Daily Free Books
Booktastik
Fussy Librarian
Book Smugglers
People Reads
GenrePulse paranormal romance

Release Week Ads (obviously these are my choices - some may not fit you or others may exist that do, but it should still give you an idea)

IDEAL:
Release Day: 40% of ads run (best ads + supporting ads)
Release Day +1: 30% of ads run (best ads + supporting ads)
Release Day +2: 20% of ads run (supporting ads)
Release Day +4: 10% of ads run (supporting ads)

Discount Book Man
Fussy Librarian
FK Books & Tips

Shameless Book Deals

Book Gorilla

I Love Vampires

My Romance Reads

OHFB

Book Barbarian

Bargain Booksy

GenrePulse fantasy

ebook Hunter

Digital Book Today

SweetFreeBooks

Pixie Scroll

Romance ebook Deals

ebooksoda

Riffle

Book Lover's Heaven

Choosy Bookworm

eBookLister

eBookHounds book of the day

BookHeats

BooksButterfly

ENT

Just Kindle Books

ReadFree.ly

ebook hound

Reading Deals

Awesome Gang

BookSends

Buck Books

bknights on fiverr