

CJ's Publishing Tips (Using Free Ebooks to Promote Your Work)

1. Write a money maker or two. Publish it in multiple formats. (I use CreateSpace.)
2. Write a series of short stories that promote the genre of your moneymaker. Or, use the first few chapters of your money maker as a promo*. Publish these "shorts" exclusively in Kindle Select so you may participate in giveaways.
3. Each giveaway should have a back page that advertises your money maker and references your series. Promote, promote, promote!
4. You may do giveaways for 5 days out of every 90 day period that each title is enrolled for. Make sure you use them all. An inventory of six short story freebies will allow you to do a different promotion every weekend of the year.
5. Write reviews for other authors in your chosen genre. Sign them with your own name and book promo, but don't overdo it. This uses other author's success to find you new readers.
6. Set up a way to interact with your readers. Be willing to answer questions, and listen to what your readers have to say. Mine always feel compelled to tell me their bear stories. I love it, and often learn from their experiences. I have an interactive website listed in my bear books, and my email address is posted in the copyright section of every publication.
7. Have fun. Follow your passion. Write it, and they will come. Promote it, and they will stay. Create a series, and they will multiply.

*Note: since Amazon allows potential buyers to download a sample of a Kindle book, be sure your giveaway of the first few chapters is longer than that, and that it ends with a hook.