

HOW TO EXPLODE SALES OF YOUR PUBLICATION FOR FREE



GUY SIVERSON

INTRODUCTION



WHO IS THIS REPORT FOR

If you have written something that you want to get out to the online marketplace or know someone that has then this book is for you. From eBooks to full-length features, from "how to" to personal experience, from non-fiction to fiction - if you're ready to dramatically grow your readership then the following concepts are more than worth your read.

CONSULTATIONS

I am available for consultations related to the details that follow. As a Digital Marketing Consultant, my focus is on helping my clients to generate the success they desire and deserve from online marketing efforts. Feel free to reach out to me, Guy Siverson, at **702-439-4766** if you would like to schedule a consultation. I also do workshops, seminars, webinars and other speaking engagements as the opportunities present themselves.

GRAPHICS

Why does this report lack pictorial examples of what will be discussed?

Simply because you can see everything that will be revealed for yourself live on [ViralTNTeam's website](#).

Here are two projects to reference...

1. [How To Explode Sales of Your Publication for Free](#)
2. [The Man I Never Knew But Loved](#)

DISCLAIMER

While this report is going to open up ideas that I specifically use to secure massive sales with my publications, it is not a guarantee that this process will work in all situations. However, if you follow my game plan the chances of increasing your possibilities of sales with your publication will be greatly enhanced.

HOW THIS REPORT CAME TO BE

Back in 2013 I wrote [The Man I Never Knew But Loved](#). It was based on a true story that involved 2 Online Marketers (my wife and I) being thrust into the world of Alzheimer's care for 2 people that we had never met previously. The idea back then was to generate sales for the book

while encouraging those going through similar situations that there really is hope in the midst of the storm.

As life would have it I had very little time to devote to the project after the book was written. This meant that any serious initiative toward SEO (search engine optimization) or social media marketing was out of the question. To make matters worse, the limited funds that we had left us with no real ability to pursue the PPC (pay per click) pathway. Hence the book and its associated work were pushed aside for other projects that came with a paycheck.

Recently, a friend asked me to write an article:

Inbound Marketing for Publishers

As I created the content for this blog post it got me thinking about my book from yesteryear which would still be relevant today or perhaps even more so. My friend Chuck was also using many of the principles identified to actively generate serious sales of books he was bringing to the marketplace. I decided that it would be worth a shot with my own book and devised a plan for launch.

Fortunately, I reached out to Chuck before implementing my strategy as it would not have worked. After Chuck and I had a lengthy conversation I knew that I had a firm strategy in place for moving forward with success. It is this strategy which I am now presenting to you in-order for you to replicate within your own project.

FREE VS PAID

While I will bring an entire process forward that can be done with absolutely zero cost involved, there are certain points where your entire experience will be strengthened with very little cost. I will identify these points within the report but keep in mind that implementing the paid portions of what I bring forward is not necessary but rather recommended.

Even if you choose to follow the entire paid process, I believe it can be done for far less than \$100 out of pocket.

FINAL NOTE

This report assumes that you have already written your publication and are wanting to bring it to market. I will not be delving into the areas of spelling or grammar but focusing fully on creating a marketing strategy that will have the potential of generating massive sales from the Web if you correctly implement the steps within.

CHAPTER 1: CHOOSING YOUR BASE: WordPress

Before you can generate even one sale you need to have a place where people can find your products. At this point, many people opt into such platforms as [Amazon](#) & [Barn's & Knowble](#) where they set up their account, list their book and hope for the best. While there certainly is merit in this approach I believe there are also a couple of disadvantages.



1. You can easily reach a much broader audience by following what I'm about to present.
2. There is a certain satisfaction that comes from being proactively involved in generating your own success.
3. What I'm about to share with you really doesn't take a great deal of time to implement once everything is in place.

On that note, WordPress has 2 platforms.

1. **.COM** (FREE APPROACH)
2. **.ORG** (PAID APPROACH)

Here is the first area where I would recommend following the paid process but it is not necessary. WordPress.ORG offers a lot more functionality than WordPress.COM. However, to use its platform you need to purchase hosting from a platform like [GoDaddy](#) or [Host Gator](#) as well as a domain that would be associated with your project. There is a bit more work involved with getting the .org platform going but in the long run, it is more than worth it.

If you have the funds to [outsource a Developer](#) then you could have the entire .org platform put together for you and be good to go with the next step in marketing your publication.

While taking a deep dive into everything shared above is out of scope with this report, you can easily avoid all of the expense and work simply by opting into the .com WordPress platform instead. Whichever path you choose, simply go through the setup process and you will be ready to take the next step toward success in generating massive sales with your publication.

CHAPTER 2: BUILDING YOUR PLAN: Content



Now that your base of operations is in place it is time to add your content. While this may seem like a no-brainer there is a philosophy that needs to be shared at this point which will make all the difference in your end game results.

I've seen some people share a chapter or two while requiring a purchase for the rest of their work. At first glance, it does seem to make sense. Wet the reader's

appetite enough that they will want to purchase the rest of what you have. After all, why would you want to give everything away for free?

Here's why.

Momentum.

Yes, you did just read that right. I recommend giving your entire work away absolutely free just like I am doing with this report. But within that concept, it is important to do so in a very strategic way.

First, you want to break your project into bite-sized chunks like I am doing with this report. For me, the most logical breaking points are based on chapters. You may find another way. The important part is to have each section be its own post.

Once all the chapters are posted as a draft.

That is very important.

POSTED AS A DRAFT

That means they are not live.

You are then ready to serve each section according to a delayed time frame. For me, it is often every day or two but how much of a delay you have is up to you. I don't recommend having such a significant delay that your audience loses interest in your project.

As new pages become available, I do recommend building in a navigation process both forwards and backward so that people are able to read your entire work right there on your Website without it costing them a single dime.

Why would I do that?

There are several reasons really.

First, as you follow the rest of the plan that I will be unfolding you will find that it causes a viewer frenzy from people that are truly interested in what you are sharing.

Second, as your audience becomes more excited with what you are doing the corresponding time on site for your project will increase as the bounce rate dramatically decreases. While delving deep into what these are is beyond the scope of this report, it is enough to say that these are two factors which Google absolutely loves to see take place and will reward you nicely with high-ranking organic search placements as a result.

Third, as you follow Chapter 3's advice you will find that giving your work away absolutely free actually generates sales. Once people see how seriously you are willing to stand behind your

work they will be more inclined to want to participate in the process by buying a copy of your book. Besides, be it records, tapes or books, do you really think that just because you don't give your work away for free people aren't able to get it without paying a dime. This happens all the time. Beat the crooks at their own game by being the one to give your work away and reap the benefits in the process.

Chapter 3: Branding - Banners & Images



Now that you have your content in place it is time to make everything shine by adding key targeted graphics of interest to your project.

On your Website, that starts with the header that you use. Whatever header you opt into making sure that it remains consistent throughout all your social media properties.

The more cohesive your entire package looks the stronger positive impression you will have on your corresponding audience when they pay you a visit.

You can take the graphic part on as a DIY project thus remaining true to everything being 100% free. However, for a very nominal charge why not have someone take care of this for you?

This is where I personally turn to Fiverr.

Fiverr is a site where people will perform work for you at a very nominal rate which often starts at \$5. While you need to be careful as to who you secure for your work and what type of work you opt into within their site, I've found an absolutely fantastic graphics guy.

[Netart](#)

He will take care of your graphics needs with professional style. He did for me with this work and other projects that I have handed him. Not only is he friendly and timely but his quality is top notch too.

NOTE: I've linked to each of my ViralTNTTeam properties so that you can see what they look like.

- * [Twitter](#)
- * [Instagram](#)
- * [Facebook](#)
- * LinkedIn: www.linkedin.com/in/guysiverson (This link kept showing as broken when I attempted to encode in.)
- * [Google](#)
- * [YouTube](#)
- * [Pinterest](#)

[Netart](#) from Fiverr does amazing work on all the above social media properties. If you need something adjusted just say the word and he will be pleased to get it taken care of as quickly as possible which is typically in less than 24 hours.

Beyond the header graphics for your Website, I recommend selecting an image for each page of your content from a site like Pixabay unless you have already included graphics with your work. Not only would I have those images on the page itself, but I would also make sure to include them as featured images if the option is available to do so.

Another highly recommended graphic to create would be a book cover for your project. Not only does this enhance the buying experience of the person securing your work but it also works very nicely as part of your advertising.

I'm not sure if [Netart](#) does digital book covers. I'd check with him to see if this is something that he can provide. If not, there are those out on Fiverr who can.

Once your graphics are all in place it is time to move to the next step of your project and its corresponding success on the Web.-

CHAPTER 4: BUILDING MOMENTUM: eNews & Promos



I almost didn't include this section in my own project. It would have been a mistake. I've often heard that the money is in the list. Even today, it remains true.

The problem is that resources like [Aweber](#) and [Constant Contact](#) cost money. That wouldn't be bad if you were already making money but if that is not the case then it just creates an extra expense that should be avoided. This is the very reason that I have rallied around my social media followers to define my list.

It has worked for me, but having my own email list would be even better.

That's when I thought about [MailChimp](#). While this eMail service may not be as robust as the paid options it does allow you the ability to build a list of subscribers of up to 2000 in total before you have to pay anything.

It's also not too complicated to setup as long as you remember to create a list and then your campaign. Another stumbling block that I had was finding where the forms are for me to be able to embed into my site. For the record, they are under the list area within their system.

Once you have your code ready to go I recommend having it in at least 2 places on your site. On a .ORG site that would be in the side panel and at the bottom of each chapter as it is released. In this way, you really capture the eye of your audience.

I would also recommend building a "**Coming Up**" chapter section around the entire subscription process like I do in all of my works that I release. This can be created to fit exactly what works for you and your project.

HOT TIP: Be sure to test everything so that there is no missing code. I had trouble with getting the form to open correctly because I missed some coding that needed to be included. Once in place, everything worked perfectly.

On my projects, you will notice 2 other promo concepts that I am using.

1. **Facebook Share:** When you include this your audience will be able to share your work on their profile thus increasing the spread of news for your work being released.

2. **Click to Tweet:** This allows people to share your posts on Twitter. To my knowledge this only works with WordPress.ORG projects which is another reason I highly encourage stepping up to the paid platform. However, if money is really that tight then skip this and stay with the .COM version instead.

You are now officially done with building your site and it is time to move toward sharing content on social media channels. Done right, the following is where your momentum really gets going.

CHAPTER 5: SOCIAL MEDIA #1: Twitter



I know, you expected to see Facebook referred to first. Unfortunately, I don't have the same love affair with FB that others seem to rave about. For me, the gold is in Twitter.

Why?

Hashtags.

HOT TIP: [Hashtagify](#) is a free tool that I personally love using.

These allow you to place your 140 character tweets in front of the right people at the right time so that they find them. It's like handing someone an easter egg so they don't need to go find it.

Sweet.

However, I highly recommend taking time to optimize your profile before you start sending out tweets. This includes:

1. Branding your images correctly. You should already be done with the banner but your profile image also needs attention. In most cases, I recommend using a nice photo of yourself but

branding with logos is also possible. The disadvantage of that is that people really do like to see who they will be working with and logos hide that information.

2. Also taking time to correctly write a bio for your Twitter account is important. Do use keywords. Don't use fluff words or hashtags. Do include at least 1 link to your Website. Don't be overly promotional but informative. Writing a bio in less than 161 characters can be challenging but not doing it can be deadly to your entire campaign.

3. I also recommend adding your geo-targeted information as well as your Website link where it is requested. The more you can let people know how to get to where you are located at the greater the possibility that they will follow your lead and do so.

There are actually many important things to keep in mind when tweeting. Perhaps the most important bit of advice is to make sure your process follows the 70/30 rule as much as possible.

70% of your tweets should be informative to your niche.
30% of your tweets should be promotional in orientation.

Breaking the above concept can lead your audience not to know, love and trust you but instead practice avoidance.

Using images and videos in your tweets would also be highly recommended. Just be sure that you have an actual license to do so.

One last point of import about Twitter before we move to Facebook is that with this social media platform you are able to send the same tweet out more than once to your network. Just don't do it.

Well, not exactly.

Here's what I recommend.

You have a new page for your chapter that you just released. Create 3 to 5 tweets that somehow relate to that page. Find different pictures for each tweet. Send them out at sporadic intervals throughout the entire day. Given that the titles and images are different, people will not expect the links to be the same and as a result, they will be more likely to visit the link thus increasing the corresponding amount of traffic flow that you receive.

CHAPTER 6: SOCIAL MEDIA #2: Facebook



The next social media platform that I would like to speak about would be Facebook. This does not mean that other platforms aren't better. Especially, when talking about such entities as InstaGram, but the popularity of this platform causes it to be presented separately and on its own.

When people think about Facebook they typically think of their profile but when building a business network I recommend moving toward the fan page concept. After getting your fan page branded like you did with Twitter it is time to update your about information.

Facebook allows you the ability to put more information into your profile than the limitations that Twitter imposes. I recommend looking through the various details and answering everything as thoroughly and correctly as possible.

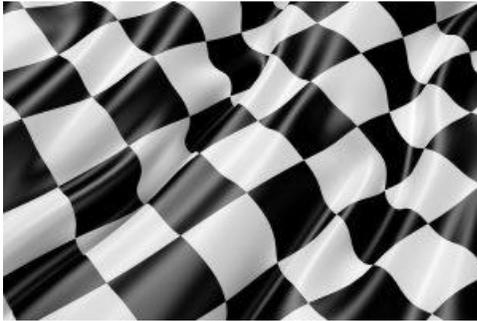
Another difference between Twitter and Facebook is in how many posts you send out per page. While Twitter has no problem with multiple tweets throughout the day Facebook needs to be limited to one post for every page.

There are a variety of free ways you can use to promote your business fan page including telling your friends about your project and asking them to share the link on their profile. While this will work, unless you are a major celebrity you might find the results less than promising.

I believe one of the best ways to build momentum with your Facebook fan page is to use boosted posts. This is a paid concept that Facebook has for people to drive niche targeted traffic to their projects. Using just \$10 per post you can seriously increase the exposure that you have to the audience you are wanting to get in front of.

Perhaps one of the biggest differences between Twitter and Facebook is Facebook's inclusion of groups. These are areas within the social media platform where you can join like-minded people as you build a working relationship with other members of the group. Please note that all groups have their own set of rules. Follow them in order to stay on the positive side of group moderators. Ignore them and in many cases, you will find yourself disconnected from the group.

CHAPTER 7: Concluding Thoughts



Beyond the 2 social networks mentioned above, there are other platforms to consider using. Some of the top ones to consider would be.

- LinkedIn: Business Network
- Pinterest: For Graphics
- Instagram
- Google
- YouTube: For Videos

These are just some of the more well-known options. I recommend using as many as possible without overburdening yourself. If you can only find time for 1 or 2 social networks work them like a pro instead of diversifying your energies between 10 networks and handling none of them with great success.

The more social network channels that you use expertly the greater the possibility that you will create a steady flow of traffic to your publication.

If I only had time to engage with one social network it would be Twitter while ensuring that the usage of hashtags is incorporated into the entire process.

Once you have the foundation in place and you start to work your system like clockwork you will find the corresponding result of more and more visitors checking out your site. Done right this will increase eNews signups, on-page activity and ultimately sales of your book and perhaps other related products that are available for your visitors to find.

With my own project, I will be building a network of invaluable resources for my viewers to enjoy while giving them the ability to purchase the reports if they like. It is more important to me that I build incredible value in the eyes of the viewer than making a one-time sale opportunity take place.