**The Top 10 Best Indie Book Launch Strategies**

*The following list are the most important things you can do to launch your book and give it a great start in the world.*

1. **Get a great Quality / Genre appropriate book cover.**

Unfortunately, books ARE judged by their cover. If your book cover isn’t great or doesn’t match your genre the correct audience are not going to click on it. Simple. Book sales start with the cover. If your cover isn’t great, how can you expect your sales to be?

**How?**

The easiest way is to browse your genre and look at the top sellers. What sort of common things are on the covers? You don’t want to break the mould. Your cover should “fit in” to the genre but also standout as attractive. Yes, that’s easy to say. But usually, it’s just a case of having a similar theme on the cover as other books in the genre and ensuring the typeface of the title “pops” like white text on a dark background. Another important thing is ALWAYS ensuring your cover looks good as a thumbnail and can be read easily. Because remember most buyers will be seeing it as a thumbnail first.

A great, easy, and free way to create book covers would be using [**Canva**](http://www.canva.com)

If you’re not the designer type, then you can get great covers designed from awesome freelancers on [**Fiverr**](https://go.fiverr.com/visit/?bta=317601&brand=fiverrcpa)

1. **Do proper Keyword Research to add into your books Metadata**

When you upload your book to Amazon you can add seven keyword phrases to make your book more discoverable on Amazon. Do not allow this opportunity to pass by just taking a guess at this. Putting in keywords that are **typed regularly** into the Amazon but have **low competition** is the key to getting your book in front of thousands of potential buyers.

**How?**

There is a fantastic guide on how to choose Keywords[**HERE**](https://mcqueeney--rocket.thrivecart.com/publisher-rocket/5dc307fc21cda/) go check it out.

1. **Do a great book description**

If your book cover is your shop window, then your book description is your salesman. This little bit of text is crucial in converting a browser into a buyer. There are four elements you need in any great book description.

* A Hook – a one sentence line to grab someone’s attention.
* A Blurb – a brief summary of what the book is about
* A call to action – convincing the browser to press the buy button
* Making the book description about how it will make the reader feel rather than simply what’s inside.

The last point is a hard one to explain. However, put plainly you need to add emotion, desires, solutions to problems etc into your book description which will speak to people on their subconscious level. When you buy a book what is it in the book description that made you buy it?

A brilliant tool to make your book description look amazing would be the [**Book Description Generator**](https://mcqueeney--rocket.thrivecart.com/publisher-rocket/5da9eaeda2e47/) which is free.

1. **Advanced Reader Copy (ARC) Strategy**

Plainly, this is giving away advanced copies of the book for free to readers in exchange for a review on the books release day.

Why are reviews important? The more reviews you have the higher your book will rank for certain Keywords. Therefore, the more reviews you can get the more change your book will have of being seen by a potential new reader.

**How?**

The easiest way to get ARC reviewers is by using socials and making use of hashtags. You can also browse fb groups etc. You can even find ARC reviewers on goodreads forums and Kboards. The important thing here is to keep track of who you have given a copy to and then follow it up once your book is launched to ensure they post their review. In my experience for every 10 ARC’s I send out I might get 1 review.

1. **Build a Team**

If you haven’t heard of Street Teams, this is the concept of essentially getting online fans in one place to help you promote your books for exclusive access to you and any freebies you might want to send their way. If you’re just starting off and don’t have any fans yet that’s fine. Simply gather your team from other writers that you can find on socials.

**How?**

Decide what sort of team you are going to develop fans or friends and then deicide here you will gather them. This could be a forum, a discord server or even a fb group. The key is making it easy to join and for them helping you promote your posts / books / content you will help them too or converse with them regularly. This tactic is an extremely powerful way to get lots of marketing engagement for free.

1. **Make a book trailer / Use promotional services from freelancers**

Creating Video content to promote your book always works very well. Especially around book launch time. Creating a book trailer can also sit proudly on your Amazon’s book page and can sometimes be the tipping point someone needs to buy the book over someone else’s.

Buying some promotion services from freelancers can also be very powerful if you use the right ones. Make sure to check out any freelancers reviews before buying any of their services.

How?

The absolute best place to go for free lancer services is [**Fiverr**](https://go.fiverr.com/visit/?bta=317601&brand=fiverrcpa)

1. **Amazon Marketing Services (AMS)**

For anyone who doesn’t know this is running Ads on Amazon. Running ads on Amazon does work. It puts your book in front of relevant browsers and using it can get you thousands of sales. However, this is at cost per click basis. The topic is large and there is lots to learn. Luckily there is a FREE Amazon Ads course you can do to learn all about it [**HERE**](https://mcqueeney--rocket.thrivecart.com/publisher-rocket/5da9eae7a2e46/)

1. **Soft Launch**

A “Soft Launch” is something I came up with to coin a strategy I now always do. You publish your book around 3 days before you are advertising it publicly. You buy a copy of your book yourself, then next day you share the details to your close-knit circle. Then on the third day share it to your team. Then on the fourth day to the world.

Why? This creates sales that trend up not down. As you drip feed in a progressively larger audience you are teaching Amazon that your book is escalating and is growing in popularity. Whereas doing all this on book launch day would give you one massive spike that you couldn’t maintain. By the public launch date your book already is showing good growth and Amazon will start promoting the book itself for you for free adding your book to the hot new release lists.

1. **Link Books / Universal Book Links**

If this is your first book launch, then you will need to create a Universal book link. This link will mean that anyone who clicks it in the world it will take them to their most relevant Amazon store. The last thing you want is to direct people to the wrong Amazon store which means they would then have to do a manual search for your book. Additionally, 1 link means you can use that 1 link in all promo, rather than lots.

To get your book a universal book link for free use [**Book linker**](https://www.booklinker.net/).

If you have a few books in a series or standalone. Make sure to update the backmatter of each of those books with the universal book link to the new book you are launching to encourage read through of a reader. Someone who has just enjoyed one of your books is much more likely to buy another one of your books if the link is present at the back of the one, they have just finished.

1. **Pricing Strategy**

Simply put, if you are a new author with no audience, no way of people knowing if you are good enough for them to invest their time and money in. Then why would you put a hefty price tag on your work? Answer is you wouldn’t. A lot of new authors make the mistake of pricing themselves out of the market. The lower your price the more chance you will get of a sale. Especially if you are new. Sometimes its better to take a hit on your first book so that later on you can sell your other books for more.