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Categories Create Best Sellers: Making Author Publicity An Open Book (Volume 1)



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Synopsis

With the exception of 5 days,Ã Â anÃ Â IMMEDIATE KINDLE BESTSELLER in multiple categoriesÃ Â the first 36 weeks of publication!Ã Â How do so many authors get a bestseller?Ã Â created an ingenious marketing engine that drills your book throughÃ Â several layers of free and automated and Kindle book promotion. EachÃ Â layer is completely unique, and each layer reaches millions of readers everyÃ Â minute of every day, YOUR target market. Book categories can propel your bookÃ Â into a publicity campaign like you've never dreamed of, courtesy (and cost) ofÃ Â .com. has wisely structured their site for auto book promotion, promotion andÃ Â more promotion applied to each book without bias, whether you are IndieÃ Â publishing or traditional. But few authors are aware of the tendrils ofÃ Â opportunity extending from your sales page to your target audience. And thoseÃ Â lead to more and those lead to more and... Until has created anotherÃ Â print and Kindle best seller.Even lesser known is that your automated personal publicity engineÃ Â starts with and build upon categories. Mess up your categories and you'll neverÃ Â rank in mostÃ Â of 's lists, including bestsellers.This eBook is the most comprehensive help you'll find inÃ Â using the simple but vital techniques offered through 's categoryÃ Â choices, leading your book to not only become a category bestseller but alsoÃ Â make it into many of the other 's top-100 lists, and promotional directÃ Â email marketing. If you're looking for free author publicity and book promotion is the place to be.Ã Â A fellow author's probe into the machinations of 's mega book publicityÃ Â engine, the book attempts to understand their multi-leveled promotional coreÃ Â with no legal lingo, no geek speak."Ã Â Vikram Narayan, CEO of BookBuzzr.com, says of the book: "This bookÃ Â is a little jewel. Aggie Villanueva changes your perspective of fromÃ Â that of an online book store to that of an author publicity machine. This littleÃ Â book is essential reading for authors ... even those who hate !"Ken Korczak, Reviewer, says of the book:Ã Â "I've been inÃ Â the kindle ebook publishing game for a number of years now, have learned a lot.Ã Â I also already had a basic understanding about categories - butÃ Â Villanueva has obviously been combing through s methods and policies -Ã Â analyzing everything in critical detail, and what she has discovered isÃ Â significant and important."

Book Information

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Customer Reviews

Reviewed by Fiona I. for Readers Favorite. 5 Stars. "Aggie Villanueva demystifies the giant in the sky called . She suggests that simply by tapping into seemingly insignificant areas such as categories, an incredible marketing machine starts working. Also a treasure trove of hidden extras. An essential guide.' Highly recommended."Midwest Book Review.Ã Â An enormously helpful and practical guide for aspiring authors and novice publishers alike. Packed with info on how 's search engine operates and how to take advantage of its category-based structure...also provides insight into strategies and controversies, as well as the multi-leveled promotional core.

It pains me to report I've read bestselling books that teach such erroneous tactics for promoting yourself on that, if followed, will result in your (and the teacher's) book being deleted from 's bookstore if you are caught. Ã Â That's part of the reason I wrote " Categories Create Best Sellers." This book concentrates on the vital part categories play in the free and automated promotion offers, but also covers otherÃ Â componentsÃ Â of the publicity engine such as reviews. Ã Â Unfortunately there are thousands and thousands of innocent reviews deleted by , possibly an overreaction to the vast illegitimate use of reviews.Ã Â But on the other side of the coin, so many authors are violating 's plainly written rules, and writing book that teach other authors to do so, that if/when their 'bots catch you, the punishment can be banishment.Ã Â Ã Â I have read books sold on that actually teach writers to violate the most strenuously enforced rules. And then when those writers get that dreaded email from , they are as shocked and angry. Ã Â These violations are more prevalent than you'd think, whether through ignorance of "the law" orÃ Â purposefulÃ Â deception. This is why I devoted part of this book to teaching what the review guidelines really say.Make your own private publicistÃ Â legitimatelyÃ Â to reap their vast promotional benefitsÃ Â and none of their penalties. (read more details

here:Ã Â promotionalacarteblog.com/2012/07/teaching-authors-violate-s-reviews-guidelines/)

Ok I am a sentimental softie. Aggie has a lot of videos in this "book" and the first one is a film strip of her life starting with her as a toddler sans clothing talking on a telephone that only people born in the forties remember.Aggie is a really nice person.And then the writing starts and then more videos, one of an animation of her friend doing a clever little dance and song about the frustrations of being an author.And then more writing about , the good and the bad.Finally starting with Chapter 11 Aggie finally gets to the point. The point is that categories are important and getting into the top 100 of any category makes you a "category best selling author" and the robots will like you much better and this should boost your sales and exposure.In Chapter 11 Aggie shows you where to find the categories, how to select them for best placement and how to read them from your sales data. does not tell you this so in this regard I believe Aggie's information is important.I have spent all day today reading four E-books on publishing and I am a little burnt out and ornery and do not want my time wasted.I really feel that the relevant information in this book could have been covered in a three page article.I really agree with much of what is said in the long one star review of this "book".However I am still going to give Aggie four stars because she is sweet and for any author this information is important and is certainly worth the price of the book. But IMHO you could skip the filler and save yourself some time and start reading at Chapter 11. Nevertheless thanks Aggie for the information in chapter 11.

i bought this book some months ago. Unfortunately, apparently something happend to Aggie, (the author) beacuse it is seriously out dated and none of about 30 links, which held such great promise, work, at this point. Don't waste you money. Let's hope that somjething good happened to Aggie, like she fell in love and moved to to Paris, and that is the reason she abandoned the book. It is in a much needed genera. .Too bad, so sad. I hope her sales are now going to a good cause.

Most writers dream about a best seller. They don't have a clue as to how to do that. This book does that and more.First of all she helps uncover some secrets that have to be dug out and are not obvious.She also has a marketing business that will sell you promotional services on a budget and only what you need, wantand are willing to pay for. I have read many books on promoting my soon to be published book, but Angie's bookis AN ABSOLUTE MUST READ. It is the best $2.99 I have ever spent.To ignore this book or not purchase it could cost you thousands of dollars. Buy it, it is definitely worth it.John Wilder, marriage, relationship and sexual coach. Author of the blog

marriagecoach1.com with over a 100,000 pageviews. Resident expert on the sites [...] and [...] and author of the soonto be published book on Kindle entitled: Sex Education For Adults, Secrets To Amazing Sex and Happily Ever After Too

is demanding that I provide a review. The book arrived as I was headed to Haiti on a construction project and I have only made it to page 10. Based on having read so little, I cannot give a reasonable rating to this book.

Aggie pulls back the curtain and shows you how intelligence use of the correct categories can help promote your book! If you're an author, or a publisher, this is a very good read.

This is a fascinating book with insights to as more than a bookstore. Every author can benefit from the insights and wisdom provided in this highly informative book! There is more to a book listing than simply uploading, and Aggie Villanueva helps us navigate the various aspects that help us bring books to readers.This is a book to read, keep, and re-read. It is one for your permanent library!

Based on the title of this book, I bought it with the expectation that it would give me an actual strategy on *how* to choose the categories I list my book in.Rather, what I got is a short booklet (it can easily be read in one sitting) about the *importance* of 's categories.But I already recognize their importance. Now tell me *how* to take advantage of that importance. Instead, the book dedicates just a couple of pages on how to choose your category, and this is the sum of the strategy: 1) Pay attention in choosing your category, instead of not paying attention (duh!). 2) Pick a small, narrow category, instead of a big, general one (duh!).I already knew that going in, as would anyone that put any thought into it whatsoever. If you pay no attention when choosing your category, of course you're unlikely to top your category. If you choose a category with 50,000 competitors, of course you're less likely to top your category than if you choose a category with 100 competitors.If you know absolutely nothing about categories, then this book is a good start, hence the 2nd star I gave the book. If you already have some idea about categories and are looking for a strategy to allow you to dominate, then this book doesn't have what you're looking for. If you've read this review, you've already gotten what you would've gotten from the book. Save your time and money.

I didn't find the book particularly well-written. Still, I did benefit from the basic idea that it is essential

to choose your book's categories wisely. My latest book, "Relocating: How to Find the Best City to Call Home", achieved #1 status in one of its categories. The author helps you understand the importance of researching potential categories and choosing the correct ones.

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