

# Creating Book Sales and Momentum for Cozy Mysteries

## 5 Ways to Jumpstart Your Book Sales

Stating the obvious, there are thousands of fiction writers...and thousands of cozy mystery writers...all vying for book sales, name recognition, and making a good to great living at "loving what you do and doing what you love."

Chances are you want more books sales. Hey, let's face it, we all do!

Here are some suggestions that can help you jumpstart your book sales...regardless of when your book was published.

### How do I know?

Because I had a book, my first book in the Parker Bell Humorous Cozy Mysteries with a Florida Twist series, I thought had hit the graveyard and died...several times. I died everything suggested to me. I paid for book coaching. Nothing seemed to be working and, I'll admit it, I had pretty much given up hope on it. I mean I wrote the darn thing back in 2014 and everything I had always heard was any book over a couple of years old was probably dead.

The "experts" were wrong.

*A Dose of Nice* in the past two months has been downloaded over 38,000 times in 32 days and was ranked number one in three different categories AND stayed the top downloaded ebook in Humorous Literary Fiction for two weeks and stayed in the top five in categories General Humorous Fiction and Cozy Culinary Mystery. Oh, yeah, it stayed in the top 500 Kindle ebooks for over two weeks.

Am I bragging? Yes, a little bit but, more importantly, I believe **you** can have outrageous results with **your** books.

Here are my top five suggestions on jumpstarting your book sales.

## **1. Use Your Book Cover As Your Profile Photo on Facebook.**

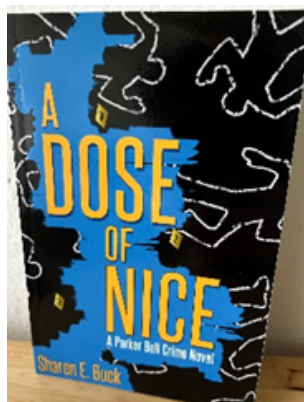
- It's free advertising – hey, why not promote your book for free on your page?
- It's a great way to see how your book cover really looks, i.e., will it pull readers/buyers
- You can also post as your Facebook banner header. Again, free advertising.
- Be sure to put your website address on there also. You'd be amazed at how many people will go to your website to see what other books you have available.
- Keeps your book in front of your friends, family, and potential readers – free advertising
- Friends, particularly non-creative ones, are interested in your books and what you're doing
- People are totally enthralled by the creative process. Let them live vicariously through you as you are creating your book.
- Can act as motivation for you on your next book
- A source of pride on your books for yourself

## 2. Tease, Tease, Tease Your Followers Once A Week On Whatever New Book You're Writing

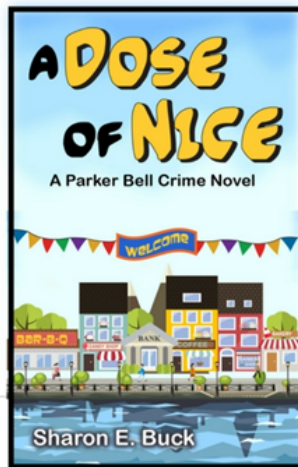
- Show the angst you're going through as you write your book
- Show funny pictures of you struggling writing or how you're getting new ideas or...you get the idea
- Engage your followers by asking questions. Example: (groan) My main character Jacquie is not cooperating. Is this a teenager coming to life in my book's main character? Aarrgghh!
- I swear it's a conspiracy! How you ever had one of those days where nothing is working? I have to go to Chick-Fil-A for a frosted coffee for inspiration.

## 3. Have a book cover that grabs your reader's attention

- Trust me when I tell you I've made some mistakes on my book covers. Some I'm still working on changing and updating.
- My very first book cover was a raging disaster. I think I sold only about 5 in the first couple of months. I was extremely disappointed.
- What was wrong with it? Take a look and tell me if this looks like a cozy to you.



· Version 2 several years later didn't do much better. Periodically, I'd have enough book sales to afford a Starbucks Latte. Yeah, that didn't make my heart go piddy-pat either. I was seriously wondering what it was going to take to get my sales to increase. See anything wrong with this cover? It's better but no cigar. Hint: Cozy Mystery or a Crime Novel on the cover? Humm.



· Version 3 – yep, you guessed it. I was bent and determined this book was going to sell. I actually created this cover myself...and I was very pleased because my sales did increase. I changed all of my books at this point to include the flamingo. I could get a couple of frosted coffees at Chick-Fil-A now.



- Yet, I knew I needed a better book cover. After **MONTHS** of trying to find a cover designer who “GOT” my vision, understood cozy mystery designs, could turn the artwork around quickly AND was in my price range, I finally found someone. And, yes, I’ve included his name and contact information in the Resources page.

- This is the cover that had the 38,000 downloads in 32 days and shot it up in the Amazon rankings caused my other books to increase in book sales.

- Oh, did I mention this book was originally published in 2014 and had dismal results until I found a book cover that worked?



- Why am I sharing all of this information with you? So **YOU** won't give up on your books. You may have to experiment like crazy until you find something that works. You can do it. Don't give up!

#### 4. Offer one of your books, usually the first in a series, as a freebie on Kindle Unlimited.

- My brain screamed!
- I felt like I was choking!
- What was I thinking?!
- Had I lost my ever-loving mind?
- There was ***absolutely nothing*** that made me want to do this
- **BUT**, I thought I'd try it for just one month. After all, I could always change back it to a paid book.
- Here's what happened – 10,000 books were downloaded in the first week! I was over the moon because ALL of my other books were selling.
- Think about it, you make a paltry \$.004 (estimated) per page turned. That's approximately \$.75 per book.
- On a \$.99 book, you make \$.35 royalty.
- Now, ask yourself which way do you make more money? Like, duh, it's the freebie on Kindle Unlimited.
- And, that's the reason why I have *A Dose of Nice* as a perma-free on KU. All of my other books are at my regular price of \$3.99.
- You are also creating an instant following by having a link in your book back to your website where you can have people sign up for your newsletter.

## 5. Create A Book Description To Die For

- Hook, Intrigue, Conflict, Stakes – Show, not tell, the reader what they can expect in your book
- Your premise is what happens without a rundown of the plot
- Engage your senses – touch, feel, smell, taste, hearing
- What the reader really wants to know is how your book is going to make them feel
- Look at some of your favorite authors descriptions, learn, and model your descriptions after them.
- This is the number one thing most authors pay the least attention to and yet is one of the most important.
- Spend the time crafting a great book description.
- Put a CTA – Call to Action – in your book description. Example: Get your copy of \_\_\_ today!

## BONUS

## 6. The Money Is In The List

- It's a cliché but it's true. The easiest way to increase your sales is to have an email list that you are constantly and consistently working on growing.

- Your readers are fans...and fans buy your books which, in turn, puts mo' money in yo' pocket.
- Send it out 1-2 times a month.
- I've advertised on some very expensive sites with dismal results and the single most effective source of growing your email list I've found is **AuthorsXP.com**. There's a discount coupon code on the Resources page.
- I've had incredible success with over 1,600 new subscribers at one time and the minimum I've ever had was 550.
- Again, all of this has resulted in new fans and new book sales. Boo yah!
- You can partner up with another author to promote each other's books.
- I'll be honest and say I haven't had a whole lot of success doing this but I do know several authors who have had great luck with it.
- You can also partner up with a business who may want to help promote his/her business by using your book as a giveaway.
- I have done this and it worked out well.
- Did you know if you capitalize the first letter in each word in the subject heading that you'll get more opens?
- Adding an emoji at the beginning and end of your subject heading will also increase your newsletter opens.
- **ALWAYS, ALWAYS, ALWAYS** have a CTA – Call to Action, in your newsletter. You **WANT** your readers to buy your books.
- People always ask which email company I use and it's MailerLite.com.



## RESOURCES

**AuthorsXP.com** - one-time **20% discount code** for any services. Use the code **inkers** - no expiration date. Any questions, email [amy@authorsxp.com](mailto:amy@authorsxp.com) and feel free to use my name. This is the **BEST** service I've ever used on getting new subscribers and readers.

**Book Cover Designer** - Steven Novak, [novakillustration@gmail.com](mailto:novakillustration@gmail.com). Quick turnaround, easy to work with, and very reasonably priced. Feel free to use my name and Inkers Con.

**MailerLite.com** - This is who I use for my email newsletter service. Very easy to use and reasonably priced.

**SiteGround.com** is my website hosting company - great customer service and reasonably priced.

Hopefully, you've gotten some ideas on how to increase your book sales.

Feel free to contact me, [Sharon@SharonEBuck.com](mailto:Sharon@SharonEBuck.com), and sign up on my website for a free laugh out loud book. Oh, yes, if you'd like to do a newsletter swap, let me know.