

How I Got To #65 On Amazon In 5 Days

By: Rachel Rofé

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Hey, it's Rachel. In this video, I'm going to show you how earlier this month I got 6,364 downloads of my book. How I got to number 65 in Kindle, and how I was able to generate hundreds of opt-ins.

Now, if you've been following me for a bit, you know that I recently mentioned how I don't really love Kindle anymore as a money making kind of thing. I don't feel like I make as much money, anywhere near as much money as I used to, but it's still really, really awesome for getting lots of traffic. I only like to make videos or talk about things that I'm actively doing that I know are working, and I know that this is working for traffic, so I wanted to make you this video. It's something that you don't have to pay any money for getting the traffic from Kindle, and I think something good for you to know if you want more people to get offer. So there's nothing for sale in this video, I don't have anything I'm selling later on. Just consider this a case study that I really hope helps you.

So here we are, this was actually a screen shot of the Kindle book that I have and this is earlier this month. It wasn't even a month ago that I have my campaign, and it ended up peaking at number 65 free in the Kindle store. You can actually see before I had my free day campaign I was just very, very few sales. The red line indicates paid copies, so you can see not much, not much, not much.

I had my free campaign. It was from December 31st to January 4th was when I had my free campaign and then right after that it shot up. You see, so 23 sales and then pretty much ever since then I've been selling at least a couple of copies per day of this book. So it's not always like hundreds of copies, but it's a consistent couple of copies and I don't care so much about the money. You can see also I have the Kindle Unlimited, which is the blue line, getting some copies that way too but those people are becoming subscribers and I'm generating hundreds of opt-ins from this and that's really what I care about, so the money is just gravy.

I'm just going to show you some of the different things that I did to make that happen. Also in case, just for some proof, here is a screen shot just showing how many different downloads. So there's 4,828 downloads in January and then 1,536 December 31st, it was the first day of the promotion. And it's two different lines because it was crossing over into a new month.

The original version of this book was called 30 Minute Happiness Formula and it really wasn't doing very well. I figured there were probably a couple of reasons for that.

Number one, when I look at the cover. Covers with people don't always do great. I was just testing this out. I can see how it's hard to read the sub-headline and I decided to actually completely change the cover and see how that would go. I also renamed the book over to 5 Minute Morning Boosters.

You can see here, this yellow is a bit brighter than the other one which I think helps it stand out more. There's no more person in the cover. The sub-headline is easier to read and then the picture is just really clear, it's a clock with 5 minutes.

I think it's interesting here; I have 3.25 rating for this book under the new name and 4.71 under the old name. It's the same book and on Amazon it actually has great reviews. So, whatever, I'll just take the 3.25.

I think [Goodreads](#) is a phenomenal place to get the word out for your book. So the first thing that I did after I changed the cover and I changed the title, was I submitted on Good Reads. And you can just go to Goodreads.com, submit the book. You just do a search for "[submit new](#)" and if you're not using Goodreads for your books, you definitely need to, because Goodreads has many, many millions of people that are interested in learning about books, reading books, and studies have shown that actually more people make buying decisions for books on Goodreads versus Amazon, so it's just really spectacular for getting more people to check out your book. So change cover, change the title, add it to Goodreads.

The next thing that I did was I chose a launch date in advance and I wanted to do it a couple of days out so that I could do some things to prepare for it.

One of the things was I wanted to get my book submitted to some free sites. So there's different sites that you can submit to and those sites will go and just they'll email their data base, they'll have websites that are letting people know that their free books are available for download.

I used [MyFancyHands.com](#), it's a virtual assistant service that I have, and I just had them go take the book and then put it into certain sites.

Now, if you have Kinstant Dashboard you can just use Kinstant Dashboard. You can also go on Fiverr and look for book submission Fiverr gigs and just have people go through and take your books and submit them to these different sites. It's really helpful to do that, because I noticed that when I did a search for 5 Minute Morning Boosters I was finding myself all over the place.

So you can see here I had the free e-books, it was this site that featured me, and there were more things like when I was going through and searching I saw there were several other sites that had me here. So Kindle Ebooks Free and Budget101 for free and there were different places, WhoSaidNothingInLifeisFree. So all these different sites went and basically featured my book for me, which was great.

Then, I also went on [Twitter](#). Now, I have a good amount of followers on Twitter, I've been working with it for a while. But the thing is even if you don't have a lot of followers on Twitter yet, there's a couple of

things you can do to get as many downloads as possible. So first, I like to have pictures on lots of posts, because I know that pictures get shared and retweeted more than just regular tweets.

Also, there's hashtags that you can use that are really, really helpful. So you just have to start typing in Twitter, #free or #books and just see what Twitter starts to auto-populate with different hashtags. Twitter will start to auto-populate for you. I didn't even know a #FreebieFriday existed until I started just searching, and you can see it did pretty well. I mean it was retweeted three times, favorited six times, and so people were sharing the book for me. Then, I did it again later on and the thing with Twitter is I love Twitter. I think that it's actually a huge traffic source for me, and the thing is although it gives you tons of traffic, the average tweet lasts I think 18 minutes, and so you need to post a couple of different times throughout the day because it's not going to last very long in people's feeds. So I had no problem posting a couple of times because I knew I was giving away something valuable. I think the book is actually really helpful, and so I was happy to keep mentioning it and you can see people... the second time I posted it, it was actually the same day, six retweets and three favorites. So here I found another hashtag free books that worked, so I used that one.

Then again, I mentioned my book was number 94 at the time and no shame in promoting it, because it's, like again, I'm helping people and I thought that if I let people know that it was doing well then people would say, "Oh, this is something that I want to look at." So I just kept on posting on Twitter.

I also posted on [Pinterest](#). Now, I am in love with Pinterest. I was not into it until the last couple of months, but I think Pinterest is such a sensational marketing tool because as I said, Twitter, the post lasts for like 18 minutes, Facebook on average the post don't last that long, because there's so much stuff going through your feed and those are both platforms where things move really quickly. With Pinterest though, it's one of these things where A, the whole site is pointing to other people's websites so you get rewarded for linking out. And then it's a long term content so people will go through, check out your boards, and they'll look around for a long time so your long term content, people are going to go and find it. So I love Pinterest.

[Follow me on Pinterest](#) if you are there, because I'm always pinning really awesome marketing articles, Pinterest marketing strategies, book strategies, all kinds of things. But, anyway, I made this pin. I took it off because the book wasn't free anymore, so it's not on my Pinterest. But, I just pinned this and got some people to click through and get the book there.

Then also, [JustRetweet](#) is really, really helpful. So JustRetweet is a site where you go through and you can buy a certain amount of credits and the page that I was just done was just showing you it's pretty inexpensive, but if you don't want to spend anything, fine, don't. But I think it's really like \$30 for 5,000 credits for example you can get, and how it works is you buy these credits and then you can pay people in credits to retweet whatever kind of message that you have or you can get them to Google +1 your message.

So any post that I ever put on here, I spend like 300 to 500 credits and you can actually even specify and have people with a certain amount of followers retweet for you. So you can have anybody retweet, or you can have only people with 2,000 followers or 5,000 or whatever you want. So that was really helpful in getting more people to see my actual offer. So that was it. That was all I did to get all of these different downloads.

I think some of the biggest things were changing the cover, changing the title, and also just submitting to those free sites and then using the hashtags on Twitter. I mean this is one of these things that's like it's not hard to give away a free book, because you're giving away something that people don't have to pay for. I think it's great. Then in your book you can mention the Opten and get your hundreds of Optens that way. You can mention your other offers if you want. So these things I think are just extremely helpful in getting more people on to your list and then, of course, you have the great stats that you can use in your other marketing. Then I also thought I could show you a couple of different things that I did to keep marketing ongoing.

So one of the things was, I actually did this before free campaign, but I like to go and do my guest posts on highly trafficked websites. So I've showed you Mind Body Green before, but for this I just wrote an article. My book is all about just different things that you can do to improve your morning in five minutes or less. So [for this article](#) I said flat out these boosters are adapted from my newest book and then I took some of the tips from my book, and I just put that in that article and got in front of tons of people. So 1,100 likes and all these tweets and everything. So that was one way to get lots of traffic.

I also [made a podcast](#) about it. So the Podcast got several thousand listens. I took the Podcast, I put it into video format and that ended up getting 54 views so, you know, maybe not tons and tons of views but I think they all add up and this is something that's going to help my book get ongoing traffic. I also put it on to other video sites and then I just on my blog for example, let me show you. If people go to RachelRofe.com/booklist, you can see here, I say you can find some of my books on Amazon here. I'm just always talking about my book list so that people can click through and find different books.

I've also, by the way, just lowered all my prices to \$0.99, because you know like I keep saying I'm just not making that much money from Kindle anymore so fine, I don't need to. I'll just instead take the traffic benefits, which I think is spectacular. So I figure \$0.99 is easier to get people to purchase. They'll come on to my list and do it that way. So that's everything I did. I'm going to actually make this video put it on the blog post and have all my resources under the video so it's really easy for you to just click through and get access to everything that you want. I hope that this video helps.

If you have any questions or anything, just leave a comment on my blog post and I will be more than happy to answer all questions, and have a spectacular day.

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With love,
Rachel