

About Rachel and Her Book

Rachel is a branding strategist, coach and consultant who work with women to build their brand online and she is a first time author and a best-selling author in just a week of launching her first book – *Destination Greatness: Powerful Affirmation, Questions To Take Your Success to a New Height*

Rachel's book was born out of her desire to use all the experience from past setback and lesson learned from them to inspire others who want to achieve greatness despite the difficulties of their day-to-day journey.

Her book is all about remembering people to take a look inside and rather than something external and see the greatness in them and it's a compilation of questions and positive affirmations and how they can work to inspire people to greatness.

From Launch to Best Seller – How Did It All Began?

Rachel has learned a lot about self-publishing and how things work on Amazon before she published her book from resources like authors mastermind, best-selling authors and your dear Authors Crib website and podcast.

Her first tip is finding out how Amazon works and how things work with the categories out there on Amazon. Some categories she said are broad and harder to rank in and in the self-help category where her book falls into is a crowded place but she need to find one category that is not much crowed where her book can really have a chance to rank higher.

Her other tip is book promotion using social media and reaching out to others to help in launching her book.

From Launch To Best Seller – How Did It Happen?

- One big thing she did is having a list of what step or action she need to do to launch her book.
- Another thing he did is having a great book cover. She started with a title for her book and after that comes having her book cover designed

How and Where Did She Got Her Book Cove Designed?

She went online, got some few recommendations, and gets some graphic designer and at the end, she settled for a designer on Fiverr after getting on other sources like a referral by a friend, a site similar to elance.com.

She finally paid like \$25 for her cover design on Fiverr and she tested for her variation of the cover by getting feedback from a mastermind group and from her social media follower and friends.

And After Her Cover Is Ready, What Next?

The next thing she did is having a marketing plan. She said most authors make the mistake of not having a marketing plan for their book before they launched.

Part of what she mentioned she had in her marketing plan is:

- Who is she trying to reach
- What are the resources available for her e.g social media, partnership with other authors, coaches, local opportunities for speaking and an avenue to talk about her book, meetup ,groups that are focused on books.

Who Are Her Target Audience For The Book?

Her target audience as she mentioned mirrors the target audience for her coaching and consulting business and those are women who are most likely to like that type of book.

She still drilled down those target audience to a rather narrower category of women who are really looking for inspiration and know they have something more that life is not all about working more.

She also did her research to know that those in the military will also be a good target audience for her book because of their tendency to take responsibility for their success.

What Are the Strategies and Tactics She Used To Launch Her Book to a Best Selling Spot in Her Category?

Once she had her marketing plan, she did a little research into the best time to launch her book.

She mentioned the time to launch a book as something that authors need to take note but most authors won't even consider. The time you launch your book according to her will have a great impact in the outcome of such launch as you won't want to launch your book the same day to clash with the launch of a major best-selling author for another book in your category.

The Promotion Channels She Used For Launching Her Book

Her promotional channels are a combination of so many things.

She mentioned using social media network as one important channel she used for her launch. She has been active on various social media networks. She mentioned hitting hard on Twitter and Facebook.

On Facebook, she used the Event feature, which she used for her book launch because she has seen that working for many authors. This she mentioned is like inviting people to be a part of her launch, she had some friends on Facebook, and she invited those friends to be part of the event as well as some group of people who are something similar to her target audience on Facebook.

She had a price promotion for her book as well in which she priced her book for \$0.99 and the book was at that price for some weeks. She mentioned something she found out then that it's hard to ignore a book at 99 cents if the book look like a great read with it cover and description and this she mentioned created a great avenue for some eyeballs for her book as well as some early review.

Did She Used Any Paid Promotional Ads?

She didn't use any paid promotional ads but that was in her marketing plan to use paid ads like Facebook, Twitter and LinkedIn ads later in the future.

She mentioned one using Facebook ads with no result but I have to cut in and offer some tips with using Facebook ads for book marketing.

[Will Facebook Ads Work For Book Marketing?](#)

I've written [a post on this issue before in which I use one of my client's book as a case study](#) to show [the power of Facebook ads or rather it ineffectiveness when it comes to book marketing](#).

Facebook ads is a good channel to spread the word about your book but there is a big WARNING about that.

Not that Facebook ads is **NEVER** and **WON'T** be a great way to **SELL MORE BOOKS**. This is one mistake many authors has made in the past, thinking that Facebook ads will help them sell book and they have wasted money on trying to get people to buy their book with Facebook ads.

WHAT FACEBOOK ADS is great for is not **SELLING A BOOK** but for **CREATING A BUZZ** around your book and **GIVING YOUR BOOK AWAY FOR FREE** either during your 5 days KDP Select free days or when you have your book as a perma-free book.

People are on Facebook to know what's happening with their friends and family and not to buy. If you are trying to use Facebook ads for getting people to buy your book, that most times won't work but if you are giving your book away for free to create buzz for your book and also to [build your email list by sending people to either your Amazon book page where they can download your book for free and optin to your email list using a *call to action* to do so which you have insert into your book](#) or you send them to a landing page to collect their email in exchange for a free copy of your book.

Another tip on using Facebook ads is this..

Facebook ads can be tricky if you really don't know what you are doing and how it works but if you know how to use it right, it's a great tool to build your author platform, grow your email list and create buzz for your book.

How She Got Review for Her Book

Interestingly, she never had reviews before she launched her book but for her next book, she is planning to test the waters for her book before launching by getting people who will be interested in reading her book and leaving a review before she launched the book do it.

She mentioned asking for reviews early as an important thing to do even before launching a book, as people might not even remember to leave a review even if they enjoyed your book until you asked them to do so.

One thing she never did is having a call to action in her book for people to leave a review for her book. I mentioned a simple sentence that will make for a great call to action to get people who enjoyed your book to leave a review for your book.

A simple line like this:

If you really enjoyed this book, I will love to hear from you about what you think of this book. Kindly leave a review for this book on Amazon.

Reviews is one important thing to allow other people discover this book and I will appreciate if you can just take a trip now to Amazon to leave your review at the link below:

<http://www.yourAmazonBookPage.com>

Thanks

Your Name

This simple call to action has worked for me greatly, there is a greater chance for people to leave a review for your book with such simple plea from you compared to when you don't have such call to action, and people who even love your book will just forget about it and move to other book.

Did She Use The KDP Select Free Days Or A 99-Cent Promotional Strategy?

We discussed at length on these two approaches that most authors are using to launch a book.

This is her first book and she didn't use a the KDP Select free option, She went for the 99 cent promotional strategy instead.

For authors who only have a single book published (most new authors), going with the Free launch strategy isn't the best option as to make this work effectively, you need to have other book that can tap into the effect of the free buzz and huge spike you can get from a free promotion using either the 5 days KDP Select days or by suing a perma-free option in which you make you book free on other online book store like Kobo, B&N and the likes and then notify Amazon to price match to make your book have the free price tag on Amazon for as long as you want it like that.

For the 99 cent launch strategy which Rachel used, new authors without other books and an audience can price their book at 99 cents and work hard to get people to know about the promotion using promotional website like Bookbub, Pixel Of Ink, Book Buck and many more book promotional website like that.

But one problem with getting your book approved by many of these big book ads site is that of having no review initially and to solve this, you will need to work hard to get these initial pre-launch review for your book to qualify for having your book featured on many of these big book ads site.

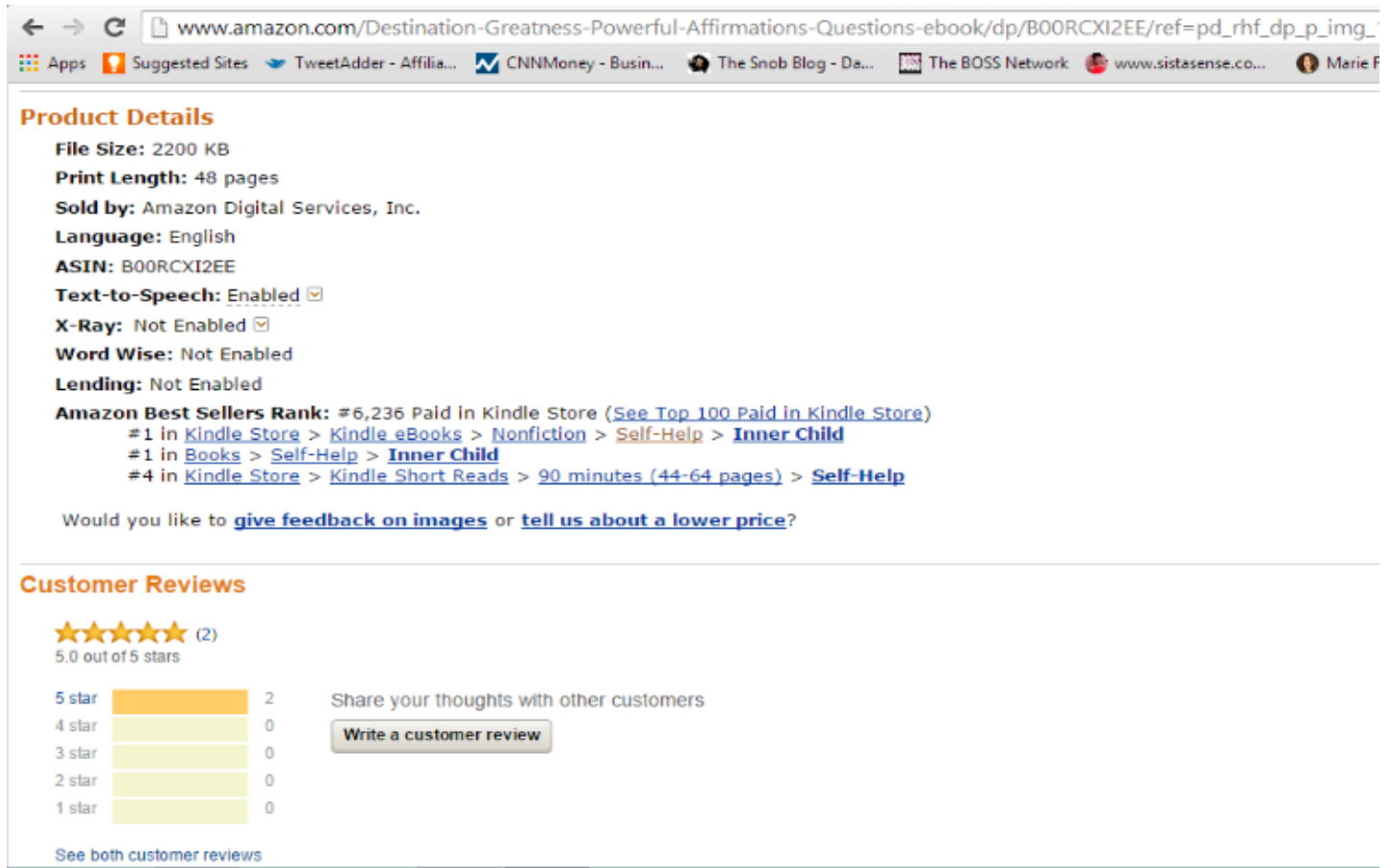
What Are The Results Of Her Book Launch After The First Week?

After the first week, there is lot of spikes in book sales and things went that way the second week but after those first few weeks, things began to go a little downhill.

She is not a full time author and that's the cause of things going downward after the initial spike because she doesn't follow up with more promotion after the result she got in those few weeks after launch

Her book hit the #1 spot in the Inner Child sub-categories of the Self Help Kindle Category, #4 in the Self Help sub-category of the Kindle Short Reads Category and #1 in the Inner Child sub-category of the Self Help category in the whole Book section of Amazon.

Authors Crib Podcast Episode 9 : Case Study: From Launching Her First Book To Becoming An Amazon Best Seller with Rachel Wilson Thibodeaux



The screenshot shows the Amazon product page for the eBook "Destination-Greatness-Powerful-Affirmations-Questions-ebook". The page includes the following details:

- File Size:** 2200 KB
- Print Length:** 48 pages
- Sold by:** Amazon Digital Services, Inc.
- Language:** English
- ASIN:** B00RCXI2EE
- Text-to-Speech:** Enabled
- X-Ray:** Not Enabled
- Word Wise:** Not Enabled
- Lending:** Not Enabled

Amazon Best Sellers Rank: #6,236 Paid in Kindle Store (See Top 100 Paid in Kindle Store)

- #1 in [Kindle Store](#) > [Kindle eBooks](#) > [Nonfiction](#) > [Self-Help](#) > [Inner Child](#)
- #1 in [Books](#) > [Self-Help](#) > [Inner Child](#)
- #4 in [Kindle Store](#) > [Kindle Short Reads](#) > [90 minutes \(44-64 pages\)](#) > [Self-Help](#)

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Customer Reviews

★★★★★ (2)
5.0 out of 5 stars

5 star	2
4 star	0
3 star	0
2 star	0
1 star	0

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The book also got a best-selling tag on Amazon during those first few weeks of launching.



Destination Greatness: Powerful Affirmations, Questions, and Insight to Take Your Success to New

Heights Dec 29, 2014

by Rachel Wilson Thibodeaux

Kindle Edition

\$0.99

Auto-delivered wirelessly

★★★★★ 2

#1 Best Seller in Inner Child

Books: See all 48 items



Terry Brandon

December 30, 2014

Rachel Wilson Thibodeaux, did you see you also got the #1 Best Seller orange tag?

Like

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What Is Next For Rachel?

Surely, her second book is on the way and there should be a better result from that by taking into account all the lessons learned with the launch of her first book.

She will also be doing more of promotions for this book to get more sales for the book in the next couple of months to come.

Where to Connect With Rachel and How to Find Her Book Online

[Swag Strategy](#) – her website

[Rachel On Twitter](#)

[Her Book Page on Amazon](#)