

Developing a promotional strategy

Resources

Below we have included links to helpful resources mentioned in the Webinar. You can access each of the sections by clicking the name of the resource.

[KDP University](#) –

Links to KDP Jumpstart, Upcoming and Previously recorded webinars, Build Your Book, and videos.

[Promote your book](#) –

This link takes you directly to the KDP help pages for more information on the promotional resources available on Amazon.

[KDP Select](#) –

This link takes you directly to the KDP Select help page. This is a free Kindle book program that gives you the opportunity to reach more readers and earn more money at no additional cost.

[Nominate Your eBook for a Promotion](#) –

You can nominate your eBooks to be included in Kindle Deals and Prime Reading promotional programs to reach new readers. This link takes you directly to the nomination participation details.

[Publishing Service Providers & Resources](#) –

This link takes you directly to the KDP help pages to access a list of companies that specialize in professional publishing services. This list is for informational purposes only; Amazon does not endorse or sponsor any service provider, nor recommend one over another.

[Audible Creation Exchange \(ACX\)](#) -

ACX is a marketplace where authors, literary agents, publishers, and other rights holders can connect with narrators, engineers, recording studios, and other producers capable of producing a finished audiobook.

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Currently, we have more than 1500 titles open for auditions, more than 52,000 producers to choose from, and more than 96,000 audiobooks on sale at Audible, Amazon, and iTunes.

More Information:

For each book, you can decide if you want the royalty share model, which means you split the royalty with the narrator, or you can pay the narrator up front (per finished hour of recording).

Once your audiobook is available to Amazon customers, it is eligible for Whispersync for Voice. If the manuscript for the audiobook matches the Kindle book closely enough, Whispersync for Voice will be enabled, which allows a reader who has purchased both the Kindle and audiobook to switch back and forth between the formats without losing their place.

Goodreads -

Goodreads is the world's largest site for readers and book recommendations. Readers of every genre turn to Goodreads to discover their next favorite book.

First steps:

- Start building your followers by joining the Author Program
- Engage with readers through *Ask the Author* Q&A platform
- Raise awareness of your book by running *Giveaways*
- Give away copies pre-publication to generate buzz

More Information:

Claim your author page right away by joining the Author Program and begin building your profile to reach millions of potential reader.

One of the best ways to use Goodreads is by running giveaways to raise awareness for your book, especially pre-publication. Giving away more copies generates reviews, even giving away just one copy generates awareness. Run as many giveaways as you like both pre- and post-publication for your own books.

Amazon Author Central –

Amazon Author Central or Author Pages are where customers find an authors' full catalog. Robust and compelling author pages increase customer engagement.

You can share the most up-to-date information about yourself and your works with millions of readers.

Robust and compelling author pages increase customer engagement.

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Amazon Advertising –

With Amazon Advertising, you can create custom three types of custom ads for readers likely to be interested in books like yours. Advertising with Amazon can help you grow awareness of your brand and books.

More Information: There are 3 ad types available to KDP authors, depending on your eligibility:

- [Sponsored Products](#)

Sponsored Products is a cost-per-click advertising solution that enables you to promote the products you sell with ads that may appear in highly visible placements on Amazon.

- [Sponsored Brands](#)

Sponsored Brands campaigns help customers discover and engage with your brand in prominent search placements, and generate awareness and consideration with customizable ads that link directly to a landing page or a Store.

- [Lockscreen Ads \(eBooks only\)](#)

Lockscreen Ads are cost-per-click display ads that enable publishers to promote eBooks and engage readers with interest-targeted ads while they're on their Kindle E-readers and Fire tablets.