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



## Synopsis

With the exception of 5 days, an IMMEDIATE KINDLE BESTSELLER in multiple categories the first 36 weeks of publication! How do so many authors get a bestseller? created an ingenious marketing engine that drills your book through several layers of free and automated and Kindle book promotion. Each layer is completely unique, and each layer reaches millions of readers every minute of every day, YOUR target market. Book categories can propel your book into a publicity campaign like you've never dreamed of, courtesy (and cost) of .com. has wisely structured their site for auto book promotion, promotion and more promotion applied to each book without bias, whether you are Indie publishing or traditional. But few authors are aware of the tendrils of opportunity extending from your sales page to your target audience. And those lead to more and those lead to more and... Until has created another print and Kindle best seller. Even lesser known is that your automated personal publicity engine starts with and build upon categories. Mess up your categories and you'll never rank in most of 's lists, including bestsellers. This eBook is the most comprehensive help you'll find in using the simple but vital techniques offered through 's category choices, leading your book to not only become a category bestseller but also make it into many of the other 's top-100 lists, and promotional direct email marketing. If you're looking for free author publicity and book promotion is the place to be. A fellow author's probe into the machinations of 's mega book publicity engine, the book attempts to understand their multi-leveled promotional core with no legal lingo, no geek speak." Vikram Narayan, CEO of BookBuzzr.com, says of the book: "This book is a little jewel. Aggie Villanueva changes your perspective of from that of an online book store to that of an author publicity machine. This little book is essential reading for authors ... even those who hate !" Ken Korczak, Reviewer, says of the book: "I've been in the kindle ebook publishing game for a number of years now, have learned a lot. I also already had a basic understanding about categories - but Villanueva has obviously been combing through s methods and policies - analyzing everything in critical detail, and what she has discovered is 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. 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. 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 other components of the publicity engine such as reviews. Unfortunately there are thousands and thousands of innocent reviews deleted by , possibly an overreaction to the vast illegitimate use of reviews. 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. 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. These violations are more prevalent than you'd think, whether through ignorance of "the law" or purposeful deception. This is why I devoted part of this book to teaching what the review guidelines really say. Make your own private publicist legitimately to reap their vast promotional benefits and none of their penalties. (read more details here: promotionalacarteblog.com/2012/07/teaching-authors-violate-s-reviews-guidelines/)

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