GARLIC MARKETING SHOW

BOOK MARKETING SERIES

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VIDEO CASE STORY™

TESTIMONIALS STINK.
YOU NEED VIDEO CASE STORIES.

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WELCOME

Whether you haven't written a book, you want to write a book, you've written a book and haven't published it, or you're trying to market your book, you're not going to want to miss this.

In this series, I've brought a lot of different perspectives and authors to give you a variety of ideas. Along with the wealth of information within each of their episodes, the guests were kind enough to give some of their best tips specifically for this workbook.

I hope that, by going through these, you'll find the tactics that inspire you and take action on them.

IAN GARLIC

CHIEF CRYMAKER: VIDEO CASE STORY

Video Case Stories are a powerful multi-purpose marketing tool that you could use to market your book.
Ian Garlic share the top 10 uses of a video case story to fuel your book marketing campaigns.

"You can put QR codes in your books, so you can **drive people to your case stories on YouTube.** Then they can hear the person talking about their story. What this is gonna do is get you better ranking. **It's going to get more people to your YouTube.**"

IAN REVEALS

- The Benefits of Video Case Stories to your Book Marketing
- The Magic of Youtube
- Get more people to read your book
- The right way to onboard clients
- How to organize your Video Case Stories

NOTES

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AJ HARPER

THE HEAD WRITING COACH: HEROIC PUBLIC SPEAKING

Did you know that there is a formula to writing a great book? AJ Harper reveals her specific formula for writing GREAT books that a lot of BIG AUTHORS are already using.

"**Don't talk about your whole topic.** Talk about your one teaching point that that person can specifically talk about from their experience. It could be a cautionary tale, as well as one with a good outcome."

AJ REVEALS

- The 'Call to Greatness'
- Why taking shortcuts is bad for books
- The most effective way to get stories for your book
- The right way to interview for a book
- How to market your book correctly

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AMAZON ADS COURSE FOR NONFICTION BOOKS

ALEX STRATHDEE

OWNER & FOUNDER:
ADVANCED AMAZON ADVERTISING

Unlike Facebook, Amazon advertising is a mystery to many.
Alex Strathdee reveals the mysteries of running Amazon ads for book authors.

"**It's getting very competitive to sell a book on Amazon.** If you are a self-published author who is trying to build your business with your book, what you really need to do is make sure that you are **optimizing that product to stand out** against other books in your niche. You're not going to be able to do that with anything less than a hundred reviews."

ALEX REVEALS

- The best time to run Amazon Ads
- A step-by-step guide to running Amazon Ads
- Why most books don't sell
- What works and what doesn't with Amazon Ads
- The Amazon Ads Algorithm

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ALINKA RUTKOWSKA

CEO:
LEADERS PRESS

Do you want to write a bestseller? Alinka Rutowska reveals the key elements that make a USA TODAY BESTSELLER. With these tips, your book could be listed as one of the top-selling books.

"**Keywords are super important**. You need to understand what people are looking for when they're looking for your book. Ideally, you want those in your title, if you can, or subtitle and description. It can't be anything worded weird so that it looks like keyword stuffing. It has to be seamlessly in there. **Remember, get the book optimized for online sales."**

ALINKA REVEALS

- How to write a USA TODAY BESTSELLER
- What kind of book should you write?
- 2 ways to publish your book
- How to publish to be listed in the USA TODAY BESTSELLER
- Why bookstores are still relevant

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KARY OBERBRUNNER

FOUNDER:
IGNITING SOULS PUBLISHING AGENCY

Kary Oberbrunner reveals the first 4 income streams every author should have. He also explains the audiobook strategy he learned.

"Authors are thought leaders. Authors are content creators. When they bundle products, packages, and services **with their book, suddenly it becomes much more valuable for the reader** and for the thought leader."

KARY REVEALS

- The 18 streams of income
- Preventing "Buyer Whiplash"
- The first 4 income streams every author should have
- The secret of the Bounty Link audiobook
- David Goggins audiobook strategy

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LISA TENER

AUTHOR, BOOK WRITING COACH & BOOK PROPOSAL COACH: THE CREATIVITY CATALYST

Do you want to write a book, but no agent seems to accept your proposal? Discover the insider secrets to help you publish your book as quickly and as easily as possible.

"**Publishers just want to know that they're gonna sell a lot of books.** In acquisitions board meetings, one of the things they do is run the numbers. If you can get bulk sales, if you can get some sponsors or some companies that say, 'Oh, yes. We're gonna buy 3,000 copies of the book,' and you've got it in writing. They're committed. **That is a great way to increase your chances.**"

LISA REVEALS

- How to write a book proposal
- The components of an amazing book proposal
- How to get a book proposal accepted
- How to fix a creativity block
- How to write a book when you can't write

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MARK STERN

FOUNDER:
ROUGH STREAK DIGITAL

We've seen books that have been marketed through Amazon, Facebook, Google, etc. Now, Mark Stern unfolds the secret to unconventional book marketing that creates AMAZING results for his clients.

"If you do a Dynamic QR Code, it's easy to set up. **You can change it at any point in time.** Let's just say you take that QR code and you stick it inside a book. The benefit of that is if the link or the video expires, as long as it's dynamic, you can pop in a new URL to redirect that. So you **don't have to reprint all those books** that you had printed. You just switch out the code on our software platform."

MARK REVEALS

- How to turn your book into an experience
- Harnessing the Physical experience in a book
- Making people talk about YOUR BOOK
- The BESTSELLER Hacks

NOTES

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AUDIOBOOK CREATION AND MARKETING

MICHELLE PRINCE

CEO:
PERFORMANCE PUBLISHING GROUP

As an author, you should know how audiobooks have made a significant impact since the pandemic. It is important to sharpen up your skills as an author to be able to catch up with the trends that may or may not break your career. Michelle Prince teaches us insider secrets to writing and marketing a successful audiobook.

"It's all about **building your personal brand**. One of the easiest, best ways that I know how to do that is number one: get that book in audio. **The majority of the listeners today are listening to audio** and the numbers keep going higher and higher."

MICHELLE REVEALS

- How to make an Audiobook
- Things you need to make an Audiobook
- How to not make an Audiobook
- Should you get a voice actor?
- Marketing your audiobook

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MIKE CAPUZZI

FOUNDER:
BITE SIZED BOOKS

As technology and strategies advance, everybody has to evolve their own methods, including authors. Mike Capuzzi explains why authors should evolve in how they write their books. Discover his favorites techniques on book marketing, including on Amazon.

"I encourage all of my clients to **get on podcasts by using their book as that way of differentiating themselves.** Podcasts post oftentimes really enjoy interviewing book authors. They can talk about the book, they can give away the book at the end of the interview."

MIKE REVEALS

- The magic of short books
- The issue with books with bloat
- What is a "Shook"
- The science of becoming an Amazon Bestseller (and why you shouldn't do it)
- Guerilla marketing of free books

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STEVE GORDON

FOUNDER:
UNSTOPPABLE CEO PRESS

Imagine having an agency and a book that leads your prospects to your agency. Steve Gordon explains how you can use book writing to help market your business like no other marketing tool.

"The best thing that you can do in the book is: Tell them at the beginning of the book that you understand their problem, the problem that they have. Then show them, we call it the yellow brick road, show them the path you're gonna take them on. What are **the steps to get from where they are today**, that problem they're struggling with, **to where they really, really want to be.**"

STEVE REVEALS

- Why books are great to market your business
- How to get your book off the shelves
- What makes people bored of reading books
- Books and Physical Real Estate
- Reverse-engineering an Amazing Book

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BONUS: TIPS FROM THE GUEST

Click the boxes below to hear special tips from the guests of this series that cannot be found anywhere else!

AJ Harper
Getting the Best Stories in Your Book

Alex Strathdee
Optimizing Your Book on Amazon

Alinka Rutkowska
Strategy for Optimizing Your Book

Kary Oberbrunner
Using NFTs to Create Engagement

Lisa Tener
Getting a Book Proposal Accepted

Mark Stern
Using Dynamic QR Codes in Your Book

Michelle Prince
Efficiently Marketing Your Book on Podcasts

Mike Capuzzi
The Power of Being a Guest on Podcasts

Steve Gordon
What Most People Don't Put in Their Book

THANKS FOR TUNING IN TO THIS SPECIAL SERIES!

If you want help collecting stories for your book or business, schedule a free consultation down below.

SCHEDULE NOW