

# How to Easily Make Your Book an Amazon Best-seller!

## *An Amazing Interview With Joe Vitale by Allen D'Angelo*

"Any Author Can Have A Top Ten Best-Selling Book At Amazon.com  
Following This Strategy!"

*Joe Vitale, author of the #1  
Best-seller, Spiritual Marketing*



***Don't forget to visit all of Joe's web sites!***

[www.MrFire.com](http://www.MrFire.com)

[www.HypnoticWriting.com](http://www.HypnoticWriting.com)

[www.AdvancedHypnoticWriting.com](http://www.AdvancedHypnoticWriting.com)

[www.CreateAdvertisingThatSells.com](http://www.CreateAdvertisingThatSells.com)

<http://www.HypnoticWritingSwipeFile.com>

NEW! - <http://www.HypnoticMarketing.com>

NEW! - <http://www.HypnoticSellingTools.com>

NEW! - <http://www.SubconsciousInternetMarketing.com>

NEW! - <http://www.ImpulseMarketing.com>

# **TABLE OF CONTENTS**

Interview with Joe Vitale.....3

The Amazon Formula in a Nutshell.....49

About Joe Vitale.....50

Bonus Section.....51

## **How to Easily Make Your Book an Amazon Best-seller -- By Joe Vitale**

---

The following is a transcript of an interview with best-selling author, Joe Vitale ([www.mrfire.com](http://www.mrfire.com)). In this article, Joe shares how he recently took his book *Spiritual Marketing* to “#1” at Amazon.com. He also gives some wise and sometimes shocking advice on marketing books today.

**ALLEN:** I want you to know the reason that I’ve got you here today, Joe, is -- not only because you’re a friend, but also for the people who are reading this article right now who don’t know you. You were the world’s first hypnotic marketer. And over the years I personally know that you’ve done it all. And I know that you’ve tested more book marketing methods than most traditional large publishers. I’ve seen you do a lot of the things that I’m talking about with my clients, some of which we’re going to discuss today. I remember, going back, way back, when we first met each other in the mid-nineties in Houston and the time we shared at your *Cyber Writing* book signing.

And I’ve seen you do amazing things with your Australian international seminars and with your books, which talk about using the Internet to promote one’s self, one’s products. I know you’ve found the most creative ways to sell books and self-promote, to do it compellingly and to hypnotically influence other people in the process.

## **How to Easily Make Your Book an Amazon Best-seller -- By Joe Vitale**

---

So I am excited about the exceptional value, the priceless gemstones of experience and wisdom that you're going to share with me today and my clients who are small publishers, so that they can get closer to their own inevitable success in -- in selling more books and gaining fame, having more fun, getting deep satisfaction, engaging those feelings of accomplishment that come along with -- with doing some of the things that you've done and sharing how others can do those things.

Of the books that you've authored, I want to mention your recent Amazon #1 best-selling book entitled *Spiritual Marketing*; your books on *Hypnotic Writing* and your best-selling Nightingale-Conant audio program, *The Power of Outrageous Marketing*; and countless other best-selling books, E-books and E-

courses that are, frankly, life-changing.

And I just want to, first of all, say thank you for sharing everything you've contributed to the business of publishing and promotion.



But from you specifically I've learned a lot of things. One thing that I've learned is, -- which is very -- been very profound for me, to really think about the words I'm using when I type an E-mail or in

## **How to Easily Make Your Book an Amazon Best-seller -- By Joe Vitale**

---

communicating with somebody verbally, if I'm on the phone with somebody, with a client. Just to really think about how I'm influencing them and what words I'm using to do that. And that's just been a very powerful experience for me.

My agenda today is an open one. My aim is to kind of root out, to obtain sort of a Reader's Digest summary version, the how-to essence of all the years of Joe Vitale's collective experiences in selling books at one level. And then at another level I'd like to talk specifically about what you've done, you know, with -- with your spiritual marketing book to make it an Amazon best-selling book at Amazon.com. And I want to discuss in detail maybe the genesis of that. And I know that there are a lot of details associated with that.

Well, let me just ask you a few questions. If you were to think back for just a minute and think about everything you've done, all your marketing successes from -- moderate to jackpot book sales successes -- and even maybe looking back at what things you would consider to be failures, you know, you think about some failures as being dismal failures that all of us have early on, the ones that we can all learn from, what comes to mind?

## **How to Easily Make Your Book an Amazon Best-seller -- By Joe Vitale**

---

What have you derived from your successes that have become your two or three biggest must-dos or strategic tactical implementations when you create a book -- and suddenly it's time to market it?

**JOE:** Good question. I'm not sure how to answer it very quickly and easily. Just thinking right off the top of my head, I would say that I would probably blow off all other aspects of typical book promotion, referring to book signings, for example, which I think are now ego trips more than money-making events.

**ALLEN:** Interesting.

**JOE:** I would probably focus entirely on E-mail marketing. I live in the country, in the hill country outside of Austin, Texas, and as long as I've got Fed Ex, the normal mail delivery, and my phone line, I can live a pretty luxurious life and it's because I'm doing E-mail marketing.

You mentioned my Amazon best-seller status. My book, *Spiritual Marketing*, hit number one at Amazon on June 4<sup>th</sup> and stayed there on June 5<sup>th</sup> and stayed in the top one hundred for three days, and stayed in the top two hundred for another two days, and stayed in the top three hundred for a couple more days after that.

## **How to Easily Make Your Book an Amazon Best-seller -- By Joe Vitale**

---

**ALLEN:** Wow.

**JOE:** That did not happen by accident. I purposely created and -- and drove a stampede of people there to buy my book, which I rewarded them for doing. And I'll explain how I did it because the bottom line for me, and this is probably going to be the headline for your article here, is that I believe any author can hit the top ten at Amazon and become a top ten best-selling book at Amazon by following the strategy that I've used.

I don't care any more about doing radio shows or TV shows or book signings. They are notorious for being ego trips, for being energy draining, and for not selling a whole lot of books. Now, of course, you can truck in some examples and say, 'Yeah, so and so did this, and so and so did that, and they sold so many books.' There are exceptions to the rule. But when there are a thousand or two thousand books being printed every single week, and all of these books are just scrambling to get attention, and the authors are spending money and spending energy and doing everything that they can think of to sell their books and they're not achieving it, I just want to cut to the chase, and say, "Hey, quit doing the things that don't work."

## **How to Easily Make Your Book an Amazon Best-seller -- By Joe Vitale**

---

I've been doing this for twenty-some years. I've got, between E-books and traditional books, maybe thirty books out there. I'm saying E-mail is where it's at. You can drive sales. You can get your book out there. And you can even make a name for yourself and never leave the house.

**ALLEN:** Wow. That's powerful! That's probably one of the most bold and powerful statements that I've ever heard.

**JOE:** Well, I'm living it, so I'm not afraid to say it.

**ALLEN:** I know.

**JOE:** If I hadn't done it for myself, then I'd probably be a little more reluctant or a little shy about stating something like that.

**ALLEN:** And I remember years ago when I expressed a doubt and we had a conversation, something that went similar to this years ago, where I said, you know, are you actually making money doing things on the Internet -- with the E-mail marketing, and you said at the time, "Yes, I am, I'm doing some great things," and you started telling me what you were doing.



And it's interesting to see how this whole thing has evolved and the power of the technology. The small publisher can -- can tap into it in a heartbeat.

**JOE:** Absolutely.

**JOE:** Again, you don't even need a website, really. If you just have E-mail, you can drive people to Amazon or you can encourage them to go to bookstores to get books.

But I've been there. The traditional publishing route of getting an agent, finding a publisher, waiting for them to publish your book, and then being disappointed when the publisher doesn't promote the book is a very sad way of trying to be in the book business. It can be so much more easy and so much more profitable by using the Internet and staying at home and sending out E-mails to the right places, with the right offers and at the right time to make the sales you want.

I do not regret having a lot of my books published in the traditional route. I think there's only two or three reasons to go with traditional publishers, and one of them would be because you want the

## **How to Easily Make Your Book an Amazon Best-seller -- By Joe Vitale**

---

credibility or the status of being published by a major publishing house. There's nothing wrong with that. I published the AMA Complete Guide to Small Business Advertising with the AMA, the American Marketing Association, and I'm glad I've done it. It's given me a certain degree of credibility, though it's brought me next to nothing in terms of royalty checks.

And you mentioned my Nightingale-Conant audio program, *The Power of Outrageous Marketing*. I'm very, very, very proud of that. And to people who know who Nightingale-Conant is, they think I'm a god because I've been published by them. But in terms of making money from the royalties, it's been a joke. It's been next to nothing.

So the real money for me, in terms of being an author and selling books, has been over the Internet. I've been doing it for, I don't know, since 1994. I think my book, *Cyber Writing*, which is now out of print, which was on how to promote any product or service online without getting flamed, came out in '95. So I've been doing this for a while.

**ALLEN:** And it's fascinating. You know, typically a lot of our clients are self-publishers who will say things to us like, "All right, we're just about to go to press with my book -- "

## **How to Easily Make Your Book an Amazon Best-seller -- By Joe Vitale**

---

**JOE:** Um-hmm.

**ALLEN:** "-- what do we do when my book comes off press?" You know.

**JOE:** Right.

**ALLEN:** How can I get up -- drive Library Sales up?" They ask, "Should I get on line with Quality and Unique Books as distributors?" And they make -- I have this whole list. I have one client that gave me a list of a hundred and fifty different ways he wanted to sell his book.

**JOE:** Hum.

**ALLEN:** He said, "What do you think, I just want your advice."

**JOE:** Um-hmm.

**ALLEN:** And, you know, a lot of the things on there are traditional kinds of things. You're saying forget all that?

**JOE:** Well, I don't want to say forget entirely all that. You just mentioned book reviewers and Quality and Library Sales. I think that's all valid.

## **How to Easily Make Your Book an Amazon Best-seller -- By Joe Vitale**

---

**ALLEN:** Sure.

**JOE:** I don't think it will create a stampede of sales. I don't think that it's going to bring you the cash cow that you might want. But having books reviews done in reputable magazines and newsletters, newspapers, and so forth, will add to your credibility, give you some material that you can use for further promotion and will lead to some sales.

But the problem with getting just book reviews, for example, is that most authors and publishers are hoping that it will drive people -- people will see the review -- that it will drive them into a bookstore, they'll go buy your book.

**ALLEN:** Um-hmm.

**JOE:** And the big problem with that is most bookstores don't stock all the books.

**ALLEN:** Right.

## **How to Easily Make Your Book an Amazon Best-seller -- By Joe Vitale**

---

**JOE:** And then if they do stock books, they stock one or two copies. So it's a very sad state of affairs that even if you've got a great review in, I don't know, the Publisher's Weekly or anything that you might name and might recognize, five people go to the bookstore, the first two might get your book if it was on the shelf, the other three are going to have to wait for it. And they usually won't.

**ALLEN:** Yes.

**JOE:** So that's why I say reviews are still valuable but please, don't go, you know, making that the lotto ticket for you. That's not going to be the case.

**ALLEN:** Absolutely. All right. So what are some things that small publishers should do, like maybe the three most important things they should do to really get the E-promotion ball rolling right off the bat?

**JOE:** Well, if it's the E-promotion, then definitely they want to be listed on Amazon. And it's very easy to be listed on Amazon. I'm always surprised when somebody will write me and say, "How do you get your book -- how did you get your book listed on Amazon?" Well, Amazon brags about being the world's largest bookstore on earth.

## **How to Easily Make Your Book an Amazon Best-seller -- By Joe Vitale**

---

They want to list all books. I mean, all you have to do is say, "I've got a book," and they want to list it.

A tip with that, and there's a couple of tips with being listed with Amazon, is to be sure that your cover is also listed with them. They will very quickly and easily take your ISBN number and your author and title, and all that kind of stuff, and post it within a few days. But you also want the cover there because, as the saying goes, you may not be able to judge a book by its cover, but you can sell a book by its cover. So you want a very strong cover. And as you know, you guys created the cover for my book on P.T. Barnum, *There's a Customer Born Every Minute*.

**ALLEN:** Yeah. And I also noticed that was on television's Biography.

**JOE:** That's right.

**ALLEN:** Yeah.

**JOE:** Well, because it was aired on Biography, which this is a whole other aspect of promotion, but that was my first Amazon best-seller. The book went to number thirty-three. The next day after A&E Biography aired their show on P.T. Barnum, and at the end of it the host said,

## **How to Easily Make Your Book an Amazon Best-seller -- By Joe Vitale**

---

“Are Barnum’s methods to success valid today? Well, according to Joe Vitale, the author of this book ...” and it was the only book he held up. It was my book. And overnight, overnight the book sold out.

The cover helped sell it because that’s all he held up -- was the cover of the book. And of course, his mention on A&E made a big difference.

But back to my point with Amazon is you want the cover listed because it looks much more real to people and it can help sell people on -- on buying the book spontaneously.

And then, another tip with being with Amazon is, as soon as you’re listed with them -- as soon as your cover is up with them -- have some reviews posted. And what I mean by that is that you have to fan the fire by asking a few friends, ‘Would you please go to Amazon, look up my book, and post a reader’s review of it to start the ball rolling.’ People do look at those reviews and people do make decisions on whether they’re going to buy or not based on those reviews. So if you have a few of them already there, it helps start the sales process going.

## **How to Easily Make Your Book an Amazon Best-seller -- By Joe Vitale**

---

And then, I guess this is a further tip with working with Amazon. As people start to write you after they've bought your book at Amazon and they liked you, and this very often happens because it's so easy to do on E-mail... is that they'll get the author's E-mail address and they'll write you a note, they'll say they liked your book. I always thank them and ask if they will go to Amazon and post a reader's review saying what they just told me.

**ALLEN:** Smart.

**JOE:** And so this helps build more sales material that you don't even have to write. The reviewers are doing it for you. So those are all some tips that are related to just having your book listed on Amazon.

Now, I made the comment earlier that I think any book can become a best-seller on Amazon. And I can tell you how to do that if you're interested.

**ALLEN:** That would be just wonderful. That would be incredible.

**JOE:** First of all, let's give credit where credit is due. The strategy that I used was created and formulated and first spoken by Mark Joyner, who is the president of Aesop Marketing in Los Angeles, who is a



## **How to Easily Make Your Book an Amazon Best-seller -- By Joe Vitale**

---

dear friend of mine who had published most of my E-books. He's the man who is distributing *Hypnotic Writing* and *Advanced Hypnotic Writing*, and *Hypnotic Marketing* and *Hypnotic Selling Tools*. All of those titles are E-books by me which Aesop, run by Mark Joyner, is promoting and selling. And the man has made a massive difference in my life. And E-books have helped make a fantastic difference in my bank account. So Mark Joyner was the first person who created this idea of a way to make any book a best-seller at Amazon, at least hit the top ten.

The first person to use that strategy was Mike Litman. Mike Litman has his own radio show in New York and he transcribed a lot of his interviews with famous people, like Robert Allen, and he put it in a book called *Conversations with Millionaires*. And then Mike Litman used the strategy I'm about to describe that he gained from Mark Joyner, and his book hit number one.

**ALLEN:** Wow.

**JOE:** One day it stayed there on number one. He hit that number one spot on Amazon.

**ALLEN:** Amazing.

## **How to Easily Make Your Book an Amazon Best-seller -- By Joe Vitale**

---

**JOE:** I think he said later he made \$13,600 in profit. That was in profit.  
And this was for a self-published book by Mike Litman.

**ALLEN:** Not bad for a one day take.

**JOE:** And then the next person who used the strategy was a client of mine who I helped. And it's relevant to tell the story behind this because this is where most people are going to be that read this interview or hear this tape. That client is Terri Levine. And Terri Levine is a coach. She's written a couple of books. One is on coaching. I think it's called *Coaching for an Extraordinary Life*. And the other one was called *Work Yourself Happy*.

And because she's a client of mine and I'm helping her sell books, we were talking one day and I asked her which book does she have the most copies of in her house. And she said, "*Work Yourself Happy*, I have eight hundred copies of it." And I said, "Great, let's use the strategy to make the book a best-seller at Amazon." Well, she was very excited and willing to do that.

So the first requirement is she has a book. The second one is she has some copies of it. In her case eight hundred. The third is I said,

## **How to Easily Make Your Book an Amazon Best-seller -- By Joe Vitale**

---

“We have to create some bonuses, something that we can give people who will buy a copy of your book at Amazon on the day we ask them to do it.” And she said, “I have no idea what that would be.” And I said, “All right, what you want to do is go through your files and find -- do you have any bulk articles, any workbooks, any other rough drafts of books, do you have audiotapes, do you have tapes of lectures, do you have anything that you’ve never released to the public, but you might be willing to offer as a free bonus?”

So she went digging around and came up with five or six different items. And I said, “What you need is all of these to be turned into E-products. They need to be downloadable products. It has to be an audiotope you can listen to online. It has to be an article that you can read online. It has to be a book that you can download.” The point is we didn’t want anything that we had to ship anywhere.

**ALLEN:** Right.

**JOE:** We wanted an E-product, one or more that we can come up with, the more the merrier, so that we can issue an E-mail out to people, especially her own list, any other list that we can come up with, that would, in essence, say, ‘If you go to Amazon on this particular day,’ and we named the date, ‘and you buy one copy of *Work Yourself*

## **How to Easily Make Your Book an Amazon Best-seller -- By Joe Vitale**

---

*Happy* by Terri Levine and you send her your receipt that Amazon is going to send you, Amazon will send you an E-mail receipt, forward that receipt to her, when she gets it, she will forward back to you the access code for getting the E-product, the bonuses.' This is what Jay Abraham calls an ethical bribe.

**ALLEN:** Sure.

**JOE:** And it worked fantastically. Her book hit number three on Amazon. She ended up selling, I think it was seven hundred and thirteen books. She nearly -- and this was all in one day. So she had eight hundred books, they were all shipped to Amazon.

**ALLEN:** Wow.

**JOE:** That was the second case. I was the third case of using this strategy. Now, the big hang up with me was I had already published *Spiritual Marketing* and I was waiting for the new cover for the book to be uploaded at Amazon. And it was really a hassle. I was impatient. Amazon is E-mail driven, so there's no way to -- no easy way to reach them by phone. You have to send an E-mail. You have to wait for a reply. Sometimes it's automated. So it takes a lot of time.

## **How to Easily Make Your Book an Amazon Best-seller -- By Joe Vitale**

---

**ALLEN:** Yeah.

**JOE:** I was lucky because I used a famous networking question and started asking people on my own E-mail list, "Who do you know who knows somebody at Amazon?" Turns out that one of my good friends has a son who works at Amazon. So I managed to connect with my friend. I gave him the new cover. He gave it to his son at Amazon. It was uploaded.

So once my new cover was up, I was ready to fire my new E-mail campaign out. I had written a sales letter that was pretty strong. I had created a bunch of "E-bonuses" and these were audiotapes of talks I'd given in years past that I never sold, never did anything with. All I did was put them Real Audio on the computer -- so that people can listen to them over their computer when I give them access to it.

**ALLEN:** How do you do that? How do you get from cassette to Real Audio?

**JOE:** I didn't do it, so I can only tell you in general terms. I handed my techie, who happens to be my girlfriend, an actual physical cassette. I said, "Here's a cassette, I need it to be on that computer in front of

## **How to Easily Make Your Book an Amazon Best-seller -- By Joe Vitale**

---

you in an audio file.” And supposedly, all you do is you play it on an audiotape player that is hooked into the back of your computer through the sound input, and you’re saving it in what’s actually called a Real Audio file.

**ALLEN:** So everyone who wants to do this needs to call your girlfriend and hire her to do this for them.

**JOE:** Well, she’s looking for part-time work.

**ALLEN:** She’s hired.

**JOE:** So they can always E-mail me and I’ll pass it on to her. But I think most people could figure it out. It’s copied real time. So if you have an hour tape, it will take you an hour to do it. You play it over your cassette with the recording wire hooked into the back of your computer so it’s receiving sound. And it’s saved in a Real Audio file. And once it’s saved, anybody can play it that has access to it. You know, of course, you’d want to put that up on a website some place. I put all of this free access information on “[www.mrfire.com](http://www.mrfire.com),” but on a backdoor, on a secret link that nobody could find without me giving it to them.

## **How to Easily Make Your Book an Amazon Best-seller -- By Joe Vitale**

---

**ALLEN:** Yeah.

**JOE:** So again, I picked a day. In my case I think it was June 4<sup>th</sup> -- was the day I wanted to make my big campaign. I sent out E-mails to everybody I know telling them that if you go buy the book, go buy *Spiritual Marketing* on this day, send the receipt to this E-mail address, you'll get the access code to all of the freebies. And I made up the figure of what those freebies cost. I think I said they're probably worth about three hundred bucks. Well, I made that up. I don't know if it's worth fifty bucks or three hundred bucks, or whatever the case happens to be.

**ALLEN:** Well, I can tell you pretty candidly it's worth a lot more.

**JOE:** Oh. Thank you very much. Thank you.

And so the next key in all of this is alerting as many people as possible about the campaign that's going on. Terri Levine only had a list of a couple thousand names and I helped out by using my list, which at the time was about five thousand names. So with seven to ten thousand names being alerted she managed to sell her book, and sold seven hundred and some copies, and reached number three at Amazon.com.

## **How to Easily Make Your Book an Amazon Best-seller -- By Joe Vitale**

---

In my case I have a bigger list. I now have three separate E-mail lists. I know lots of people who have big lists and they all owed me favors or wanted to help me. Mark Joyner, who I mentioned earlier, sent ten thousand people to the *Spiritual Marketing* page at Amazon.

**ALLEN:** That's pretty awesome.

**JOE:** Another person, Audri Lanford, has a mailing list of something like fifty thousand names. And she mentioned my campaign to her list on the day that it was happening.

**ALLEN:** I remember because I got one from her.

**JOE:** Yes.

**ALLEN:** And the headline inside the E-mail was "A Fantastic One-Day Offer."

**JOE:** Yes.



## **How to Easily Make Your Book an Amazon Best-seller -- By Joe Vitale**

---

**ALLEN:** It said, "Here's the deal of the day, go to Amazon.com today on Tuesday, June 4<sup>th</sup>, and buy one copy of *Spiritual Marketing* by Joe Vitale -- and you'll get over \$300 in free bonuses."

**JOE:** Audri had never done that for anybody. She did it for me. She's been a client. She's been a friend. She likes the book. She likes me and she did it as a favor.

And these people -- this is another important thing. I did not pay anybody to do this. They did it out of the goodness of their heart or because they believed in the book or because they believed in me. But nobody made any money from doing this. I did not say that I would pay anybody for promoting this campaign to make my book a best-seller, but if they wanted to help, here you go.

**ALLEN:** I think you used some kind of "hypnotic technique" to get them to do it, Joe. That's got to be it.

**JOE:** Well, I did use a secret hypnotic technique that I won't be able to reveal in this interview.

My book -- my book hit number two that afternoon.

## **How to Easily Make Your Book an Amazon Best-seller -- By Joe Vitale**

---

**ALLEN:** Wow.

**JOE:** And I thought that that wasn't -- it wasn't going to go any higher. In fact, Nerissa and I went out and had dinner and we celebrated being number two. When I came home that night and checked my E-mail, I saw all the congratulations about being number one. And I went and looked at Amazon. I thought, 'Holy smokes, it happened, it happened, I hit number one!'

**ALLEN:** That's fantastic.

**JOE:** And the nice personal thing that took place was that was also my father's birthday.

**ALLEN:** Oh, my goodness.

**JOE:** And I was able to call my dad, who was turning seventy-seven years old, and the only book of mine he's ever read, the only book of mine that he actually loved, *Spiritual Marketing*, and I was able to say, "Dad, your son, on your birthday for the book that you love the most, just hit number one. I'm a number one best-selling author in the world on Amazon."

## **How to Easily Make Your Book an Amazon Best-seller -- By Joe Vitale**

---

And the next day, where I continued to be number one, was my mother's birthday. So I was able to call her and say, "Mom, I'm still a best-seller!"

**ALLEN:** Isn't that wonderful! What an engaging feeling of -- accomplishment.

**JOE:** Oh, yeah.

**ALLEN:** You know, to be able to know you've gotten that, accomplished that and to be able to tell your mom and dad is really quite a profoundly special moment.

**JOE:** It is awesome.

**ALLEN:** Peak time in one's life.

**JOE:** Yeah. It is a peak moment in life.

**ALLEN:** Um-hmm.

**JOE:** Absolutely.

## **How to Easily Make Your Book an Amazon Best-seller -- By Joe Vitale**

**ALLEN:** So all told, I'm a numbers kind of guy, how many E-mail -- individual E-mail messages actually went out on that whole campaign?

**JOE:** That's a great question. The thing is I don't know. I would be —

**ALLEN:** It's got to be at least seventy-five thousand.

**JOE:** Oh, it's probably more than that.

**ALLEN:** Okay.

**JOE:** But I'm only guessing because I can't actually put a number on it. Because so many people who have their own lists -- or forwarded it to other family and friends or -- who knows how many it went out. There was probably a little bit of a viral marketing campaign going on because it really was a good deal. You just spend \$15 on a book and you had access to all these freebies. And I invited people to tell other people. So they looked good in passing the word around and, of course, that was -- you know, it involved their ego, it stroked their ego to do that. So there was a lot of win, win, wins all the way around.

## **How to Easily Make Your Book an Amazon Best-seller -- By Joe Vitale**

---

As for how many it actually reached, I wish I knew. I'm not even sure at this point how many books were sold. We're guessing five thousand on June 4<sup>th</sup>. But that's an educated estimated guess. We don't know for a fact. But, you know, five thousand books with an E-mail campaign. It didn't cost anybody anything. All done in one day is phenomenal.

**ALLEN:** It's tremendous.

**JOE:** And I think it's also worth pointing out that in many ways, even though this was Mark Joyner's strategy for making a book a best-seller on Amazon, these kind of tactics have been used offline for years.

**ALLEN:** Um-hmm.

**JOE:** Wayne Dyer with his very first book, which I think was *Your Erroneous Zones* --

**ALLEN:** Um-hmm. That's right.

**JOE:** -- bought the first edition. He bought it up from bookstores so it looked like it was selling out quick.

## **How to Easily Make Your Book an Amazon Best-seller -- By Joe Vitale**

---

**ALLEN:** Right.

**JOE:** And then when he bought that first edition, he loaded up vans and he started driving around the country to promote his book. So, of course, like I mentioned earlier, I don't have to leave the house. I don't have to do that. And Deepak Chopra with his first book -- because he was so big in the TM, transcendental meditation movement. All the TM people were asked to go on a particular day to all the bookstores and buy one copy of Deepak Chopra's new book, which helped fuel it becoming a best-seller.

So the strategy that we've used to make an Amazon book a best-seller at Amazon has been done offline. It just takes a lot more work to do it.

**ALLEN:** Let me ask you a couple quick takeaway questions.

**JOE:** Uh-huh.

**ALLEN:** I have a client, for example, who comes to mind right now. She's a lawyer. She just wrote a book. And she belongs to a network of lawyers all across the country. There's about twelve hundred

## **How to Easily Make Your Book an Amazon Best-seller -- By Joe Vitale**

---

people in her network. What -- what kind of a strategy would you suggest that someone like that use immediately where you could take them through the steps? And they don't have a big E-mail list like you do, and they maybe don't know a lot of people that you do, but maybe this network could be an opportunity. What would you suggest?

**JOE:** What is her book on?

**ALLEN:** Her book is a very interesting book. It's on Estate Planning for Pet Owners.

**JOE:** How interesting.

**ALLEN:** Yeah.

**JOE:** Estate Planning for Pet Owners.

**ALLEN:** Yes.

**JOE:** See, before you told me what that what I was going to say, well, she can go to all the other attorneys, she can use her own existing network, you know, and just milk all of that, which she can still do.

But you just said something interesting, it's for pet owners. Well, pet owners will spend their life savings on their pets. I mean, pet owners love their pets better than they do their kids. I would find -- I guess if it were me, I would do this all online. I would go to some of the big directories, like Liszt.com or dejanews, or some of the search engines, and I'd start typing in 'pet owners E-mail list' or 'pet owners directory' and I'd start fishing around -- hunting for where all the pet owners are gathered.

There are numerous discussion lists for pet owners. There's numerous web sites for pet owners. There are actual E-mail lists of pet owners that you can rent from E-mail mail brokers, like PostMasterDirect.com. And so I would go and find where are all those pet owners at, get their E-mails or get the E-mails of the people who are catering to the pet owners, and I would send out an alert that this book is available.

And then if you wanted to make it an Amazon best-seller, then I would do the whole thing we discussed, picking a day that you would do this campaign, creating a whole lot of by-product, E-products that are downloadable that you would give to people who bought the actual book on the day of the campaign. And then I



## **How to Easily Make Your Book an Amazon Best-seller -- By Joe Vitale**

---

would alert everybody that you've got an E-mail forward, especially people who have their own E-mail lists of pet owners, that go buy this book on this particular day and get all these extra freebies and, you know, make you and your pets happy.

**ALLEN:** Absolutely genius, Joe.

**JOE:** Well, I also think -- well, thank you.

So I also think there's a major publicity opportunity. You know, I mentioned that my book *There's a Customer Born Every Minute* hit number thirty-three when A&E did a biography on Barnum and aired it nationally. But the reason that I ended up on A&E -- and I didn't know that I ended up until it was actually aired -- but the reason was because I sent out a news release months in advance and it had the headline, "Are P.T. Barnum's Methods to Success Valid Today?" And then I went on to explain, yes, they are. And I gave about ten steps that were all from Barnum on how to achieve business success today. And they were all from my book.

I had sent that out as a news release using "www.imediafax.com," which is my favorite news service to use. It's run by my friend Paul Krupin. And we sent it out. And I didn't get too much response. I

## **How to Easily Make Your Book an Amazon Best-seller -- By Joe Vitale**

---

thought, 'Oh, well, you never know with news releases.' They're like planting seeds, they'll crop up later. And months later, national TV covered my book and the next day it's a number thirty-three best-seller.

Well, this woman with the estate planning for the pets and all of that -- pet owners -- that is newsworthy. That's unusual. And so I'd probably issue a news release about that, too. And if you tied it into the Amazon promotion, you could get some offline sales, as well as online sales. So those are a couple of solid ideas I'd do if I were her.

**ALLEN:** That's powerful stuff.

Another gentleman that we did a book cover design and interior for has a book, just kind of off the wall, on -- it's for heart attack survivors.

**JOE:** Um-hmm.

**ALLEN:** And he has trouble trying to locate people that have an interest in this because his book is geared toward preventing a second heart attack. Did you know if you've had a heart attack, your chances of

## **How to Easily Make Your Book an Amazon Best-seller -- By Joe Vitale**

---

getting a second heart attack are six hundred percent greater than for most people.

**JOE:** Wow.

**ALLEN:** So the chance -- odds of sudden death go up like six times.

**JOE:** Yeah.

**ALLEN:** So he's having trouble, with the whole medical privacy issue, to identify the people in his target market.

**JOE:** Um-hmm.

**JOE:** Well, I guess there's a couple of things that come to mind. The first... the publicity angle, that whole statement about six hundred times, six hundred percent more likely to get it.

**ALLEN:** Yeah.

**JOE:** That sounds like a news release to me.

**ALLEN:** Um-hmm.

**JOE:** That he can be an expert and comment on that statistic and, of course, let that plug his book in the news release. So that's one angle. That's for the people online. It just seems to me that the Internet is so colossal, with so many different E-mail lists, there's got to be a list out there of people that are preventing heart attacks, had a heart attack, concerned about a heart attack, something in that ballpark.

**ALLEN:** Um-hmm.

**JOE:** And it may mean going to yahoo.com and doing a search on heart attack or heart attack victims, for example, and seeing what comes up. I don't know that subject very well to be able to guess beyond that.

From a publicist's standpoint, thinking a little bit like P.T. Barnum, I'd want to know more about this man, why he had a heart attack, what he's doing different to prevent the next one. And I'd fish around for some kind of unique story, unique angle, unique hook that might interest the media in doing something on this. And that might also spawn some kind of idea for a search online to look for the unique group of people that would want to buy this.

## **How to Easily Make Your Book an Amazon Best-seller -- By Joe Vitale**

---

**ALLEN:** Great! Amazing!

So, Joe, let me just ask you the last couple questions, if we could.

**JOE:** Um-hmm.

**ALLEN:** Because I'm just curious. You have -- I mean, you've done a lot of these marketing -- traditional marketing techniques and tactics that we talked about before.

**JOE:** Um-hmm.

**ALLEN:** Would you say -- if you were to sum up -- just for a minute putting E-promotion aside, what do you think is the best overall marketing method that would -- in your experience with your books has worked the best, assuming -- your E-promotion work is in place and we're doing some of the things you're suggesting --

**JOE:** Uh-huh.

## **How to Easily Make Your Book an Amazon Best-seller -- By Joe Vitale**

---

**ALLEN:** -- maybe getting a moderate result with it or maybe it's doing okay and we're getting some sales at Amazon. Any other things that maybe we should be doing that would -- that would stimulate sales?

For example, I know like I've suggested to a lot of our clients -- because we -- you know, I try to provide them with marketing tips and ideas as we go throughout the design process at Bookcovers.com. We will go to a trade journal and we'll find all the seminars, and we'll find resellers and hook them up with those.

**JOE:** Yes. Well, that's -- that's smart. That's a good strategy right there. I think I would back up. I'm trying to pretend that if somebody came to me with the question you just asked --

**ALLEN:** Yeah.

**JOE:** -- and I know you have a lot of experience with books, so it's hard for me to kind of wipe that out of my brain for a second.

**ALLEN:** Um-hmm.

**JOE:** I would back up and I would ask somebody who was coming to me, and they had their book in their hand and maybe it's not even

## **How to Easily Make Your Book an Amazon Best-seller -- By Joe Vitale**

---

published yet, or maybe they just published it, but it just sits in their hand, they just got it, and I would look at them and say, "What's your intent, what do you want to achieve?"

**ALLEN:** Um-hmm.

**JOE:** Because it seems to me there's two kinds of authors. And, you know, I might be -- I'm probably oversimplifying it, but let's run with it for a second. The first kind would be that they want fame. I mean, there's an ego involvement there. They want fame. They want the credibility. Maybe they know by being an author it gives them the reason to get publicity and maybe they want this publicity to build up a separate business. You know, maybe that's what they're really after and they don't care too much whether they make money directly from the book, or they sell a whole lot of books, but they want their face out there, they want their name out there. They want it for their ego. They want it for credibility. They want it for their business.

And if that's the person who comes to me first, I would say, "Great, go and do all the radio shows you can and all the TV shows you can. You know, put your face out there everywhere." You know, radio and TV and newspapers, they're always scrambling for new

## **How to Easily Make Your Book an Amazon Best-seller -- By Joe Vitale**

---

ideas. I'm reading a book now that's great called, *Feeding the Media Beast*. *Feeding the Media Beast* really does say that, you know -- this is a beast and it's hungry all the time and you have to feed it the right things. You know, it's looking for news angles.

So if you want publicity for publicity's sake because you want your name to become famous in a niche or around the world, there's nothing wrong with that. Just know that that's your intent. Do radio, do TV, and see where it goes.

If you are trying to sell books because you have a message and what you really care about is what that message is in the book, and you want that to get out there, and you want to make money from it to fund the ongoing part of your mission here, then I would say -- again, we're putting E-mail stuff aside for a second -- I would say go for bulk buyers. One of my books, *The Seven Lost Secrets of Success*, really hit the jackpot one time when one man so loved it that he arranged for nineteen thousand five hundred copies of that book to be bought for everybody in his company. That's the kind of thing that you want.

**ALLEN:** How did you do that, Joe?



## **How to Easily Make Your Book an Amazon Best-seller -- By Joe Vitale**

---

**JOE:** Well, that was more luck than anything else. It was a person who read the book who happened to be in a network marketing company and liked it enough that he strongly recommended it. He was high up in the company and they listened to him because they wanted to keep him happy. And they bought nineteen thousand five hundred copies, as well as bringing me into their recording studio and making a unique tape for everybody who got a copy of that book.

But there are services that go after bulk sales, too. And I don't know them offhand. You may know them or could dig up the resource for them, or I can later. But I would say if you're trying to get book sales, that I would go after the bulk book buyers. Think who is going to benefit from having your book. It may be a particular network marketing company. There are plenty of them -- and I'm thinking of the heart attack book right now. There are plenty of those network marketing companies, for example, that are in the health business or preventative health business who may want to endorse that book or may think that would be a great premium for everybody in their organization. I don't know, but it's certainly worth a try.

Corporations are known to buy lots of books. That's a write-off for them, it's a premium for their people, if it ties into what their people are interested in or what the corporation has a mission to spread.

## **How to Easily Make Your Book an Amazon Best-seller -- By Joe Vitale**

---

So it's -- I think to answer your question, it depends on what somebody's trying to achieve. If they want the fame, go after publicity, as well as book sales. If they just want to sell the book, then I'd go after bulk book buyers.

**ALLEN:** Great, yeah. You know, one thing I've had success with -- it's kind of on that last vein -- is approaching magazine editors and people who run magazines and offering one of my books to them, as a premium for early renewal subscription incentives.

**JOE:** Um-hmm.

**ALLEN:** And they -- you know, I made them a really great offer on the book. But --

**JOE:** Um-hmm.

**ALLEN:** -- the whole print run had been paid for at that point, so anything else that was made on the run was pretty much, you know, gravy cash flow. So it worked out great for us and them.

**JOE:** Um-hmm.

## **How to Easily Make Your Book an Amazon Best-seller -- By Joe Vitale**

---

**ALLEN:** So we didn't need a huge profit.

**JOE:** Um-hmm.

**ALLEN:** And so we offered it to them, and they turned around and they bought a couple of thousand to start with. And then a few months after that, bought three thousand more.

**JOE:** Oh, excellent!

**ALLEN:** It was just great. Yeah.

**JOE:** Great idea. Great strategy. That was smart.

**ALLEN:** And you know what -- you know what was great about it, after the -- I believe it was a -- love talking about marketing.

**JOE:** Um-hmm.

**ALLEN:** After the -- after the first mailing went out, and after every mailing would go out, people who didn't respond to the magazine's renewal request would grab the cards and go into Barnes and Noble and buy

## **How to Easily Make Your Book an Amazon Best-seller -- By Joe Vitale**

---

them and we'd get, you know, hundreds of books being sold that way --

**JOE:** Wonderful.

**ALLEN:** -- at the same time. So it was kind of a great thing.

But, yeah, the bulk buying is such a powerful area. And --

**JOE:** Yeah. Too many authors rely on bookstore sales and very few people go into bookstores. And when they do, they don't buy that many books and the bookstores don't stock that many books to begin with.

**ALLEN:** Sure.

**JOE:** And they certainly don't stock multiple copies of books.

**ALLEN:** Um-hmm.

**JOE:** That's not traditionally, anyway.

## **How to Easily Make Your Book an Amazon Best-seller -- By Joe Vitale**

---

**ALLEN:** Joe, please share, as a last question, which of your books and materials should a publisher start reading first, you know, to expand their own mental horizons and, you know, glean the most from adapting your mindset.

**JOE:** I would think probably, because it covers so much and includes so much, *The Power of Outrageous Marketing*, my package with Nightingale-Conant, because not only are there audiotapes, but there's the workbook. It comes with a couple of copies of different books of mine. It does come with *The Seven Lost Secrets of Success* and *Turbocharge Your Writing*. And there are stories of publishers on there. And there are ten different techniques that are clearly explained on how anybody can get rich and famous using these principles that some of the tycoons and titans of business have used.

So I would say if there's any one thing to get, it would probably be *The Power of Outrageous Marketing* from Nightingale-Conant.

**ALLEN:** It's a wonderful program.

**JOE:** If there was any one book, I guess -- and I might be recommending this for an odd reason, but I would say *Spiritual Marketing*.

**ALLEN:** I knew you were going to say that.

**JOE:** And I -- you're partially psychic there. I would say that I'm recommending it because I've noticed that some clients have a death wish, or a self-sabotage within them. You can give them what I'll call the flawless perfect ad, even though there's no such thing, and even if they run it, it won't work because of something within them that will hinder it.

*Spiritual Marketing* is all about getting whatever you want by being clear within yourself about what you want, and being clear within yourself of all the beliefs and negativity that could prevent it from happening. So if somebody has a big dream to be a famous author or best-selling author, to do a lot of shows or to sell a lot of books, they may need to be sure they're clear inside. And *Spiritual Marketing* covers those five steps that will help you achieve success on just about any level you can name.

**ALLEN:** I've seen that happen where we designed a book cover and interior for a client and it goes to press --

**JOE:** Yeah.

## **How to Easily Make Your Book an Amazon Best-seller -- By Joe Vitale**

---

**ALLEN:** -- they're ready to implement marketing and then something just kind of holds them back.

**JOE:** Right.

**ALLEN:** They can't put their finger on it -- and I have been there myself.

**JOE:** Yeah.

**ALLEN:** Where you can't put that first step out there and push.

**JOE:** Yeah. And I've been there, too.

**ALLEN:** Yeah.

**JOE:** And that's why in *Spiritual Marketing* I say we all need -- what I call a miracles coach. We need somebody who's outside of our block, somebody who's outside of our limitation to look at us and say, well, look, this is what you're doing, and you want to keep doing it, but there's another way. Because it could be easier than what you're doing.

## **How to Easily Make Your Book an Amazon Best-seller -- By Joe Vitale**

---

I tell people that I've found the "escalator through life," that I was going up the rocky road and I heard about an escalator, but I didn't really believe there was one. And I've found it. There is an escalator through life. You can get on it and ride, and just have a nice gliding journey through life and achieve the things that you want. And if you get bored with it for some reason, or need drama in your life, you could always step off of it and start crawling around on the rocky road again.

But *Spiritual Marketing* describes that escalator through life and helps with that what we'll call a self-sabotage issue that fits some people.

You can still order the new and improved "Spiritual Marketing" book from

<http://www.amazon.com> or from

<http://www.1stBooks.com/bookview/5655>

THANK YOU, Joe!



## **THE AMAZON FORMULA IN A NUTSHELL:**

1. Have a good book.
2. Create e-products that people will want.
3. Send out a letter urging people to buy the book on a certain day, send you the receipt from amazon, and you'll give them the e-stuff as a bonus.
4. Ask people with their own email lists to send the letter out for you.
5. If possible, ask people to buy the book at a certain hour on that certain day.
6. Deliver on your promises.
7. Celebrate!
8. Milk your success. Tell the local media your book is now a bestseller.
9. Use the amazon success to get bookstores to buy the book, agents to represent you, etc.
10. Keep marketing!

## **ABOUT JOE VITALE**

Joe Vitale is the world's first Hypnotic Marketer. He is President of Hypnotic Marketing, Inc., and author of way too many books to list here, including the #1 best-selling book "Spiritual Marketing," the best-selling e-book "Hypnotic Writing," and the best-selling Nightingale-Conant audioprogram, "The Power of Outrageous Marketing."

You can still have Joe's proven marketing e-course---"Recession-Proof Marketing"---delivered to your e-mail box every day for a week---for FREE---by sending a blank e-mail to [class@aweber.com](mailto:class@aweber.com)

You can now get Joe's new email marketing course, "Easy Marketing Secrets for Coaches," free, by sending blank email to [hypnoticmarketing@getresponse.com](mailto:hypnoticmarketing@getresponse.com)

Joe's websites include:

[www.MrFire.com](http://www.MrFire.com)

[www.HypnoticWriting.com](http://www.HypnoticWriting.com)

[www.AdvancedHypnoticWriting.com](http://www.AdvancedHypnoticWriting.com)

[www.CreateAdvertisingThatSells.com](http://www.CreateAdvertisingThatSells.com)

<http://www.HypnoticWritingSwipeFile.com>

NEW! - <http://www.HypnoticMarketing.com>

NEW! - <http://www.HypnoticSellingTools.com>

NEW! - <http://www.SubconsciousInternetMarketing.com>

NEW! - <http://www.ImpulseMarketing.com>

\*\*\*\*\*

**©2002 Joe Vitale. All rights reserved.**

## **BONUS SECTION**

Here they are---the three letters I've used to make three books bestsellers at Amazon.com.

### **LETTER #1:**

\*\* Time-Sensitive News from Joe Vitale \*\*

Dear Friend,

As a valued reader of my ezine, I have an irresistible offer for you that includes over \$250 in free gifts -- but you have to act today to claim them.

Your special free gifts include...

1) Over 8 hours of rare ONLINE digital audios of success radio interviews with superstars including Jim Rohn, Robert Allen, Mark Victor Hansen and more. (\$79 value, yours free!)

2) You'll tap into 5 top Internet marketing minds today as you hear Yanik Silver, Mark Joyner, Joe Vitale, Terry Dean, and Rick Beneteau expose their money-making secrets in these in-depth, exclusive ONLINE radio interviews. (\$79 value, yours free!)

3) Special Report: The Entrepreneur's Curse - The #1 Reason For Entrepreneurial Failure... (This is Something You've Never Heard Before) (\$9.95 value, yours free)

4) You'll also get 3 exclusive digital transcripts direct from interviews with famous copywriter Brian Keith Voiles, mail-order legend Melvin Powers, and direct marketing king Mark Nolan. (\$34.95 value, yours free!)

5) AND 7 "Inner Circle Memos," including the famous 'Stand Still And Stand Alone', 'How to Leverage The Invisible To Create The Impossible', 'What Napoleon Hill,

## **How to Easily Make Your Book an Amazon Best-seller -- By Joe Vitale**

---

Dale Carnegie, And Anthony Robbins Never Told You', '5 Reasons Most People Never Get Rich...And How Can Virtually Guarantee You Do', and more.  
(\$59.95 value, yours free!)

Now, here's how you can grab these valuable free gifts...  
for doing one simple thing today...

You see, my friend Mike Litman (host of the #1 Personal Development radio show, The Mike Litman Show), and his co-author Jason Oman, are celebrating the official launch of their new book "Conversations with Millionaires" in a big, BIG way.

So, they're 'giving away the farm' to do just that.

All \*you\* need to do to get over \$250 in free gifts is grab ONE copy of their book for just \$15.95 at Amazon.com. (Recently it was referred to as "The Think & Grow Rich for the 21st century.")

How's THAT for a win-win celebration??

You buy one \$15.95 book today and  
you get \$250 in amazing info!

Best of all, "Conversations with Millionaires" is an amazing investment anyway because it also includes the genius of:

- \* Jim Rohn (He's Tony Robbins millionaire mentor)
- \* Chicken Soup for the Soul authors, Mark Victor Hansen and Jack Canfield
- \* Rich Dad, Poor Dad co-author, Sharon Lechter
- \* Robert Allen, author of 3 Best-Selling success books
- \* 1-800-FLOWERS, CEO Jim McCann
- \* Michael Gerber, Small Business Expert and author of best-selling book, "The E-Myth"
- \* Wally "Famous" Amos
- \* and even Jay Conrad Levinson, the Creator of the wildly successful 'Guerrilla Marketing' book series!

So click on the link below and grab yourself a copy of "Conversations with Millionaires" right now -- TODAY:

<http://www.amazon.com/exec/obidos/ASIN/1931866007/qid=1011252204/sr=8->

## **How to Easily Make Your Book an Amazon Best-seller -- By Joe Vitale**

---

1/ref=sr\_8\_3\_1/104-3631964-4313516

Then all you have to do to get your free gifts is just email the receipt you'll get from Amazon.com to [mike@mikelitman.com](mailto:mike@mikelitman.com) and they'll slide your free gifts right over to you.

(By the way, if you don't absolutely love the book, they'll REFUND EVERY DIME. You keep the book and the free bonuses as their gift for your trouble.)

Again, send the receipt you get from amazon today to: [mike@mikelitman.com](mailto:mike@mikelitman.com)

In fact, even famous motivational star Brian Tracy said this about "Conversations with Millionaires"...

"This is a proven, practical book that will acccelarate you along the road to financial independence. Read it, follow it, and watch your life change."

(You'll also see 23 incredible 5-star reviews listed on Amazon.com)

However, the celebration ends at midnight Eastern Time tonight! TONIGHT!

So the only way you can grab all these free gifts is to purchase your copy of "Conversations with Millionaires" and get the receipt from Amazon over to Mike and Jason at [mike@mikelitman.com](mailto:mike@mikelitman.com) before midnight TONIGHT.

[http://www.amazon.com/exec/obidos/ASIN/1931866007/qid=1011252204/sr=8-1/ref=sr\\_8\\_3\\_1/104-3631964-4313516](http://www.amazon.com/exec/obidos/ASIN/1931866007/qid=1011252204/sr=8-1/ref=sr_8_3_1/104-3631964-4313516)

Go for it!

Joe Vitale  
[www.mrfire.com](http://www.mrfire.com)

P.S: Remember, to receive your \$250+ in free bonuses you must email the receipt to [mike@mikelitman.com](mailto:mike@mikelitman.com) by midnight Eastern Time tonight!

P.P.S: When you order before Midnight tonight, you'll also

## **How to Easily Make Your Book an Amazon Best-seller -- By Joe Vitale**

---

get the e-book version of "Conversations with Millionaires," so you can launch into this incredible new book right away. (\$19 value, yours free!)

[http://www.amazon.com/exec/obidos/ASIN/1931866007/qid=1011252204/sr=8-1/ref=sr\\_8\\_3\\_1/104-3631964-4313516](http://www.amazon.com/exec/obidos/ASIN/1931866007/qid=1011252204/sr=8-1/ref=sr_8_3_1/104-3631964-4313516)

P.P.P.S Please note that the Amazon system sometimes updates slowly and it may show that the book won't be shipped for a day or two, however plenty of books have been printed for this celebration.

P.P.P.P.S: Remember the book is also a perfect gift for birthdays, graduation, Mother's and Father's Days, etc.

### **LETTER #2**

**\*\* Please Respond by Midnight TONIGHT \*\***

Dear Friend,

Last month friends on my personal email list helped a dear friend of mine make his book an amazon.com best-seller, and in the process they received hundreds of dollars in free bonuses.

I'm writing to you today with the same type of request and opportunity. Here it is in a nutshell:

Go to amazon.com today---by midnight tonight, to be exact---and order at least one copy of the book, "Work Yourself Happy" by Terri Levine.

Then send your amazon receipt to [donna@comprehensivecoachingu.com](mailto:donna@comprehensivecoachingu.com)  
When you do, you will be given access to ALL of the following:

"The Goal Planner" -- This powerful tool will help you do exactly what the title implies: Plan your goals. Coaches in Terri's ongoing educational program at Comprehensive Coaching U pay \$300 to have this planning guide. It's yours FREE.

## **How to Easily Make Your Book an Amazon Best-seller -- By Joe Vitale**

---

"The Energy Focusing System" -- This one blew my socks off AND my hat. It's a leading-edge Special Report on using inner and outer methods to achieve success today. Coaches in Terri's class, "Explode Your Business and Income," pay \$300 to have access to this one. It, too, is yours FREE.

"Coaching for an Extraordinary Life" -- This is the e-book version of one of Terri's other books. While you can buy this in paperback at amazon.com for \$15, you can have this e-version for FREE.

"Work Yourself Happy" -- This is the workbook that accompanies the book you will buy at amazon.com. While it sells for \$5, it, too, is yours FREE.

"The Energetics of Selling" -- This is another mind-stretching and bank-swelling Special Report. While it sells for \$25, you will get it, too, FREE.

"Career Options Within and Outside Your Profession" -- This one you'll LOVE. It will reveal other opportunities in your field of work. Normally \$39.95, it's yours FREE.

That's not all, of course. When you go to amazon.com and buy one copy of "Work Yourself Happy," you will ALSO receive the following Special Reports:

- \* "First Class Client and Customer Service"
- \* "What Do You Need to Do to Motivate Your Employees"
- \* "Coaching: The Next Step for Your Business?"
- \* "Effective Personal Productivity"

There you have it. Spend \$15 today on a great book, help a friend, and receive \$695.95 worth of incredible information -- FREE!

Again, here's what you need to do right now:

1. Go to [www.amazon.com](http://www.amazon.com) and order at least one copy of Terri Levine's book, "Work Yourself Happy."
2. When you receive your receipt by email from amazon, forward it to [donna@comprehensivecoachingu.com](mailto:donna@comprehensivecoachingu.com)

## **How to Easily Make Your Book an Amazon Best-seller -- By Joe Vitale**

---

3. You will then receive an email with instructions on how to download all of the above Reports and Products.

That's it!

It's that easy!

Remember, this special offer is good for today ONLY.

Our goal is to make Terri's great book an amazon.com best-seller today. So please go to amazon right now---by midnight tonight---and place your order.

Go for it!

Joe Vitale

PS -- If you buy 6 or more copies of Terri's book---to give as gifts, perhaps---she will ALSO give you a great 2-tape set called "Transforming Change: A Leader's Guide." It's valued at \$99, but is yours FREE when you buy 6 copies of her book. (And that's on top of all the other gifts you will get when you buy just one copy of her book.) Again, order at [www.amazon.com](http://www.amazon.com) right now and then forward your receipt to [donna@comprehensivecoachingu.com](mailto:donna@comprehensivecoachingu.com)

### **LETTER #3**

**\*\* An Urgent Message from Joe Vitale \*\***

(Please read now because this offer expires at midnight \*tonight\* - Tuesday, June 4th )

Dear Friend,

I'll give you the following amazing rare items ---yours free---if you do just one thing today.

First, here are the gifts you can have:

\* "How to Attract Money" - I recorded this guided meditation many years ago, probably in 1989. It's designed to help would-be authors



## **How to Easily Make Your Book an Amazon Best-seller -- By Joe Vitale**

---

visualize their own success. You can use it for any goal. Price: It's a collector's item, now no longer available except to you, online, for free. Note: It originally sold for \$19.

\* "Creating Miracles: How to Think Like God" - I gave this talk back in 1994, at a small gathering in Houston. People still write me about the tape, which hasn't been available for almost a decade. It reveals little known methods for creating amazing results, and includes very inspiring stories, too. You'll get to hear this rare audio online, for free. Note: This is not available anywhere else.

\* "E-Marketing Secrets" - Bob Serling interviewed me in 1998 about online marketing secrets. Much of the interview was about material in my "CyberWriting" book (which has been out of print for two years now). You'll get to hear it online, for free. Note: I used to sell this one for \$15.

\* "Spiritual Marketing" - I gave this talk in New Jersey April 7, 2002. In it I tell stories that have never been told anywhere else. You'll love it, and you can hear it online, for free. (The "FIDEM" story alone will delight you!) It reveals secrets to manifesting from the "inside out." (The "Quitman" story will make you laugh out loud!) Note: This talk is not available anywhere.

\* "Hypnotic Copywriting Secrets" - This high-energy, fun, and revealing call took place on May 2, 2002. Famed copywriter Yanik Silver probed my mind for the inside secrets on how to write hypnotic copy. He asked me to analyze a sales letter and explain my mental process behind it. I got to talk about resources, mind sets, writing and editing secrets I hadn't EVER spoken about at ANY time before EVER! I may have had too much caffeine when I did this call, but you'll thrive on the extra voltage. (One thing you'll learn is why comments in parentheses are so effective.) You'll also discover my favorite resource. You'll get to hear this one free, too. (I'll tell you how shortly.) Note: People paid \$125 each to hear this call.

I will *also* give you these two surprise bonus gifts, too:

## How to Easily Make Your Book an Amazon Best-seller -- By Joe Vitale

---

\* "Buying Trances: The Real Secret of Hypnotic Marketing"

This is a brand new special article by me. In it I confess something shocking---and embarrassing---about how I learned the power of hypnosis when I was just a teenager. You'll also learn how to tap into the existing trances of people and lead them to do what you want. (Talk about power!) My webmaster read this article and wrote me back, saying: "This article is HHHHOOOOOOOOOOOOOTTTTTTTT!!!!!! One of my favorites I've ever read of yours. :)"  
Note: I plan to sell this one report for \$49 after today.

\* "Outrageous Marketing for Free Newspapers" This very unique Special Report is a compilation of ideas from a wide range of experts---from Joe Sugarman to Jay Conrad Levinson to me. While you may not publish a newspaper, virtually all of the ideas are adaptable to your own business. Plus this one is pretty wild to read! A real collector's item!  
Note: This is not available anywhere else.

AND I will give you a special mystery bonus---worth \$19---that will rock you, inspire you, delight you, and surprise you!

How can you have ALL of the above---for FREE?

Easy. All you have to do is this:

1. Go to [www.amazon.com](http://www.amazon.com) today and buy just one copy of my newly revised book, "Spiritual Marketing: A Proven 5-Step Formula for Easily Creating Wealth from the Inside Out." The direct link is <http://www.amazon.com/exec/obidos/ASIN/0759614318/>

For AOL Members:

<A HREF="<http://www.amazon.com/exec/obidos/ASIN/0759614318/>">Click Here</A>

(Note the beautiful new cover there.)

2. When amazon emails you your receipt, forward it by email direct to [vitale@getresponse.com](mailto:vitale@getresponse.com)

3. You will then receive easy instructions on how to access all of the above priceless Real Audios and new bonus reports.

That's it!

In short, spend about \$17 on my new and improved book and get an estimated \$299 in free bonuses!

## **How to Easily Make Your Book an Amazon Best-seller -- By Joe Vitale**

---

The only "catch" is that you have to go to amazon TODAY, buy one softcover copy of "Spiritual Marketing" TODAY, and send your receipt to [vitale@getresponse.com](mailto:vitale@getresponse.com) TODAY.

After today, the deal is off.

Even if you already have "Spiritual Marketing," you may not have the new and improved version. (It's got a cool new cover and a beautiful new look and feel.)

And if you already have a copy, you might consider getting more copies to give to family, friends, clients, peers, and even strangers on the street!

And if you don't know a thing about my book, go to amazon and you'll find SIXTY-THREE reviews of it!

One person said it's "A Mesmerizing Little masterpiece."

Another person called it a "miracle making manual."

Yet another said it's "Inspirational and Exciting."

Still another said, "Daring, personal, provocative!"

And a recent review by a reader began with the words, "Terrific mini-tome on prosperity!"

Bob Proctor, who wrote the foreword to my book, calls it "...your own personal Aladdin's Lamp."

The book has already been translated into Italian, Spanish, and Portuguese. (!)

It's also a best-seller for 1stbooks.com, the publisher.

And I want to make it a best-seller on amazon.com today.

Will you help me?

Again, all you have to do is this:

1. Go to [www.amazon.com](http://www.amazon.com) today and buy just one copy of my newly revised book, "Spiritual Marketing: A Proven 5-Step Formula

## **How to Easily Make Your Book an Amazon Best-seller -- By Joe Vitale**

---

for Easily Creating Wealth from the Inside Out." The direct link is

<http://www.amazon.com/exec/obidos/ASIN/0759614318/>

For AOL Members:

<A HREF="<http://www.amazon.com/exec/obidos/ASIN/0759614318/>">Click Here</A>

(Note the beautiful new cover there.)

2. When amazon emails you your receipt, forward it by email direct to [vitale@getresponse.com](mailto:vitale@getresponse.com)

3. You will then receive easy instructions on how to access all of the above priceless Real Audios and new bonus reports.

That's it!

What are you waiting for?

Go! Go! Go!

Joe Vitale

PS -- Want an even better deal? Buy 10 (or more) copies of my book today and I'll not only give you all of the above, but I will ALSO snail-mail to you a grab-bag of surprise gifts. I have many books and tapes here in my home, on different subjects. I'll put together a box for you of equal or greater value than what you invest to get copies of my new and revised book. (Surely you have 10 friends who could benefit from my new "Spiritual Marketing" book). :) Remember, forward your Amazon receipt to [vitale@getresponse.com](mailto:vitale@getresponse.com) and then follow the instructions you get back. That's it!

PPS -- If you have a mailing list (even if just a small list of family and friends), would you forward this letter to everyone on it today---right now? You would be helping me, and you would of course be helping them. After all, they will get some cool free gifts, too! Thank you! Thank you! Thank you!

PPPS -- This offer is for the softcover version of the book only. The hardcover is currently not available.

\*\*\* Remember, please act right now because this once-in-a-lifetime offer expires at midnight TONIGHT. \*\*\*

## **LETTER #4**

*The following letter was not used specifically to become #1 on Amazon.com. In either case, it sold a TON of books. Here it is:*

Here's a great new book---and a fantastic set of gifts if you get it by this Thursday night. - Joe

**\*\* An Urgent Message just for you from Peggy McColl \*\***

(Please read this now! I don't want you to miss out on an irresistible offer that expires at midnight E.S.T. Thursday July 25th)

Dear Friend,

If you knew that doing just one thing today would instantly increase your personal power to blast through to your goals, receive more than \$350 worth of free bonuses, and, at the same time helping me achieve something that couldn't be done without your help.....would you do it?

To find out immediately, click here:  
<http://www.destinies.com/promotion.html>

What if that one simple thing cost you less in time and money than you'll probably spend at the pizza place or the coffee shop next week?

I am giving away some of my most precious resources - yours FREE - if you do just one thing today.

First, here are the gifts that I am waiting (like a child on her birthday) to give to you:

\* 1)

"The Achieve Your Goals eWorkbook" - my special present to you. If you have been hoping to unlock the door to true happiness and begin (or re-begin) living a life of passion (that's right, I said passion), this free gift is your key.

Please, stop to think for a moment. What would life be like if you lived every day without leftover

## **How to Easily Make Your Book an Amazon Best-seller -- By Joe Vitale**

---

feelings of fear, dread, overwhelm, regret or sadness?

What if you haven't even realized that you have tucked away these forgotten feelings that are holding you back from finding your ultimate passion and purpose?

Let me walk you through the steps. No, no, no. This eWorkbook will actually "dance" you through to the exhilaration of being light on your feet. (I can already hear your heart singing!). And it is yours in electronic format so that you don't have to wait. You can have it NOW!

As if that weren't enough there is more.

\* 2)

"The Goal Achieving eGuidebook" - Never before released, you can be among the first to get it today - FREE. Perhaps I should have called it a playbook, because you will find yourself playing with your family and friends - more than you ever have before with this product at your side.

My Goal Achieving eGuidebook that I'm giving to you is your single source for all the goal setting and goal achieving templates. Based on the success principles shared in my best selling book *On Being The Creator of Your Destiny*, if you are serious about achieving your goals, this is your tool.

With it you will rediscover the inner most desires and dreams that you may have forgotten you had! All of your goal achieving resources will be right at your finger tips in this one powerful resource.

\* 3)

"Create Your Ultimate Destiny Audio Program" - Hear it online, totally free. I confess right now that your friends will be so envious of you because, in this audio program alone, you will devour a gourmet feast of proven strategies. This is all part of the special offer I hope you'll accept. The rest of the world has to pay for this valuable product, but you get it free, totally free.

## **How to Easily Make Your Book an Amazon Best-seller -- By Joe Vitale**

---

And, here is one of the most exciting free gifts in this promotion that will empower you more than you ever imagined:

\* 4)

"GoalMAPS" Goal Management Achieving Planning Systems - The tool that I've been using exclusively with groups and corporations for over 10 years is now - finally - available for individuals like you. GoalMAPS goal achieving strategies are unlike anything else you'll find. They work better and more consistently than anything ever offered! Now, you can use them, too!

This system reveals the deepest secret of the most magical masters of our time..how to easily navigate your roadmap - Destination Success!

By now you must be wondering how much all of these free bonuses are worth.

If you went to my website and bought these products separately, you would pay over \$350. (In fact, over the last 14 months, thousands of people have done just that!)

However, something tells me that you are committed to taking your life to the next level. And, I have a feeling that you care more than the "average" person about your future and the future of your family, don't you?

So, I am willing to make a special one-time offer that is only available until midnight tomorrow, July 25th. This offer MUST come to a close on Thursday at midnight, eastern standard time.

How can you have ALL of the above - for FREE?

Easy. You can get it all in ONE Simple Step:

1.

Go to my website

[http://www.destinies.com/products\\_us.html](http://www.destinies.com/products_us.html) (Shop in U.S.\$)

OR

[http://www.destinies.com/products\\_ca.html](http://www.destinies.com/products_ca.html) (Shop in Cdn \$)

## **How to Easily Make Your Book an Amazon Best-seller -- By Joe Vitale**

---

(Don't worry. It's totally secure.) and order your copy of my best-selling book *On Being...the Creator of Your Destiny*.

That's it...just go through my secure shopping cart and order one copy of my book and you'll receive an email informing you how you can pick up your FREE gifts.

For only \$21.95 U.S you'll not only get the book that experts are raving about (haven't I told you about them yet? Just read the next few paragraphs . . .) AND you'll get a treasure chest full of bonuses - absolutely free.

2.

That's it! There is no Step 2. Just click on the link in Step 1 and you will receive an email with simple instructions on how to access all of the above priceless gifts.

It's really that easy.

Here's what the experts - people you respect - are saying about *On Being . . . The Creator of Your Destiny*:

"You have a great destiny. Here's your tool to help make it a masterpiece."

Mark Victor Hansen

Co-creator, #1 New York Times best-selling series *Chicken Soup for the Soul®*

"If you are not reading the Bible every day then this one sure should be next in line. This is a book that needs to be read over and over again and not left on your bookshelf. This book is about you becoming the light of God and not the darkness of society. It is a must read if you have any respect for yourself; what's more, if you don't, now is the time to find it."

Kathy Buckley

Author of *If You Could Hear What I See*

"I can assure you, this book has the potential to impact your life in a very positive way. You will feel the changes take place inside of you as you begin to digest and get emotionally involved with many of the beautiful truths that you will find in each chapter."

Bob Proctor

Author of the best selling book



## **How to Easily Make Your Book an Amazon Best-seller -- By Joe Vitale**

---

You Were Born Rich

"Peggy is truly a dynamo. She lives, breathes and experiences all that she teaches. If you want to change your life, change your being. Peggy's book will set you on the course to take control of your own destiny."

Paul Montelongo

Author of 101 Power Strategies

You CAN capture the power these experts talk about. But not unless you act now.

Just go to my website and order my best-selling book  
On Being...the Creator of Your Destiny.

Here is the link:

[http://www.destinies.com/products\\_us.html](http://www.destinies.com/products_us.html) (Shop in U.S.\$)

OR

[http://www.destinies.com/products\\_ca.html](http://www.destinies.com/products_ca.html) (Shop in Cdn \$)

For only \$21.95 U.S. you'll not only get the book that the experts are raving about, you'll discover a feast of bonuses - absolutely free.

It's really that easy. But after midnight on the 25th, the deal is off.

If you have ever wanted help finding balance in your life and taking charge of your destiny, this 183 page book is jam-packed with the information you've been craving.

Discover the amazing secrets of how to make money, become vitally alive and achieve your most cherished dreams, in this compilation of over 20 years of intense research.

Can I make you a promise? You will literally change the way you think, and discover everything you need to make your life even more exciting and even more "rich" - I promise. The personal payoff you will receive after reading just one chapter is worth at least 11 times your investment. Add in \$350 of FREE bonus products, and the offer is, well, irresistible.

You can tap into your personal power, but only if you act now.

Just go to:

[http://www.destinies.com/products\\_us.html](http://www.destinies.com/products_us.html) (Shop in U.S.\$)

## **How to Easily Make Your Book an Amazon Best-seller -- By Joe Vitale**

---

or

[http://www.destinies.com/products\\_ca.html](http://www.destinies.com/products_ca.html) (Shop in Cdn \$)

.... and order your copy of my best-selling book

On Being...the Creator of Your Destiny.

For only \$21.95 U.S. you'll not only find your personal power, you'll enjoy more than \$350 of additional bonuses - absolutely free.

Goal Achievers like you make quick, smart decisions. When you act NOW, you guarantee that you won't miss out on this incredible offer.

Just click here:

[http://www.destinies.com/products\\_us.html](http://www.destinies.com/products_us.html) (Shop in U.S.\$)

or

[http://www.destinies.com/products\\_ca.html](http://www.destinies.com/products_ca.html) (Shop in Cdn \$)

It is simple. It is fast and it is NOW.

After you have placed your order, you will be given easy instructions in an email addressed to you clearly outlining how to get your hands on these dynamic products.

But I've got to advise you, this link will only be available through next week.

Imagine. Only \$21.95 U.S. to shape your entire life and your ultimate destiny. Come on. You are worth it, aren't you?

I understand that only the bravest of brave will take action. It is you that I congratulate and it is you that will shape not only your life, but the world.

I ask you again. What have you done for YOU lately?

The world is ready for you. What are you waiting for?

Wishing you the very best as you shape your ultimate destiny,

## **How to Easily Make Your Book an Amazon Best-seller -- By Joe Vitale**

---

Peggy McColl

PS -- You may be wondering how I can make an offer like this. This series has been so wildly successful that my publisher printed almost 3,000 extra books - just because she believes in my message and has witnessed - firsthand, the difference it has made in the lives of thousands. I am ready to run a second edition so this offer will never be available again. This means you can get your hands on this limited first edition! So please take advantage of this offer. It won't be around next week.

PSS -- Because you have given me your time - your most priceless possession - reading this far, I want to give you one more free gift. Can I give you 4 of my Achieve Your Goals Newsletters, absolutely free? These too will be included in your bonus gifts. And, we'll automatically subscribe you to the Achieve Your Goals Newsletter.

PSSS -- And, here's just one more bonus to sweeten this deal for you. Each day you will receive Bob Proctor's Daily Insights with inspiration from some of the world's greatest thinkers, masters, philosophers and strategists. These are people who make millions and millions of dollars a year (and, what's more, their lives are "rich," too). They are hoping to generously share their knowledge with you. The Achieve Your Goals newsletter alone is worth every last cent of the offer I am making to you.

If you have a mailing list (even if it is just a small list of family and friends), would you please forward this letter to everyone on it today.....right now? You would be helping me, and you would, of course, be helping them. After all, they will get some great free gifts, too! Thank you! Thank you!

After midnight on July 25th EST this offer is no longer available. So act NOW!

[http://www.destinies.com/products\\_us.html](http://www.destinies.com/products_us.html) (Shop in U.S.\$)

or

[http://www.destinies.com/products\\_ca.html](http://www.destinies.com/products_ca.html) (Shop in Cdn \$)

Please, enjoy these valuable tools and prosper richly in your life. Even if you already have "On Being.The Creator of Your

## **How to Easily Make Your Book an Amazon Best-seller -- By Joe Vitale**

---

Destiny", you might consider getting more copies to give to family, friends, clients, peers, and even strangers on the street! ("Stranger" things have happened!)

And, if you don't know a thing about my book, look at what my customers say:

"On Being.The Creator of Your Destiny" is wonderful! I highly recommend it! If you want to make a difference in and with your life, this book will give you the steps to make it happen. It is much more than just information and theories. Ms McColl's insightful questions, practical steps, and clear outlines are the key to help move from learning to living from knowing better, to being better." Caroline Pignat

"I found dozens of gold nuggets in this book! (You'll have to read the book to know what I mean by this statement.) WOW, what an incredible read....so simple, yet so powerful. And Peggy McColl is right, it's not just reading the book that will change your life, its understanding it and doing something that makes a difference. I highly recommend this gem. A balance of seasoned truths and unique insights, it's a quick read and packs a powerful punch." Corinne Lavictoire

"I can honestly say this is the ultimate self help book. Peggy has worked with the greats and taken what she has learned and applied it in an easy to understand format. A must read for anyone interested in making their life better." Paul Lefebvre

This is an Urgent message that will CHANGE your life. Act NOW because this offer will expire at midnight on Thursday, July 25th!

Here are the links for you to catapult your life to the next level. Are you ready? Go! Order NOW!

[http://www.destinies.com/products\\_us.html](http://www.destinies.com/products_us.html) (Shop in U.S.\$)

## **How to Easily Make Your Book an Amazon Best-seller -- By Joe Vitale**

---

or

[http://www.destinies.com/products\\_ca.html](http://www.destinies.com/products_ca.html) (Shop in Cdn \$)

And, my friends, here's my promise to you:

I guarantee you'll love my new book. I promise that it will show you dozens of ways to improve the quality of your life. And, if you don't love it, I'll REFUND EVERY PENNY. You keep the book and the free bonuses as my gift for your time. You can't lose! Either you love it and get \$350 in free bonuses, or you don't love it, and still keep everything and I'll refund you every penny.

Want an even better deal? Buy 10 or more books and I'll, in addition to sending you all of the bonuses above, will send you a SECRET bonus -- worth \$47. Something so good, you'll be inspired, thrilled and delighted.

\*\* Remember, please act right now because this once-in-a-lifetime offer expires at midnight July 25th. \*\*\*