

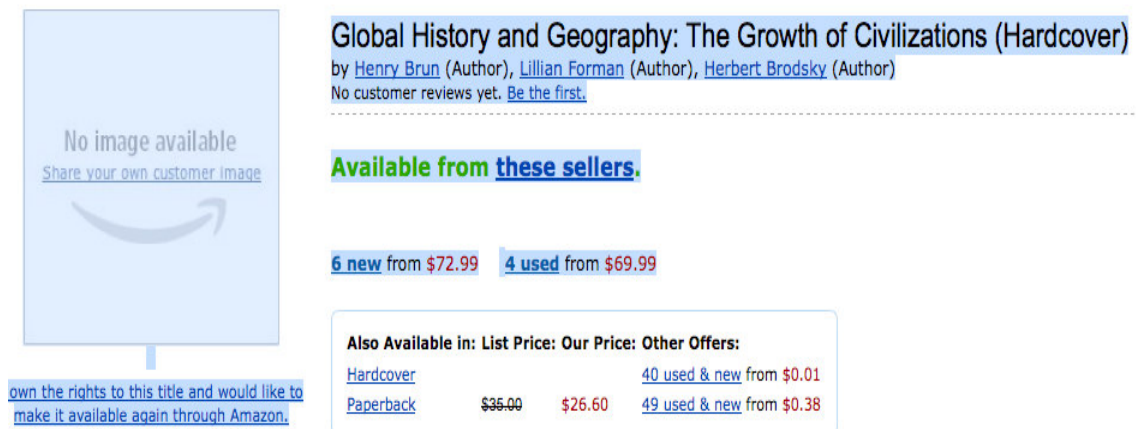
# Sell More Books by Making the Most out of Amazon By Peggy McColl

Please note: Below you will find suggestions and tips to maximize your book selling experience on amazon.com. These tips are NOT part of the strategy delivered in the Best Seller Coaching Program. In the Best Seller Coaching Program you will hear the exact steps required to make your book an Amazon.com; a BN.com (Barnes and Noble) Best Seller.

## **Suggestion #1:**

Having your book listed as a book for sale on amazon.com is fabulous, but you also need to complete the listing by ensuring your book is properly listed. Therefore, please be sure to have your book cover displayed on Amazon.com (and BN.com). Not having your book cover looks unprofessional and can hurt book sales.

Example #1 is a sample of a book listed on amazon.com WITHOUT the book cover:



**Global History and Geography: The Growth of Civilizations (Hardcover)**  
by [Henry Brun](#) (Author), [Lillian Forman](#) (Author), [Herbert Brodsky](#) (Author)  
No customer reviews yet. [Be the first.](#)

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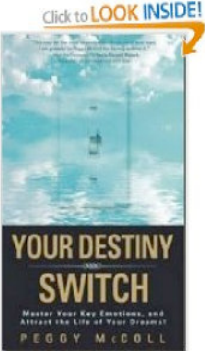
**Available from [these sellers.](#)**

**6 new** from \$72.99    **4 used** from \$69.99

Also Available in:	List Price:	Our Price:	Other Offers:
<a href="#">Hardcover</a>			<a href="#">40 used &amp; new</a> from \$0.01
<a href="#">Paperback</a>	\$36.00	\$26.60	<a href="#">49 used &amp; new</a> from \$0.38

[own the rights to this title and would like to make it available again through Amazon.](#)

Example #2 is a sample of a book listed on amazon.com with the book cover:



**Your Destiny Switch: Master Your Key Emotions, and Attract the Life of Your Dreams (Paperback)**  
 by [Peggy McColl](#) (Author), [Neale Donald Walsch](#) (Foreword)  
**Key Phrases:** [switching strategy](#), [goal card](#), [four key emotions](#), [Power Life Script](#), [Destiny Planner](#), [Switching Strategies](#) ([more...](#))  
 ★★★★★ (51 customer reviews)

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List Price: \$14.95  
 Price: **\$11.21** & eligible for free shipping with **Amazon Prime**  
 You Save: **\$3.74 (25%)**

**In Stock.**  
 Ships from and sold by **Amazon.com**. Gift-wrap available.

## **Suggestion #2:**

Check the ranking for your book. Be sure the ranking is being listed under the Product Details section for your book listing.

## **Product Details**

- **Hardcover:** 224 pages
- **Publisher:** Career Press; 1 edition (April 13, 2010)
- **Language:** English
- **ISBN-10:** 1601631197
- **ISBN-13:** 978-1601631190
- **Product Dimensions:** 8.5 x 5.5 x 1 inches
- **Shipping Weight:** 12 ounces ([View shipping rates and policies](#))
- **Average Customer Review:** 4.2 out of 5 stars [See all reviews](#) ([18 customer reviews](#))
- **Amazon Best Sellers Rank:** #67,047 in Books ([See Top 100 in Books](#))
  - #1 in [Books](#) > [Business & Investing](#) > [Small Business & Entrepreneurship](#) > [Mail Order](#)

**Suggestion #3:**

Be sure to have the subtitle for your book is also listed with the title of the book.

Example 1 shows an example of a book listed with the full subtitle:



**21 Distinctions of Wealth: Attract the Abundance You Deserve (Hardcover)**  
by [Peggy McColl](#) (Author)  
**Key Phrases:** [value unconditionally](#), [wealth consciousness](#), [other positive emotions](#), [Deepak Chopra](#), [Power Life Script](#)  
★★★★★ (30 customer reviews)

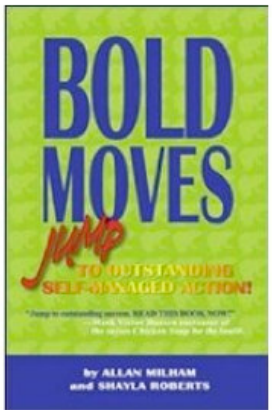
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List Price: ~~\$15.95~~  
Price: **\$10.85** & eligible for free shipping with **Amazon Prime**  
You Save: **\$5.10 (32%)**

**In Stock.**  
Ships from and sold by **Amazon.com**. Gift-wrap available.

2 new from \$10.85 15 used from \$5.95

Example 2 shows an example of a book listed WITHOUT a subtitle:



**Bold Moves (Paperback)**  
by [Allan Roberts](#), [Shayla Milham](#) (Author)  
No customer reviews yet. [Be the first.](#)

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**Available from [these sellers.](#)**

**2 new** from \$49.99

[See larger image](#)

**Suggestion #3:**

Verify the Product Details for your book and be sure it is complete. The Product Details listed information that is important for a potential buyer; including the format of your book (Paperback or Hard Cover), the Publisher's name and publication date, ISBN, Product Dimensions, Shipping Weight, Average Customer Review and Amazon Sales Rank.

**Product Details**

- **Hardcover:** 224 pages
- **Publisher:** Career Press; 1 edition (April 13, 2010)
- **Language:** English
- **ISBN-10:** 1601631197

- **ISBN-13:** 978-1601631190
- **Product Dimensions:** 8.5 x 5.5 x 1 inches
- **Shipping Weight:** 12 ounces ([View shipping rates and policies](#))
- **Average Customer Review:** 4.2 out of 5 stars [See all reviews](#) ([18 customer reviews](#))
- **Amazon Best Sellers Rank:** #67,047 in Books ([See Top 100 in Books](#))
  - #1 in [Books](#) > [Business & Investing](#) > [Small Business & Entrepreneurship](#) > [Mail Order](#)

### **Suggestion #4:**

Review other books to get additional exposure for you, your books and your website. Please take a look at the two examples below. Both of these “reviewers” are using their full names and their websites.

Example #1 Review by Janet Boyer

★★★★★ **This Book Could (Radically) Change Your Life**, May 31, 2007

By [Janet Boyer "JanetBoyer.com"](#) (Pennsylvania) - [See all my reviews](#)

TOP 50 REVIEWER REAL NAME VINE™ VOICE

**This review is from:** [Your Destiny Switch: Master Your Key Emotions, and Attract the Life of Your Dreams \(Hardcover\)](#)

"When you're on the road to your destiny, you can sense it. Don't talk yourself out of doing what you're meant to do just because you feel scared for some reason or don't know what turn to make next. It may take a while for your next opportunity to reveal itself. You're never wasting time as long as you're keeping your eyes and your heart open to possibilities for achieving your destiny. You might be learning something crucial to what you'll do in the future." - From the book

Let me begin by saying that reading Your Destiny Switch was thrilling and satisfying on many levels. I found myself cheering and grinning while I read--thankful that someone has FINALLY melded common sense, compassion and the Law of Attraction into a practical, encouraging manual on making the most out of life.

It has taken me YEARS of experimentation using wisdom gleaned from studying sacred texts and reading self-help/psychology books to undo destructive thought patterns that begat emotional chaos and confusion. Written in an engaging, lucid style, Peggy McColl explains what I found to be true via trial and error in her book Your Destiny Switch. (How I wish I had this book a decade ago!)

Now, I will tell you that I was skeptical at first, especially with the Hay House hype surrounding this book. ("Not another shallow Hay House dud ala Dyer", I groaned.) But despite the tacky publicity blitz surrounding Your Destiny Switch, I can honestly say that this book delivers in terms of showing readers how to master key emotions and use them to live a life of peace, joy and abundance.

~~Now, when I say "abundance" I'm not talking about the narcissistic money grabbing shtick often~~

## Example #2 Review by John Chancellor with his Title and his Website

**Most Helpful Customer Reviews**

24 of 25 people found the following review helpful:

★★★★☆ **Good but nothing new**, December 10, 2007

By **John Chancellor "Mentor coach, www.teachtheso..."** (New Orleans) - [See all my reviews](#)

TOP 1000 REVIEWER REAL NAME VINE™ VOICE

**This review is from: [Having It All: Achieving Your Lifes Goals and Dreams \(Paperback\)](#)**

Unless you are totally new to the self-help field, you will find that most of the ideas presented in this book are not new. That certainly does not take away from the success that John Assaraf has created for himself. His story should be an inspiration to everyone and proof that if you model your life after someone who is successful, anyone with average tools and above average drive can achieve a high level of success.

The book is well written and easy to read. The subject matter is well structured and has plenty of useful exercises for the reader to complete.


In the True North example of perceived weakness, there is a ironic mistake. I cannot be sure if it was a typo or an editor with a bit of a sense of humor, but under one of the examples of perceived weakness, the example says, "My writing skills are rusty: poor spellar, not good with grammer." (should be speller and grammar.)

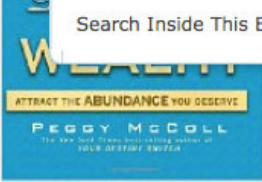
The value you get from the book will depend on two things. Where you are in your journey of self-improvement and the amount of time and energy you put into implementing the ideas.

If you are an avid reader of self-improvement books, you will still benefit from reading this book. If nothing else, the reinforcement of the ideas will help. If you have not read many self-improvement books, this would be a good one to start with.

**Suggestion #4:**

Create videos to help promote your book. Short videos are best. The purpose is to create enough intrigue or curiosity to cause the buyer to want to purchase your book. Professional videos are recommended as any information or materials you have for you and your book will act as a reflection of your book. A professional look/video will give the impression of a high quality book.


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<a href="#">Kindle Edition</a> (Kindle Book)		<b>\$9.99</b>	

**Check Out Related Media**



### **Suggestion #5:**

Testimonials serve as “social proof” from others to endorse your book. If you have testimonials/endorsements be sure to have them listed under the Product Description section for your book, as shown below. Testimonials can be added after your book has been listed. Therefore, if you receive a testimonial after the book is printed, you can still have it displayed on the amazon.com page for your book.

## **Editorial Reviews**

### **Review**

"It's time for you to attract all the wealth you want now by reading this great book and activating Peggy's perfect 'demandment'."

— Mark Victor Hansen, co-creator of the #1 New York Times best-selling series Chicken Soup for the Soul®

"Abundance is your birthright ... however, awareness is the key to attraction. I have watched Peggy McColl study, manifest and teach this information for 25 years. If you want abundance, she can sure show you how to get it."

— Bob Proctor, best-selling author of You Were Born Rich

"Peggy McColl has done it again! 21 Distinctions of Wealth seizes the essence of universal principles in a way that makes manifesting abundance simple, exciting, empowering, and not only possible but probable. I highly recommend this book to anyone wanting a more prosperous future!"

— Crystal Andrus, best-selling author of Simply...Woman!

"The 21 Distinctions of Wealth can help you to attract the abundance you deserve in your life, just as the subtitle says. Every one of us has the capability of creating a life of prosperity, abundance, happiness, and fulfillment. Peggy McColl's clear writing shows us the way. Read it carefully, work and play with it in your life — and prepare yourself for some truly remarkable results! "

— Marc Allen, author of The Millionaire Course and The Greatest Secret of All

"In this brilliant book, Peggy McColl reveals the wisest and most profound principles to help you bring more wealth into every area of your life. Apply these principles today and be ready for an avalanche of abundance."

— Marci Shimoff, the #1 New York Times best-selling author of Chicken Soup for the Woman's Soul and Happy for No Reason, and featured teacher in The Secret

### **Suggestion #6:**

A book’s listing is not complete without the Product Description. Please be sure to have a completed, captivating, marketing oriented product description for your book.

## **Book Description**

Publication Date: **May 1, 2008**

Everyone wants to know the secret to attracting abundance! However, until now, books on wealth creation have overlooked the powerful forces available inside each of us that we can harness and direct in order to manifest the abundance we desire and deserve. This fascinating book clearly explains time-tested principles for creating wealth, providing guidance on how to alter our behaviors and emotions to actually change the nature of our relationship with the powerful stream of abundance that we can tap into at any time. As **Peggy McColl** explains, we can actually transform our energy vibration and send a clear message to the universe that we’re ready to claim our financial birthright. And, best of all, the universe’s response to the modifications we make internally can be startlingly quick!

It’s not enough, though, to simply understand what sets apart those who are already enjoying a rich and plentiful life from those who are weighed down by a feeling of lack. Peggy offers practical advice on how to apply the *21 Distinctions of Wealth* and become a money magnet—starting today.

### **Suggestion #7:**

Once the buying activity starts for your book, and continues, Amazon.com will display your book as tagged with books that were also bought (when buyers purchased your book). Please see the example below.

#### **Frequently Bought Together**

Customers buy this book with [21 Distinctions of Wealth: Attract the Abundance You Deserve](#) by Peggy McColl








Price For Both: **\$22.06**

[Add both to Cart](#) [Add both to Wish List](#)

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#### **Customers Who Bought This Item Also Bought**

Page 1 of 20

 <a href="#">Choices and Illusions: How Did I Get Where I Am...</a> by Eldon Taylor ★★★★★ (112) \$10.17	 <a href="#">The Intention Experiment: Using Your Thoughts...</a> by Lynne McTaggart ★★★★★ (86) \$10.55	 <a href="#">Quantum Success: The Astounding Science of...</a> by Sandra Anne Taylor ★★★★★ (91) \$10.17	 <a href="#">Five Wishes: How Answering One Simple Question C...</a> by Gay Hendricks ★★★★★ (52) \$11.63	 <a href="#">The Astonishing Power of Emotions: Let Your Feeli...</a> by Esther Hicks ★★★★★ (180) \$11.53
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**Suggestion #8:**

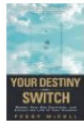
Amazon gives you, the author the opportunity to post more information about you on the site. It is up to you to have the information entered and accurate. Below are a number of screen shots (examples) of Peggy McColl's author pages. This service offering is called AUTHOR CENTRAL.

**More About the Author**

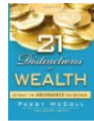
Discover books, learn about writers, read author blogs, and more.

› [Visit Amazon's Peggy McColl Page](#)

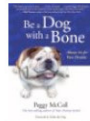
Books | Advanced Search | Browse Subjects | New Releases | Bestsellers | The New York Times® Bestsellers | Libros En Español | Bargain Books | Textbo

**Peggy McColl****Bibliography**

**Your Destiny Switch:**  
Master Yo...  
August 30, 2007  
★★★★☆ (51)  
~~\$14.95~~ **\$11.21**



**21 Distinctions of Wealth:**  
Att...  
May 1, 2008  
★★★★★ (30)  
~~\$15.95~~ **\$10.85**



**Be a Dog With a Bone:**  
Always G...  
January 6, 2009  
★★★★★ (10)  
~~\$14.95~~ **\$10.17**



**The Won Thing: The "One"**  
Secre...  
September 1, 2009  
~~\$14.95~~ **\$10.17**

› [See search results for "Peggy McColl" in Books](#)

**Customer Discussions** Beta (What's this?)**Peggy McColl forum**

Discussion

Replies Latest Post

No discussions yet

**Biography**

Peggy McColl is a New York Times Best Selling Author. She is the Founder and President of Dynamic Destinies Inc. Her purpose in life is to "make a positive

## Amazon Author Central

Welcome to Author Central (beta), a free service provided by Amazon to allow authors to reach more readers, promote books, and help build a better Amazon bookstore.

We love books, and books begin with authors. As an author, you are part of a special community at Amazon. At Author Central, you have the opportunity to share the most up-to-date information about yourself and your work with your readers -- you can view and edit your bibliography, add a photo and biography to a personal profile, and use a blog to connect with readers.

One example of how we share this information with customers can be seen in Author Pages. We created Author Pages as a simple way for customers to more easily find their favorite authors and discover new ones. (Take a look at Author Pages for [Nora Roberts](#) and [Neil Gaiman](#).)

Author Central also helps you to enroll your books in programs like Search Inside the Book and Kindle so that they are readily available for any customer to browse and buy.

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  - View and edit our [list of your books](#)
- **Add a blog**
  - Add a blog you already write [using an RSS feed](#)
  - Begin a new [Author Central blog](#)
- **Learn more**
  - Enroll your books in [Kindle](#)
  - Join [Search Inside the Book](#)
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**How's our driving?** Author Central is a brand-new service created just for authors. As we continue to refine and add features during this beta phase, we'd love to hear your feedback and suggestions.

[Give us feedback](#)

## **Suggestion #9:**

You can use Listmania to help get even more exposure for you and your books. Below you will see a description of Listmania; an example of Listmania and instructions for you of how to use it.

### **Listmania® Lists**

Listmania Lists include products you find interesting. Maybe there's a short stack of books you always keep at your bedside, albums you'd want to take to a desert island, or a "kit" of various things--manuals, computer peripherals, instructional videos--that helped you start a home business. You don't need to have purchased these items from Amazon.com.

The opinions expressed in Listmania lists are the opinions of Amazon.com customers and not necessarily the opinions of Amazon.com.

- [Create a Listmania list](#)
- [Editing and Updating Your Listmanina list](#)
- [Guidelines](#)

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## **Create a Listmania list**

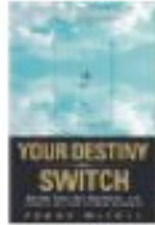
To create a Listmania list:

1. Visit your [Profile page](#) and log into your account if requested.
2. Click the "Edit Your Profile" button on the top right-hand corner of the page.
3. Click the "Lists" tab in the Contributions section of Your Profile.
4. Click the "Create your first one now" link or "Manage your Listmania Lists" link if you already have existing lists.
5. Provide the requested information for your list and click the **Preview** button to review your list and **Publish list** when you are finished.

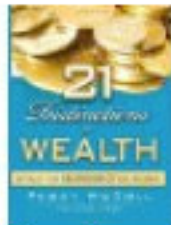
Here's the information you'll be asked to enter:

- **Name Your List:** Enter a friendly title for your list.
- **Your qualifications:** Your qualifications should be a description of why you're an expert in the subject of your list.
- **Introduction:** You can add an optional introductory paragraph to describe the list.
- **Add tags:** This allows you to add keywords that help others discover your list.
- **Add a product:** This is the core of your list! You can add anything from the product listings on Amazon.com.

## Listmania!



Ultimate Guide to  
Awakening Your  
Soul-Finding Your Life  
Purpose Part 2: A list by  
Rosanna Ienco



Law of Attraction - The Very  
Best Books: A list by Janet  
Boyer "JanetBoyer.com"

▶ [Create a Listmania! list](#)

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### Welcome to Amazon.com Publishers and Book Sellers Guide

<http://www.amazon.com/gp/help/customer/display.html?nodeId=13685551>

### Welcome to Amazon.com Publishers and Book Sellers Guide

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