

Your #1 Bestseller

SYLLABUS

SESSION ONE

The overall concept

Why Amazon

Who Wins?

SESSION TWO

Choosing your categories

Choosing your date

Building your social network contacts

What Amazon offers

- Amazon connect
- Amazon shorts
- Amazon affiliates
- Amazon Advantage

SESSION THREE

How to increase your ranking thru Amazon's many tools

- Your profile page
- Your book/product page
- Tags
- Product description
- Reviews
- Listmania
- Discussions
- Amapedia
- Amazon Blog

Branding

Your #1 Bestseller

SESSION FOUR

Starting your campaign launch website

- Inviting the partners
- Writing the invitation letter
- Creating the copy
- Selling your concept
- Explaining the benefits
- Creating the form
- Finding Partners
- Getting endorsements
- Getting Testimonials
- Your Tracking system
- Organizing your partner information in your email program

SESSION FIVE

What to include on you launch website

- Feng Shui your site including copy
- Creating a page that is irresistible
- Easy website host/program you can use
- Pages you will need
- Planning your bonus gifts
- Choosing anAutoresponder
- Other convenient tools

SESSION SIX

Before the launchnewsletters

- Making sure everything works
- Determine your angle
- Write and send sales letter w/tweets
- Letter for facebook, blogs,
- Hit counter/check stats
- Write and post press release
- Press release Distribution(where & how)
- Reminder

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SESSION SEVEN

Launch day

- How to follow rankings
- Screen shots
- Encouraging your partners
- Keep a checklist

SESSION EIGHT

Post launch

- Set up radio shows
- Another press release
- Thanks yous
- Follow up with those who bought
- Keep working the site
- How many books you will sell

SESSION NINE

How to Capitalize on Your Achievement

- Law of Attraction
- Pick up the phone
- Open your eyes
- Make connections
- Create new products
- Take care of yourself
- Download your partners gifts and use them!