


Get your book marketing  
on the express train to  
success!



# AME Creating a Website that Sells!

Turning authors into Success Stories



# Website Mission

- Set a single purpose:
  - Build community, sell your book, capture emails
- Design your website around your primary objective
- Funnel your visitors from homepage or landing page to your "objective" page
- Don't overwhelm: keep it clean and simple
- Balance selling and building credibility



# Website Rules of the Road

- Don't oversell
- Avoid "hype" like a used car salesman. . .
- Online, distrust is rampant
  - While you want to sell your book(s), today it takes more effort than ever to build credibility online
- Balance giving and receiving
  - Provide information and entertainment
  - Give your visitors solid reasons to spend time on your site and return, again and again



# Ingredients for a Great Website

- Clear and concise .com domain name
- Homepage: define your primary goal and showcase it on “page 1”
- Easy navigation
- Build community, capture emails
- Fast ‘n easy checkout



# Key Pages

- Homepage
- Resources: Free articles / information
- About Author / Book
- Product Catalog
- Order page / shopping cart
- Blog
- Media Room
- Contact Us



# Mirror, Mirror on the Wall

- When a reader lands on your website, what do they see first?
- Your web site design!



www.ARNGREN.net

Teknologi & Gadgets

Index

Se Video

1648671

Index

(Fra 07.11.2004)

< Frithjof i sin Fly-Bil

Søk Arngren.net

Slik Betaler du



Bygg ditt eget 2-seters Helikopter. kr. 398.000,-

23 Butikker

Index

Gratis Mobiltel.-Spill

Akvarium

Alarm **Tilbud!**

Alkotester

ATV (el.) B

Betale

Bil (elektrisk) gas

Butikker

DAB-Radio

Digital-Kikkert

Disko-Lys

Dummy-Kamera

DVD-Spiller

Elektronikk

EL-Scouter & Bil

EL Vann-Scouter

Figurer

Golf-biler (m/skilt)

Hobby & RC

Hoverpod

HP-Måler (Bil)

Isbitmaskin

**Nyhet!**

Kamera (trådløst)

Kino (bærbar)

Kompass (Bil/Båt)

Laser-Jamer (Bil)

Lykt (oppladbar)

Mobil-telefon-1, 2

Motorsykel-Mini

Omformer (110V)

Oversetter (44 språk)

PC-mini (9"), 2,

Raketter

RC Produkter

Robot-Hund

Robot-Støvsuger

Roboter

Sexy Piker

Star Wars

Sykkel-PC s.h.

Toqbane (til PC)

Traktor (elektrisk)

TV-LCD 20, 27, 42"

TV-Ur & Armb. Ur

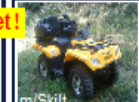


RC Fly-Båt  
70 cm lang  
kr. 1298,-



Elektrisk Porsche  
0-100 : 4,9 s  
250 km/t  
kr. 399.000,-

Fantastisk Flysimulator. Gratis



Elektrisk-ATV  
6000 watt  
kr. 59.998,-



Jagerfly  
med el. Jet-  
motor. 1 m  
lang 1399,-

**Hobby**



16 cm lang



Elektrisk-Scouter  
kr. 15.998,- (2000w)



9" Mini-PC  
Asus Eee 16G  
kr. 2499,-



EL-Scouter  
4000 watt  
fra kr. 15.998,-

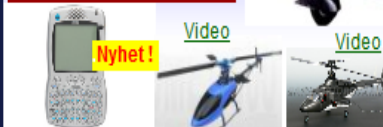


Airwolf-Helikopter  
m/ Innfellbare-Hjul & Lys  
T-Rex 450SE V2 (8 ch)  
kr. 9.998,-



40 cm lang

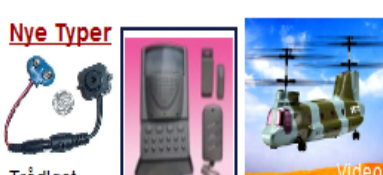
### RC Produkter



40 Språk-Talende  
Oversetter  
m/Norsk  
fra kr. 398,-



Elektrisk-Bil til Barn & Voksne



Hus-Alarm  
m/nr. sender  
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Sexy Piker



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● kommer før 3 uker  
● lengre enn 3 uker

### RC Produkter



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VTOL (Lette & Land Vertikalt)  
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RC Jagerfly (131 cm)

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Conrad varene ligger på deres  
Lager i Tyskland. (lev. 5 - 9 dager)

Conrad Electronics (50.000 produkter)  
Conrad ModellHobby & Byggesett  
Conrad Topp-20 produkter  
Conrad Disco-Lys & Stereo



Bli Forhandler



Frithjof's Web-sider

Norsk Sciens fiction Film

Mål Internet hastighet 1, 2

www.Porsche.com

Fjernstyrte Produkter

Frithjof's Porsche

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Gratis spill: A B

Gratis Spill: C D E F

Astronomi

Fysikknet

Leksikon:  
Norsk Eng.

Universet Fri-program 1 2

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Angreskjema klikk her.

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Universet



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Elektrisk-Bil kr. 69.998,-

RC Produkter



Website 101

# More Professional Designs...



“Like the babies I buried, I died in Brazil. And I was reshaped from the dirt and the water of a place that seeped into me in the night.”

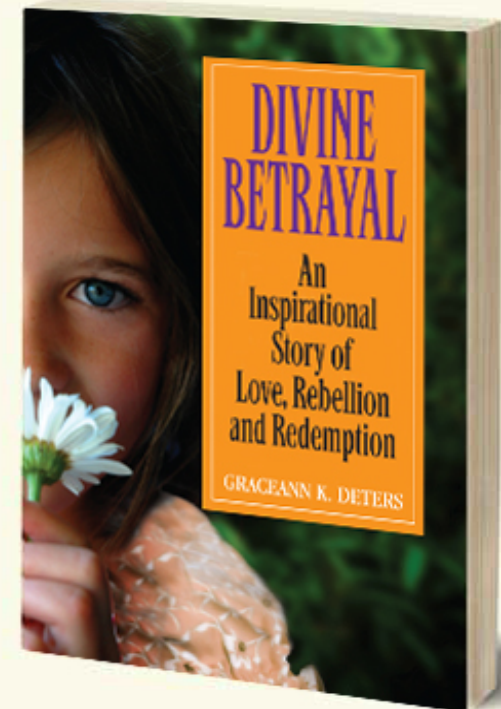
—Graceann K. Deters, from *Divine Betrayal*

## Graceann K. Deters

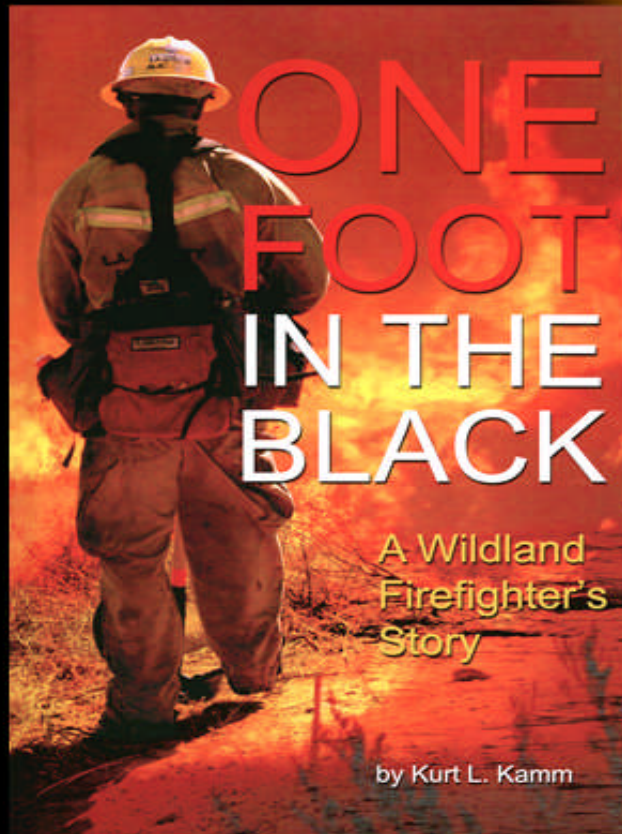
### THE HIDDEN STORY OF A MISSIONARY DAUGHTER

Everyday life was filled with joy, death, secrets, abuse, love, corruption, and laughter. *Divine Betrayal* will intrigue, move and entertain you; it will inspire awe, laughter, tears and hope.

In a small village in mid 20th century Brazil, lived a very self assured and sometimes smug, little girl. That girl was me, navigating a maze of religious fanaticism. *Divine Betrayal* covers the first eighteen years of my life. It is the story of coming of age in an exotic land, told through the eye of a child as she grows to become a woman. Even though my childhood was filled with religion, this is not a religious book.



There was the good Missionary Widmer, whose warm breath I felt on my small plump face as he told me stories and slipped my hand between his legs. There was the fragrant smell of lily petals that lined the pine caskets of babies I helped carry to the cemetery. And



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Malibu resident Kurt Kamm has used his experience in several devastating local wildfires and his access to Los Angeles County firefighters to write a compelling novel about the life of a wildland firefighter. He has lived through several fires in Malibu. The October 2007 Canyon Fire, a seventy mile per hour Santa Ana wind driven inferno, burned to his front door.

[READ MORE](#)

## **Fire Safety and More**

Read Kurt's Blog. Check out his most popular posts:  
[Fire Camp 8 - The Old Nike Missile Site](#)  
[Fire Camp 13 - The Female Prison Inmate Fire Camp](#)  
[Insuring Your Home Against Fire](#)

.....  
"This is what we do. The real thing!"

*-Capt. Larry Tucker, LA County Fire Dept.*

"An exciting & emotional tale of wildland firefighters."

*-Melissa Schwagerl, Wildland Firefighter Foundation.*

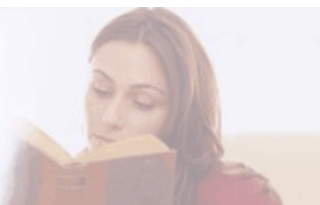
"A wonderful story, I didn't want the book to end."



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*Turning Authors into Success Stories...*

For a free initial consultation call us today! (858)560-0121



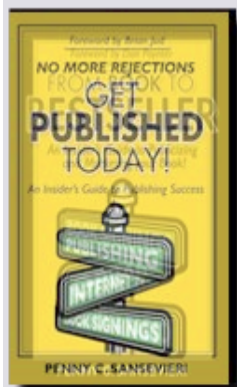
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"Here's where our authors have been featured"

## Powerful Book Promotion Made Easy

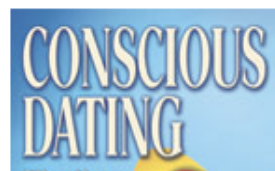
Marketing a book can be a daunting task. But it doesn't have to be. That's why we've taken all the guesswork out of it. We'll step you through all aspects of promoting your book and create packages that are tailored to your book and audience. We're creative and innovative because we have to be. With 477 books published each day in the US, cookie cutter marketing campaigns simply don't work anymore. With innovative packages and effective strategies, we combine our years of experience to offer you the most cost-effective ways to market. Our clients have been featured on local and national television programs; nationally syndicated radio shows as well as national magazines in a variety of categories. We get results!

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-Michael Mehas  
Author of *Stolen Boy*

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I wanted to thank you for the excellent work your team did in helping me to promote the debt-free living lifestyle. Your team was able to guide me in redesigning my web site for higher traffic, establish a free newsletter, start a blog and get me on several




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READ MORE 



READ MORE 

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98% of the media finds the Experts online. Is your book online?

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**#3**  
Pound for pound, dollar for dollar, Penny Sansevieri provides the most promotional value available for an author in today's tight marketplace. Her savvy and experience in the business allows her to tailor the perfect marketing plan around your specific needs. If your goals include generating name recognition as an author and a buzz for your book, there's no better person for the job, save a few dollars wise, period!  
~Michael Mehas  
Author of *Stolen Boy*

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**#4**  
I wanted to thank you for the excellent work your team did in helping me to promote the debt-free living lifestyle. Your team was able to guide me in redesigning my web site for higher traffic, establish a free newsletter, start a blog and get me on several

Secrets by Beauty Insiders  
READ MORE



# Navbar Nirvana

- Simple and clear.
- 3 to 5 choices only.
- Use categories.
- Use icons as “callouts.”



# Website Magic

- Overall Design and Flow
  - What's Your Goal?
    - Join your emailing list.
    - Provide information.
    - Buy your book.
  - Design and Copy should shoehorn visitors to take action so you achieve your goal



## From Zero to 60 in 10 Seconds Flat

- No Flash
- The 10-second rule and the need for speed
  - Impatience
  - Website abandonment kills
  - Mapquest® on Steroids
    - Give them what they want, crystal clear, 1-2-3
    - Make navigation easy as pie



# Website Abandonment

- Each additional click increases web site abandonment by 5%. . .so,
  - Write clean and clear.
  - Build interest
    - Provide valuable information.
    - For fiction, entertain and delight.
      - Blog to give your characters life and an ongoing story, especially between books.
      - Create suspense. . .
      - Pique curiosity. . .



## Website Musts

- Your Website isn't a magazine
- Does your site work in different browsers  
([www.anybrowser.com](http://www.anybrowser.com))
- Page to page consistency...



# The Importance of Page to Page Consistency



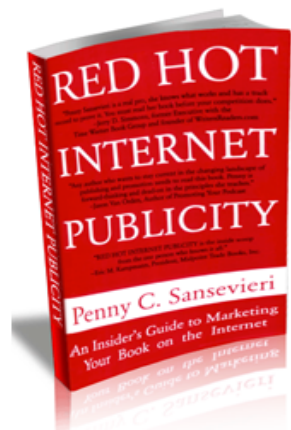
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August 12, 2009

## Are you wasting time online?

Ready to find out the truth about how much time you spend online? Then take a stroll over to Rescuetime.com, this online application will measure the amount of time you spend (eh, waste) on a particular site. Fun and scary.



Posted in Uncategorized | [Edit](#) | [No Comments](#)

August 10, 2009

## Becoming a Syndication Sensation

For most of us, when we think of online syndication we think of articles, right? Well there are a lot of other places to syndicate yourself online. Here are just a few to consider:

Amazon.com is a great place to get started with their Amazon.com/connect program. You can feed your blog through there which will help to populate your book page.

Head on over to Friendfeed.com and input your various social networking sites, blogs and any other feeds you have to create a "lifestream", which will help get your readers linked to all of your content.

Turn on the Feedburner and turn your blog into an e-newsletter. Feedburner.google.com let's you run not only a feed, but when you activate the e-mail subscriptions your readers can then subscribe to your feeds via email and get your blog posts dropped into their inbox whenever you update. The best part? Unlike newsletter services that don't always make it through spam filters, Feedburner



## AME Driving Sales

- Create a page flow that leads readers to your order page.
- Add a link at the bottom of each page to the next page in your sequence.
- Shorten the staircase: Make purchasing clear, quick and easy.
  - Add a link to Amazon – builds credibility.
  - Offer only a few choices.
  - Use PayPal or a shopping cart. Make checkout fast!



## AME Driving Sales

- True or false: people buy from emotion?
- It's not feelings that move them to buy, it's *motivation*
- The goal then is not to get them to “feel” but get them to want



## The Importance of Color

- Your colors will affect visitor's emotions within 90 seconds of sight.
- Colors:
  - Drive buying behavior!
  - Motivate, impress and persuade.
- Color choices can send subliminal messages to your readers.



## Key Color Translations

- White – Stands for truthfulness, purity, cleanliness, devotion, and contemporary. White is the best color for a background color on the web, especially for businesses.
- Red – This is an aggressive color, so be cautious when you use this. Red suggests strength, sex, excitement, passion, speed, and danger. Red is the most emotionally intense color, and did you know it stimulates a faster heartbeat and breathing?
- Green – An abundant color for sure, and according to industry experts, green is the easiest color on the eye! Green stands for health, fertility, freedom, nature, and growth. In business it suggests status and wealth.



## Words on your Website....

- Lots of white space
- Scannable text
- Headlines are important, even highlighting keywords
- Remember that “maybe’s rule” – keep ‘em coming back
- Ethical bribe



# Copywriting Power

- Brief and to the point. Compelling.
- Homepage:
  - Explain Your Mission, EXACTLY
    - 250 words or less.
    - Explain:
      - Who you are,
      - Benefits – what the reader will receive from you, and
      - What you want readers to do – best done with links to the next page in your “sales” sequence!
  - Cloudy copy and impatience cause web site abandonment.



# Keywords – Demystified!

1. Use the terms you think people will search on for the information you provide.
2. Make a list of keywords that you either know people are searching for and finding you (look at your website stats) or that you think they are.
3. Keep a list of those keywords and refer to them when you are writing blog posts, writing articles, tweeting, etc.



# Understanding Basic SEO

- On Page Factors: what happens on your website
- Off Page Factors: incoming links to your site



## For Steps to Great SEO

1. Pick unique page titles:
  - Your keywords and phrases.
2. Secure URL's that draw your target readers like a vacuum.
3. Blog, blog, blog because Google spiders blog pages 24/7.
4. Syndicate articles, press releases and author interviews online (with links back to your site).

# ame About AME



Author Marketing Experts, Inc. (AME) is a full-service marketing and PR firm specializing in customized campaigns and Internet Marketing.

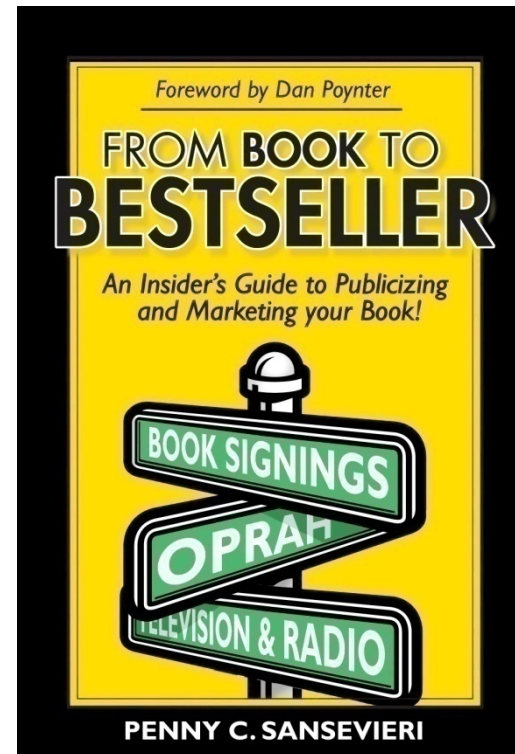
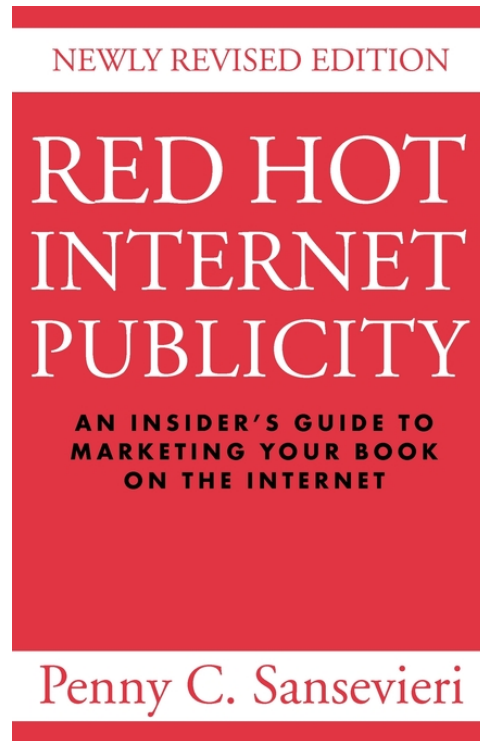
AME was the first book publicity firm to successfully implement the use of blogs, ezines, web sites, social networking platforms, social bookmarking, and book video to promote authors.

AME has developed and implemented countless marketing and publicity strategies and has worked numerous bestselling titles including: The Answer, Green Goes with Everything, The Go Giver, Happy for No Reason, The Laws of Thinking, and Chicken Soup for the American Idol Soul. Numerous high-profile clients have sought their expertise as well: John Assaraf (contributor to The Secret), Sloan Barnett, renowned psychic and ghost buster, Jane Doherty, Barney Rosenzweig creator of Cagney & Lacey, Jac Flanders (of the original Fantastic Four) and Tammi Menendez, wife of Erik Menendez and the first eBay auction of a Princess Diana gown (lot "9" from Christie's New York). AME's clients have been featured on The View, CBS The Early Show, The Today Show, Entertainment Tonight, CNN, CNN Showbiz Tonight, National Public Radio, Something You Should Know, The Heloise Show and in Publishers Weekly, People Magazine, Reader's Digest, The Los Angeles Times, USA Today, The Wall Street Journal, Essence Magazine, More Magazine, The Bridal Guide, Entertainment Weekly, MSNBC... and many others.

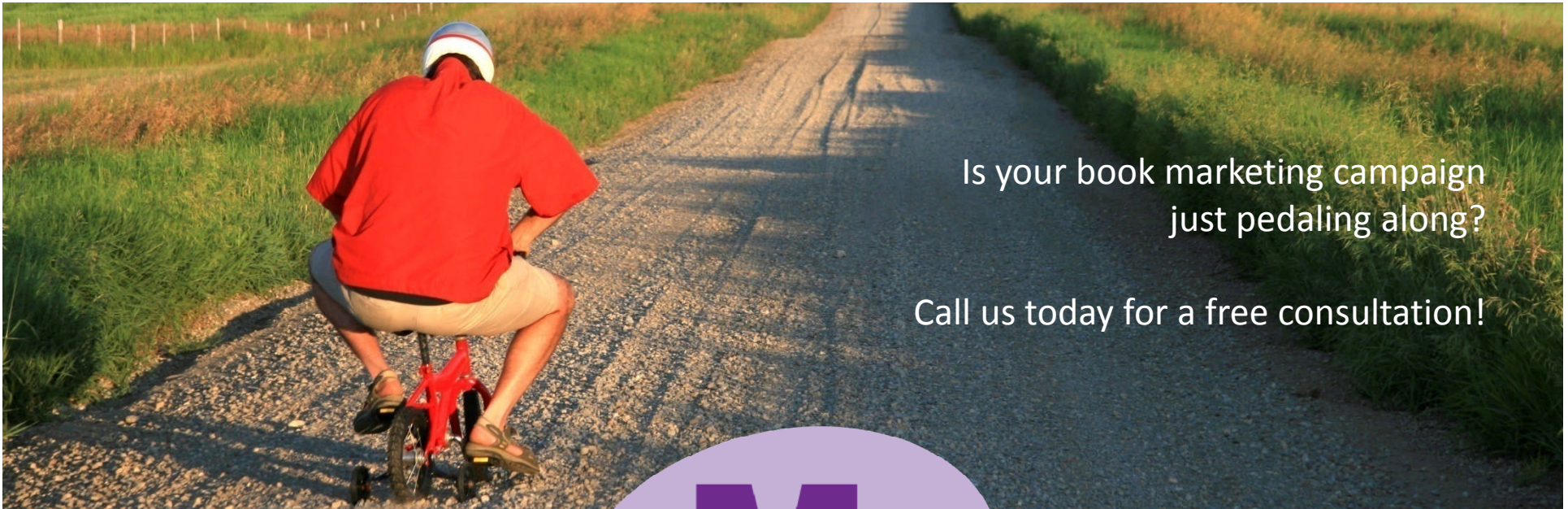
AME has offices in San Diego, Chicago, Seattle, and New York.



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just pedaling along?

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