

5 Things You MUST Do to Hit #1 Amazon Bestseller

WITH YOUR BUSINESS NON-FICTION BOOK

1

Pick relevant, but not-so-crazy-competitive categories.

First think about all the categories your book **could** be in. Then, from those, pick the two that are least competitive.

2

“Launch” your book on a M / T / W. (But have the files up the week before to make sure things are lookin' right).

People tend to be more active and willing to buy books earlier in the week. Don't compete with weekend activities.

3

Launch your book at \$0.99 (so it's a no-brainer for friends to help you) for launch day only (to create urgency).

\$1 for a great Kindle book is a steal. And a win-win. Ask everyone you know to buy your book on your launch day.



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4

Pre-Market for at least a couple weeks before your launch date.
Rome wasn't built in a day. ;)

People will be more likely to take action to buy your book if they feel a part of your journey & that you're committed.

5

**Write a great book. Duh! :)
Don't cut corners and lose credibility just to get the title of bestseller.**

Done IS better than perfect. But make sure you write something you can be proud to share with everyone.

BONUSES

1. Get help from me and my super supportive free, private Facebook group.

[CopyThatPops.com/facebook](https://www.CopyThatPops.com/facebook)

2. Watch my 25-minute bestselling book blueprint video:

[CopyThatPops.com/blueprint](https://www.CopyThatPops.com/blueprint)



XO
Laptop
Laura

