



Book Launch: How to Write, Market & Publish Your First Bestseller in Three Months or Less AND Use it to Start and Grow a Six Figure Business

Chandler Bolt

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Are you struggling to grow your business? Are you tired of trying new things only to have them fail time and time again?

No matter what your definition of success is, each one of us out there has the dream of being successful.

Maybe you want to be an entrepreneur, speaker, coach, or writer. Maybe you just have the dream of **making good passive income**.

Success of this magnitude does not have to continue to be a dream. It can be a reality.

Book Launch reveals the **proven approach** that all the top experts and millionaires are using to become successful: writing your own best selling book.

From **Tony Robbins** to **Tim Ferriss**, from **Dave Ramsey** to **Donald Trump** - and even **Oprah**...you'll discover the new model they used to build their businesses and their brands - to earn respect and become instant experts - and ultimately to make millions of dollars.

You may be asking yourself:

How is it possible to write, market, and publish your first book? And how could can you get that book to be a #1 bestseller?

How can you use your book to persuade an audience to want to do business with you?

In this conversational, and action-oriented book, Chandler Bolt answers each of these questions and much more through a **tried, tested, and proven book launch formula**.

As the #1 best selling author of *The Productive Person*, *Breaking Out of a Broken System*, and *Productivity Hacks for Entrepreneurs*, Bolt has personally used every piece of information in this book for himself.

In this how to guide the reader will be given:

A guide to getting your book written in record time without getting stuck

How to build buzz and market your book in a way that is guaranteed for success

A fail safe blueprint for self publishing on Kindle, how to launch your book, and top the charts in Amazon

How to use your book to **create passive income and grow your business**

No matter your writing level or ability, whether you feel like you have nothing to write about or you don't have a following or influence — know that by following the information in *Book Launch*, you can successfully write a bestseller.

Most importantly, you can use your bestseller to grow your business, make more money and help more people.

Book Launch: How to Write, Market & Publish Your First Bestseller in Three Months or Less AND Use it to Start and Grow a Six Figure Business Details

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Author : Chandler Bolt

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Genre : Language, Writing, Nonfiction, Business



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From Reader Review Book Launch: How to Write, Market & Publish Your First Bestseller in Three Months or Less AND Use it to Start and Grow a Six Figure Business for online ebook

Juan Manuel Vera says

Buen libro aunque con demasiadas palabras

El libro da muy buenos y útiles consejos para escribir y publicar un libro.
Me ha motivado a hacerlo y tendré listo mi primer libro en los siguientes 90 días.

No me gusto que fuese tan repetitivo. Creo que Chandler podría habernos ahorrado al menos 5 o 6 capítulos.

El libro va dirigido a quienes , como yo, quieren iniciar en este negocio

Gabriella Campbell says

El libro tiene gran valor solo por sus explicaciones prácticas para lidiar con Kindle Select y otros datos muy útiles sobre planificación, escritura, diseño, etc. Le quito una estrella por su visión algo preocupante sobre la corrección y cómo encontrar a los diseñadores y editores más baratos, y porque tarda medio libro en entrar realmente en materia.

Aunque peca a veces de la típica charlatanería tan propia de estos libros de "voy a cambiarte la vida porque esa es mi misión", solo por su actitud práctica y concisa ya está por encima de mil obras similares que hay ahí fuera. Bien por Bolt.

Andrew says

My Fourth Book On this Topic, This is the Best

This book is hands down the best in class. I have read and immersed myself in this topic over the past few weeks as I'm nearing my goal of publishing my first book. This book has the best advice, action plan, and stories I've seen. Thank you Chandler!

Ayah says

Although this book mainly targets people who aren't interested in writing; people who are looking for a way to create a passive income + drive more sales to their own business project, it is still offers valuable information that everyone could benefit from.

Chandler helps you understand how the Amazon Algorithm works, which is really a crucial part when it

comes to publishing a book.

I wish that there was more content for fiction writers; nevertheless, if you plan on self-publishing your 1st book, then this book is definitely going to help you.

Wen Dee says

I've been following Chandler Bolt's teaching, videos and books for about a year now. Each one is better than the one before it. Last year I joined his Self Publishing Summit and learn so much!

This book is even more informative than the summit was. Chandler Bolt's Book Launch is a 10 star rated book, it teaches you step by step directions on How to go from not even have a book idea to a published successful business. He doesn't stop there neither, he goes on to teach you how to turn your book into a 6 figure business. I highly suggest reading and buying this book.

NOTE: There is 172 pages not 133 in this book.

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Adrienne Morris says

Enjoyable read

I really enjoyed not only the info but the encouragement given in this book. I definitely plan to use the marketing stuff and the book launch ideas. I only wish there were more suggestions for marketing fiction books.

Bernard Jan says

A young man who hated writing turns with his buddy their short productivity guide into a book, launches it on Amazon and goes snowboarding in Austria. While sitting in the chairlift he learns his book became Amazon Bestseller and went on to start a 6-figure business. *Book Launch* offers you a *tried, tested, and proven book launch formula* and helps you write your book in record time!

Thank you for the encouragement, Chandler!

Andrei says

This book is, basically, a sales pitch for the author's business, Self Publishing School, and one would not be surprised, if, at some point, he decides to write a book about how he made money writing this book, cramming in the phrase "Self Publishing School" as many times as possible. All of the so-called expert advice is just plain common sense, really.

Melissa Wilson says

Great job but not long enough

I read every book i can find on book launches and sustainable marketing campaigns. This book was well-written and clear and concise with many examples and real stories.

I especially appreciated the extensive instructions around kindle free day promotions. But I would have liked a section on kindle category selection and more discussion about niche book topics.

To say someone is making \$10-\$20,000 a month selling nonfiction books is a big claim, one I don't see adequately validated by Tom open to the possibility.

Marcia Kelley says

A Bit Disappointed

I was looking for more information about the marketing aspects of self publishing. To me, this book focused on writing tips which is good information for beginners.

Roxane Lapa says

This is a guide book that takes you through the steps of writing and self publishing a book. Anyone considering writing a book for the first time, particularly a non fiction book, could benefit greatly from all the step by step info in this book.

I would have given this book 5 stars it wasn't for chapter 16 that endorses spec work. If you get 30 designers to submit designs to you, then 29 of them worked for free. That's exploitative and it's not right. No other group of people get screwed as much as designers do. You wouldn't get 30 book editors to do the work and only pay one of them.

That said though, the book stresses a two and a half week deadline for editing which I think is manageable for shorter books like this one but probably not enough time for longer books. I think the point he was making though is that if you let it, your book could be in a perpetual state of editing and never get finished.

I felt this book made some excellent points and I will be re-reading certain chapters more than once.

Wesley McCraw says

His next book talks about how this book was mostly "written" as an advertisement for his Self-Publishing School. Half of this book is a sales pitch, either pitching itself, another book, or some other service or

program. It was written in about a week, often by talking into his phone while driving. All that said, there are some useful things in here, otherwise no one would take his writing program. His goal is to get more books like this out into the world, and I would love it if there were less.

Cara says

This is a damn good book. I've loosely followed this author for a few years, but I'm just now getting around to reading his book in a fit of obsession about how to make my books sell. I'm really impressed with how solid, practical, and action-packed this book is.

I read it because I wanted to know how he can guarantee bestseller status to his students. I really wanted to learn how he markets books. I was surprised to pick up a few tricks from the other chapters, too--and a whole lot of inspiration. I was planning to just relaunch one of my old books, but now I'm thinking I may actually write a new one.

Normally, I write a book because an idea has parked itself on my chest and started meowing incessantly until I give in and pay attention to it. But it's been about a year since I've had an idea like that, so I didn't really know how to even go about writing a book from nothing. But the exercises in this book gave me a clear process for doing that. Pretty exciting!

I've heard about the author's Self-Publishing School, and I knew that all those people became "bestselling authors," but I assumed that that meant they ranked at the top of some obscure sub-sub-sub-category for a few minutes, mainly because everyone in the program promoted and bought each other's books. Not interested! But having read this book, I can see that if you really do all the steps in this process, you really could become a legit bestseller and have ongoing income. And he doesn't even talk about buying ads!

He did apparently copy and paste chapter 27 from the list of benefits of writing a book given in chapter 1, which seems kind of sloppy. Also, he has a picture of dogs begging for a review at the end. Peeve! But these are minor complaints. Otherwise, this was a great book.

Note to self: this is the book that advises "purple cow" in the project description on Upwork or whatever.

Highlights:

Blue highlight | Location: 867

Important: When it comes time to write the bulk of your book, you will

Blue highlight | Location: 867

want to do it after you have

Blue highlight | Location: 867

written your introduction, created a book title, created a winning cover, set it up for pre-order, and chosen a realistic launch date. This allows you to begin marketing your book ahead of time, so it will gain ground as you actually write it.

Blue highlight | Location: 952

The introduction is like a sales letter, convincing them not only why they

Blue highlight | Location: 954

Here are the 8 steps to creating an awesome introduction

Blue highlight | Location: 1,473

Create posts for the following events: -Cover Competition -Share the Results (which cover won) -Pre-release
“Get information about when the book is free” -Launch day -Launch Week Celebration -Launch Week
“Thank You”

Blue highlight | Location: 1,477

Ninja Hack: Respond to people’s posts during prime time between 6–9 PM.

Blue highlight | Location: 1,538

You’ll want to “cross-categorize” by picking 2 different categories and subcategories (ex. “Self Help” AND
“Business & Money” instead of picking 2 categories under a single big category).

Blue highlight | Location: 1,545

You will want to get into the categories that you know you can rank high for. You want to find a category that isn't very competitive, so you aren't lost in the massive amount of books sold within Amazon. If the number one book is 4,000 or higher in the book ranking, it's a green light category.

Blue highlight | Location: 1,617

Launch your book on Sunday with a 5-day promo. This is my favorite strategy. It's a hybrid I have created with tons of options. You can tweak it however you need to so that it fits your book.

Blue highlight | Location: 1,624

IMPORTANT: No matter when you choose to start your promo, always advertise that it will only go for 2 or 3 days (pick the amount of days and advertise it before the promo starts). This gives a sense of urgency for people to download the book while it is free for a limited time. Then, if your book does well, you have the flexibility to cut off the promo

Blue highlight | Location: 1,628

Each time you stretch the promo out, you have an excuse for more promotion. You can say: “Hey guys! I decided to keep my book FREE for one more day... just for all you stragglers out there. Get it in the next 24 hours while it's still free!” It is better to do it this way than to advertise a 5-day “Free Promo,” have your book do really well, and not be able to stop the promo early (at the right time) because you promised people it would be free for 5 days. People will be happy if you extend the promo. They will not be happy if you cut it short.

Blue highlight | Location: 1,641

Our recommendation is to manually stop your promo between 12–3 PM Pacific Time.

Blue highlight | Location: 1,651

IMPORTANT: On the day you manually stop your promo, make sure to stop it from 12–3 PM Pacific Time. Run your your promo for the full 5 days OR until you hit the top #100 in the free Kindle store.

Blue highlight | Location: 1,656

WARNING!! Remember that inflated price you set before your Free Promo? You are going to have to change that to \$0.99 at least 6–8hrs before you manually stop our promo.

Blue highlight | Location: 1,669

Bump up the price a dollar at a time every 5–7 days. Each time you bump up your price, put a message like this at the top of your book description: “We’ve discounted the price of this book for the next 5 days during our launch. Get your copy now before the price goes up to it’s normal price of \$2.99 on Friday (10/21)!”

Lorenzo Frick says

First of all: Like most Entrepreneur books this one is an easy read. Since it aims at the teaching of writing, marketing, publishing, etc. that's the way it's supposed to be.

This book really got me going. It is motivational and shows how easy it is to publish a book. I would say that you get the basic information on how to do it.

One thing that really annoyed me is that the author focuses on creating/writing "How to" books. It does not seem like it is possible to "grow a six-figure Business" when writing a novel. I also got the feeling that Bolt talks about books like they are just another product that can be sold and writing does not really have something to do with passion.

However, the tips he gives and the information the book provides are a nice little step in the right direction.

Also, the motivational aspect shouldn't be left out.

This book even helped me write my very first own book!

I would recommend the book to all people who do not have a clue on how to get started. If you already know a few things about Amazon-publishing I wouldn't recommend it since I don't think that it'll provide more value.

Elodie says

The book was not bad, and there was definitely helpful stuff, but in my opinion, the title promised more than the book provided. First, most of the advice is meant for non-fiction books and can't be used just like that for fiction authors. The title should be more specific here. Second, the marketing part was too short. A

successful book launch where you reach the top 100 of the hot reads list is certainly a nice start but doesn't keep your book in higher sales rank without promotion or paid advertising. Third, someone who never published a book before and doesn't know about things like lead generation or how KDP works will struggle with understanding all chapters, so I think the book missed the positioning in the right target group. Some things are meant for beginners, some for professionals.

All in all, the author picked out a few things that worked for him in the past to present them in this book which is nice, and I might try out a few things he suggested, but I think there are a lot more important things an ongoing author needs to know than the book presents.
