



ServeNoMaster 099: 10 Ways to Resurrect A Dying Book

Highlights:

- [1:36] Books slip when they are in a competitive niche.
- [2:17] 1 - Do an email push.
- [3:44] 2 - Run a contest.
- [4:35] 3 - Tell a friend.
- [5:48] 4 - Run a free promotion.
- [6:55] 5 - Run a 99cents promotion.
- [7:23] 6 - Pay for the acquisition.
- [8:10] 7 - Buy traffic from other sources.
- [8:41] 8 - Change the free gift, the cover and/or the book description.
- [10:32] 9 - Do a book tour.
- [11:25] 10 - Create a bundle.
- [13:20] Recommended combination and order of strategies above if your book is dead for several months or years
- [14:09] Do a version 2 of the book
- [14:20] Do a big push for reviews
- [16:17] Treat your book as a business / asset.
- [17:23] Have multiple books in a series.
- [18:32] 11 - Move your book into new categories.

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