

This Book Marketing Technique Will Blow Your Mind

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Maybe George Orwell was right.... just 20 years early. Is there really a major conspiracy at hand? Nothing sells like controversy, intrigue and curiosity. You decide if this is for real, or just a grand hoax to sell a few books.
Book Marketing at Its Best - A Self-Published Author's Dream

Now let me state right off that this book isn't self published, and as far as I can tell has nothing to do with self publishing. But it seems to be one of the cleverest ploys I've seen for marketing a book by a small, independent publisher. Truth be told, I'm not exactly certain about the publisher of this book, but a few searches on Google hinted that it is Cambridge House Press, a small publisher in New York.

But the marketing of this book is nothing short of brilliant.

Here's the email message I received that tipped me off:

Now, I'm not one for gossip, but something on YouTube is causing a fuss. It's really quite disturbing.

If you haven't seen it already, click here and turn up your speakers.

According to my sources, this thing isn't a hoax either.

Usually I like to keep my recommendations focused on internet marketing. However I felt this was too important not to send.

As you well know, your health is an important foundation of a successful and fulfilling life, and the cost of healthcare is a hot topic right now in the wake of Michael Moore's recent documentary. That's why I've brought this to your attention (you should also tell people you care about).

I'm dedicated to providing you with free information to make your life better and think this could contribute to that for sure. More importantly, the thought of valuable information being suppressed from the public is most worrying- don't let it happen!

Click here to take a look for yourself.

I didn't include the links intentionally (I'll send you there in a second). But I want you to notice whether or not you WANTED to click on the link to "take a look for yourself." Did you? I'll bet you did, and that you're dying to find that YouTube video or scroll to the bottom of this article to find the link.

Did you scroll to the bottom of the article? Got ya! The link isn't there. Don't worry... I'll provide the link in a second. Pay attention, though, because I want you to understand what is so brilliant about the marketing.

OK. Here's the link to the Author's web site. Go there, then come back here and read about what he did and why he's going to sell thousands of copies of his book before it ever hits the streets.

Did you read the web page? Better yet, did you provide your name and email address? Now imagine if you'd never read

this article before going to that web site. Would you have "signed the petition?" I'm guessing that the odds are pretty high for most people. Here's why this marketing campaign is so smart:

1. Tying a book and book marketing to controversy

When he wrote this book, Michael Moore's movie wasn't out yet. That doesn't matter. The author connected his book to the controversy surrounding Moore's movie and the "health care crisis" (in quotes to allow for those who believe everything is hunky-dory). Smart... very smart.

2. Creating intrigue and curiosity is clever book marketing

If you can create curiosity around your book, then you'll create quite a bit of buzz before the book ever comes out. It's no different with movies. A good trailer will have you plunking down \$20 for a movie (for two) in no time.

3. Making use of technology to sell your book

Yes, YouTube is a great tool for selling a book. But notice that it's not about the book at all. It's the back story - the intrigue and controversy that has folks watching this video like crazy.

4. Creating joint ventures for more book sales

I received the above email from a subscription I have with Early to Rise - a group that has a mailing list of several hundred thousand people (or more?). What a coup for the author to have them send out this email to their list! Find just a few of these joint venture partners for your book and you'll have people flocking to your web site.

5. Selling a book without selling a book

Notice that the web page really sells the "petition" and not the book. See, you don't think you're buying a book - you imagine that you're helping a cause. Brilliant.

6. Building a list

When you sign the petition, you're really adding your name and email address to the author's list. He'll then be able to send you additional teasers leading up to the book so that you're ready to buy before it hits the streets. My bet is that he'll offer you tons of bonuses for ordering early. Then, what he'll do is stagger the distribution of the pre-sold books out over several days so that they don't all hit at once. A block of book orders shipped as one counts as "one" book on the best seller list. But, if you stagger the orders, you'll be more likely to hit that enviable best seller list. You are teased into signing the petition so that you'll receive the "insider report."

I like to find gems like this and dissect them to see how they work. Rather than get upset that someone might have duped me, I enjoy finding the hooks that entice so many people to watch the YouTube video and request the insider's report.

I hope that you have learned a few vital lessons about marketing a book in the YouTube era. It's a whole lot easier and more effective than a slug of book tours!

P.S. The book is a novel. Here's a blurb I found about the book:

James Sheridan's *THE PANDORA PRESCRIPTION*, based on controversial facts that support a curious link between the biggest medical cover-up in history and the greatest assassination conspiracy of the twentieth century, with the reader as conspirator.