

Promoting A Book

The User's Guide



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Promoting A Book - The User's Guide

On January 17th 2019 my book, *The Joy of Work*, came out in the UK. Within two weeks it had become a Sunday Times business bestseller, opening at number 1. It's now been translated into 16 languages and published in the vast US market. All of the success of the book was down to the lessons that I learned in the process. When it came to my second book I took the learnings of the first book and enhanced them. In this document you'll see a complete breakdown of what I did.

The process of publishing a book for many people is something they've long dreamed of and looked forward to. As a consequence the reality of it can feel slightly hollow. It's often difficult to find your book in a bookshop, you certainly rarely see it on display in WH Smith at the airport, there's no one reading it on the Tube. I'm on a Whatsapp group with a few authors, the general discourse being a sense of depression of what a hard slog it is to get the book noticed. One recently published writer asked the experience of other authors, 'I'm not having the best experience and wondered if it was a general thing'. The consensus (including from multiple bestselling authors) was that publishing a book is dispiriting ('Expectations high. Reality low,' said one). Forewarned is forearmed. About half of the people who have read earlier versions of this document have discounted it, telling me that they didn't want to do the work that it represented. Around a quarter of the readers have used the approach and several of them have ended up as bestsellers. Whether you go through with what is included here, by reading it you'll be better placed to come out of the publishing process thinking it was all worthwhile.

The brutal truth is that most books come out and quickly disappear. Sadly publishers rarely give you the straight talk to help you avoid that fate. So here then, is **Promoting A Book - The User's Guide**. It's the things I learned, that could also help you. In my experience, the sooner you use these things in the process, the sooner they can help you.

It might well be that you don't care for getting your book into the hands of more readers or into the charts. If so, this guide really isn't for you. One pair of authors who did want their book to succeed was the writers of *The Squiggly Career*. Sarah Ellis and Helen Tupper sat down with me one night at a Notting Hill restaurant and scribbled down most of what is contained here. [In February 2020 their book debuted as Sunday Times number 1 bestseller in the business charts.](#) It's probably fair to say they considered that close to a dream as we ate that night. Their first month sales of over 5000 copies was a whopping debut for a new book. It was something that bettered with their second book, *You Coach You*, in January 2022. In the same way the knowledge helped them, I hope it will help you. I'm not interested in charging for this, but please do pay some kindness forwards. Maybe take a bunch of flowers to that old woman (or man) who lives across the road. It'll make their day. Send me a photo.

Promoting A Book - The User's Guide

eatsleepworkrepeat.com/bestseller

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Lesson 1: Why are you doing this?

Why are you writing a book? People are often embarrassed to admit their real reason for writing. The world was definitely going to be ok without their knowledge being shared. In fact once it's come out maybe only a few thousand people are going to benefit from this wisdom.

Almost certainly writing a book won't make you rich. It won't necessarily get you lots of attention.

But it *can* help you with a number of things.

If you're looking to build credibility as an individual a book can be immensely helpful. Writing a book can earn you speaking fees, it can establish you as a consultant, it can give credibility to you and your business. The ancillary benefits of having a book out can be substantial. All of these will be enhanced if the book manages a degree of recognition and success.

LINK: [Seth Godin gives 10 reasons to write a book](#)

I don't really cover the writing process here. Personally I used a series of Google docs and anything legal I could find that improved my concentration but each to their own. Here's a [Twitter thread by Jamie Bartlett](#) talking about his writing process. [I really enjoyed this post about the process of writing a non-fiction book by Nate Silver](#) (his need to do something physical played an important part for me too).

LINK: [This Substack post about the terrible economics of book writing is certainly relatable](#)

The clearer you are on your final objectives, the more you can build your plan.

For example, it's worth asking yourself the benefit in having a launch party. Celebration can be immensely good fun, don't knock it, but publishers will tell you launches serve authors' egos but little else. Inevitably your resources are finite so there might be better things for you to spend your money on. And just to be clear it will be *your* money. You are paying for this, not the publisher.

However if your aim is use your book to support your business then inviting important customers to a launch event has a very strong benefit. It can make you look like a *really big deal*. You might also use it to shift a few dozen bookscanned week 1 sales.

If your aim is to build your credibility in a field then having the launch party two weeks after the book comes out where someone is 'spontaneously' able to announce that your book has just become a bestseller also serves a clear purpose. Understand your objective and then build from it - that's going to be the lesson of what is contained here.

(In other words, if you want a party, have a party but if you're skint just go out on the razz with your mates instead, you'll be less upset about the no shows).

[Emma Gannon wrote a summary of some of the feedback from authors about publishing a book.](#)

This quote summarises a lot of what is said: '10% of the work is in the writing and 90% is in the marketing'.

Lesson 2: Writing vs promoting

It's worth distinguishing the two different things going on here. When you create a book you are doing 2 unrelated jobs: completing a piece of writing and selling (promoting) a book. The outcome of each is completely separate.

It's inevitable that we believe that once our wisdom is passed out into the world our inbox will be a scramble of incoming requests and approaches. Especially for first books that's rarely the case.

The more *you* own responsibility for both parts of the process the more likely your success. It's worth understanding the model of publishing. Publishers take punts on lots of books and often find it a mystery which ones will be a success. Almost like it's out of their hands. As a result they do an ok job with all of their books but they rarely do anything that will make the book a hit unless it was always going to be a hit. Any attention to detail that you apply can help make a difference. This can be about getting blurbs from A list names, or driving week 1 sales - some suggested tactics are coming up.

Just to reiterate, a brilliantly written book can disappear without trace if it is not promoted well. A badly written book can sell if it has a good promotion campaign to it. Don't presume that your book is so good that it will reach people without you doing a job for it. There is nothing more dispiriting than doing all that work on a book and feeling like it is sinking down to the bottom of the pond after a beautiful new paint job. While I've said this PDF is about getting your work to be a bestseller, it's not just that, it's just about feeling like your writing has reached an audience, like you're been noticed. If you want to be noticed, you need to work to be noticed.

Lesson 3: Blurbs

“This is the best book of the year, goddammit”

Work on the basis that if you don't know about what the plan is on something to do with the release, it's because it's not happening.

For example the moment you finish drafting the book start thinking about who you want to blurb it, the publisher won't sort this out for you. A blurb is part of your packaging, the quote on the front or the back of your book that lends it credibility. In a shop filled with 10,000, maybe 50,000 other titles, it makes it look like someone brainy gave it the thumbs up. No one except you will be giving your blurbs any attention as the book is prepared.

We've all got some degree of shyness but if you're going to have a successful book you need to attempt to abandon some of that shyness. Maybe write a list of your 10 dream blurb authors. If you don't have any then think of the books that readers of your book might have read before - who is on the bookshelf you'd love to sit alongside.

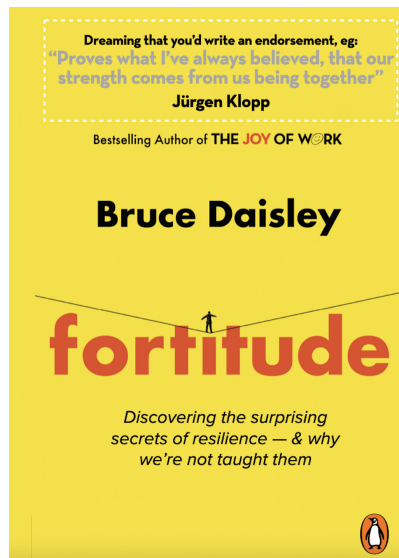
Are there iconic public figures who might catch the eye? If your book is going to stand out with an endorsement from the Prime Minister, an actor or a footballer start thinking about how you are going to contact them. Johann Hari's wonderful book *Lost Connections* has blurbs from Hillary Clinton and Elton John. Mamma mia! Blimey, you immediately think this book is a really big deal. Maybe you ain't gonna land Clinton but don't take this part for granted.

Ultimately who knows whether blurbs help sell a book but a good commendation from a well known author could maybe swing the purchase decision of someone who is wavering in Waterstones. The dirty secret is that authors generally work on the basis that they are very happy to commend other authors' books. It makes them seem more famous, they get an advertising slot on the top of your book and it's possible that browsing Bill will ditch your book and choose theirs.

Based on this clear line of thinking that having their name on someone else's book is good marketing. Far from it being awkward to ask them - it's often an invitation to promote themselves. Ask anyone you want to try. Think about how you can catch their eye. Make your request seem like you've handpicked them for a specific individual reason (maybe reference something they said, or that you've quoted them?) Give them as long as you can but do ensure that you chase them.

Often the hardest part with a commendation is wording it, so if you've got something in mind you might even offer to send a suggestion of what you're looking for. Some authors will find the very suggestion of this to be barbaric, others will bite your hand off. Try to read the room. Don't expect them to read the whole book so offering pointers can help the right author.

For Fortitude, my second book, I spent four or five months chasing A list names. I wanted names that weren't regular endorsers of books (for example in the world of business books the likes of Adam Grant or Dan Pink are pretty much on every book that you look at, to my mind diluting the power of their endorsement). My top targets were people who were 'national treasures'. People like Gary Lineker, Nadiya Hussain, Nigella Lawson, Jurgen Klopp, Idris Elba.



I got the latest copy of the draft manuscript and I took the first version of the cover that Penguin Random House had given me. Then I added a mocked-up call out quotation at the top - as you can see here.

The text said something like:

'Dreaming that you'd write an endorsement eg "Proves what I've always believe, that our strength comes from us being together" - Jurgen Klopp'

I used Doxzo to print it. There are probably alternatives, but Doxzo allowed me to print paperback copies that looked like normal books, with a beautiful glossy cover. Each print was about £15.

Then I would send the book, wrapped in tissue paper with a handwritten note to the target. The letter explained why I was asking them, normally quoting something specific they had said in an interview. For each one I spent hours going through YouTube clips of them or searching interviews with them. Then I tried to find a good address to send it to. Sometimes this was finding a hotel that a football team would be staying at before a big game, or in the case of Klopp I sent it to their training ground marked 'Private'. I saw Idris Elba was opening a wine bar in Kings Cross. I walked in on the night of the opening party and told a staff member 'Idris asked me to drop me off for him, who's best to keep it safe for him?'.

For all of this meticulous effort and outreach most people didn't reply. I sent three copies to Jurgen Klopp for example. It was two months after the third copy had gone to Gary Lineker before I got an email asking if it was too late for him to get involved. Through this approach I got an endorsement list that I was dazzled by: Gary Lineker, Nadiya Hussain, Oliver Burkeman, Noreena Hertz, Alastair Campbell, Steven Bartlett and lots more.

A couple of weeks ago someone said to me, oh I've just done a mass email to loads of people to get endorsements. I asked how it was going, and he seemed to be disappointed that he'd not managed to get very many responses. This whole exercise is a good barometer of how seriously you're interested in doing this right. If you just want quick easy results then I'm not sure you're going to be able to get much use from this document.

Lesson 4: It's not too early to think about press coverage

The critical things that will help sell your book are publicity and direct sales efforts. Publicity is going to depend on whether media titles think your book is of interest to them. Mainstream newspapers are unlikely to be interested in anything that feels too businessy, business titles won't touch anything that feels like a standard consumer book.

Knowing how to position your book for different audiences is critical. My first book, *The Joy of Work*, barely got any coverage in the UK but lots subsequently in the US. It was frustrating for the UK launch watching books that have gone on to disappear getting lots of column inches while mine was passed by. I only got marginally more coverage for *Fortitude*.

Work out what your publisher is going to do for you and plan how to compliment it. If they don't tell you it's probably less than you would like. By all means tap into their network as much as possible but if you know people in the media it is 10 times more effective for a journalist to hear from you directly than for someone at the press desk at your publisher to email them cold.

One thing I found very successful is that most column writers only get approached by PRs. So when they get a short email from a real person they are more interested. In 2018 I was leafing through a copy of The Times on a flight. There was a profile of some deathly boring CEO from a utilities firm. I emailed the journalist saying "loved your writing, wonder if I could suggest myself for your column". Sure enough I was in the paper three weeks later. Not everything is going to go so that smoothly but trying to get yourself into the mindset of journalists is a valuable act of empathy. I've found that I've built lots of enduring relationships with journalists by genuinely reaching out when I've liked their work - with no personal goal. They've been happy to give advice, guidance (and coverage) when it's come to that time later on.

Lesson 5: What's your platform?

If you've got a book deal then it's worth you realising that someone at the publishing firm has assessed that you have *a platform* - basically have you got people who respect you, who you can sell books to.

The bigger your platform the more confident the publisher will be that your book will do well. That's easy if you're Harry Styles but less easy if you're just someone who had an idea for a business book. The more that you can build your platform (social followings, email lists, podcast listeners) the better. The more seriously you can take this, the better. As my second book was coming out number 2 in the non-fiction chart was a book that was selling 7000 copies a week on the back of the author having a huge TikTok following. Your platform matters.

I've witnessed people who started doing weekly videos of them giving their opinions in response to this desire to build a platform. Over a few weeks they witnessed their audience dropping and dropping and then ended up abandoning the whole effort with viewing at trace levels. Just because you've seen someone else doing well from it, doesn't mean you're going to reach Pewdie Pie levels yourself, come on, get a grip. There's got to be something in it for people.

Don't think about you, think about your audience. Repeatatively reposting a demand for people to 'go and buy this' simply won't work. You need to think of how you can keep reaching people with different and varied messages on the way to them buying your book.

Unless your opinions are quirkily original, spectacularly funny or devilishly incisive just creating content of you talking is not enough. Maybe ask yourself... what role can you play curating content or putting a spotlight on other people? It doesn't have to be unique, it just has to feel helpful. [James Clear](#) became a global smash by building an email list of 400k people interested in habit forming behaviours. This list became his platform that landed him a deal for his book Atomic Habits - and fair enough because it was a number 1 bestseller in the US and the UK. It sold over a million copies in the first year of publication. Several years after first publication it remains the number one business book in the UK as I write this .

When it comes to building a platform there's scope to be inventive about what this means. It could be an Instagram or TikTok following, a YouTube audience, an email list, anything... but the more it feels like an audience that feel like they're getting value from your content, the more likely they are to spend money on your book. Another alternative is finding someone with a platform and partnering with them. Could you co-write your book with a sports person, popstar or politician? Maybe your ideas will go further with a bit of star power attached to them.

None of this is essential but the task of selling your work is made considerably easier if there are people outside of your bloodline who are interested that you've produced a book. Sometimes

one of the challenges authors struggle with is that they're in a certain industry and they want to get out of their bubble. Thinking about building a platform can be a helpful exercise that helps you prepare for the jungle of getting out there actually selling a book to filthy strangers.

Think of ways to reach people and build your audience. People who know you are significantly more likely to buy your book than people who don't. Between my first and second books I built a Substack newsletter of 15000 people. It grew in a totally linear way at a slow, but steady pace. Nothing I did accelerated it but it kept growing. The second book achieved a more at a quicker pace of sales as a result of that list. I converted the list into sales by offering a free video course about workplace culture to anyone who pre-ordered the book. While this only generated me 600 first week sales they helped me land my bestseller position. 4% conversion from a list into sales might be small but it shows how hard you need to work to turn free followers into paid customers.

If you've finished writing your book, then the 8 months between submission and publication might be a good time to start trying to build your following whether on IG, TT or email. My own experience is that you learn very quickly when you've created content that has been read and shared, and when you've created content that has been all a bit meh.

Everything that didn't make the final cut, anything that you found inspiring in your research and stuff that arrived too late for the manuscript might be worth using to feed your audience.

Lesson 6: Video (and other social media assets)

Things that *can* help campaigns include videos, audio and articles, probably in that order.

Lots of authors have sold truck loads of books from clips going viral. [Simon Sinek](#) and [Mo Gawdat](#) spring immediately to mind. Other authors have found that [good animations of their work](#) have helped garnered a strong, drip-drip-drip of interest.

But if you want to get someone to make a video of your book (1) that's on you and (2) you need to be thinking about it the moment you finish writing. Publishers won't do this for you.

Videos can be a way to allow you to keep posting about your book, [while appearing to offer new news - here's a campaign I made \(total cost £1000 for 4 videos\) for the paperback of my first book](#). My process was that I spent ages looking for video content I admired and then I approached the guy who made it. By going directly to him the price was significantly cheaper than going via an agency. (I suspect his price is much higher today).

I regularly chat to other authors and they talk about the post launch disappointment of their book. It seems that the people who breathe more life into their book think of places (IRL or online) where they can reach a new audience with a fresh message. It's as simple as that.

Telling the same people the same thing over and over again is attritional warfare, and we don't fight wars like that no more. Thinking of refreshing ways to surprise your audience is likely to be significantly more impactful.

Lesson 7: Saying no is a good decision making discipline

If you're run ragged trying to get your book to be a success then there'll be things you can't do. Even though it seems dazzling to get your name in print often articles in publications often deliver fewer sales than more anonymous things like appearing on podcasts that you've never heard of (but which have fanatical followings). Podcasts generally shift lots of books. The market for podcasts is generally upmarket, intelligent and curious. Those people love going into Daunt Books and dropping some dollar.

One of the things publishers occasionally ask authors is 'what would you prefer, 50 five star reviews on Amazon or a review in The Guardian?' If you're in any doubt of this 2020 intelligence test the Amazon reviews are way more important than an article that a few thousand people might breeze past at the runt end of G2. But of course, one looks wonderful to send to your brother and one looks a bit *whatever* when you tell your mates at work.

Articles in magazines and newspapers can look like spectacular *razzle dazzle* in your portfolio but the circulation can often be small, only a limited number of the readers will actually see your piece and even fewer will get to the end of it. Don't be dazzled by prestige, focus on what will sell books for you - obviously if you get the chance to write something for a big audience, jump at it but otherwise saying no is totally ok. (Of course, if your aim is to be a credible person in a space then a list of the titles you've written for is clearly Box Office. It comes back to understanding what your objective is of writing the book).

Lesson 8: On the subject of Amazon reviews

There's a lot of publishing folk lore about Amazon reviews. "Once you hit 30 reviews the Amazon algorithm goes banzai" someone told me. It was like waiting for a firework display that had been cancelled. Refreshing the page waiting for sales to jerk back into life. It didn't quite work like that.

But in the same way that blurbs count in the bookshop Amazon reviews make a big deal (algorithm aside) on the website. Bezos's place accounts for 50% of book sales and you want to look smoking hot on the digital catwalk. [Sam Conniff](#) came up with a brilliant hack. When someone contacted him with a nice comment "I asked them to copy and paste it to an Amazon review, with the promise that the next edition would include reader blurbs, as long as they were from Amazon. I got Penguin to agree to an updated page on the next print run and it really worked". Even if your publisher doesn't roll with this) and in Sam's case Penguin reprinted without including the blurbs in the end!) then asking people to post on Amazon 'for extra karma' works 99% of the time in my experience.

Lesson 9: Let's get down to business

I mentioned that my book became a bestseller. It was a really big deal for me to do that - I felt if I've done all of this work I want to earn a medal for it. To be honest I only considered it an objective once I'd realised how achievable it was. My friend tweeted that her book had become a Sunday Times bestseller in the Business Chart.

Number 10 on the business chart that month sold 1200 copies. I thought to myself 'surely I can drive 1201 copies?' The Sunday Times is often the label that people look for for UK bestsellers. Each Sunday they publish bestselling fiction and non-fiction in hardback and paperback. They also publish the business top 10 once a month (for monthly sales of hardbacks and paperbacks combined). The lowest selling is business, then non-fiction, then fiction. Hardbacks sell less than paperbacks.

In truth I was all set to try to get into the actual hardback bestsellers list, rather than Business where I ended up. In January (the time I was releasing) I think books were getting into the hardback bestsellers selling 2000 copies (this chart is weekly, the business chart is monthly, remember). I'd driven about 3000 pre-orders and sales. I was on track to make something like number 4 or 5 on the chart. Then someone at Penguin casually said to me: "fingers crossed you're not categorised as a manual". I think I physically shook like I'd touched a light switch with wet hands. I asked them to repeat it. "Oh manuals (like DIY volumes, exercise books and cook books) aren't counted towards the Sunday Times chart. Remorse washed over me for subtitling my book '30 Ways to Fix Your Work Culture'. No one at Penguin could help me. I had to contact Nielsen, who then directed me to the Sunday Times. It was like no one had ever asked about these questions. Sure enough, my book was a manual. The chart that would have read: Michelle Obama, Ant Middleton and then real life me never got published.

I know it might look a dickmove to be so obsessed with the charts. For me it mattered because with so many things for the world to pay attention to, the charts are simple heuristic for people. They see 'Sunday Times bestseller' and they think 'oh, I'd never heard of it but it's obviously not dogshit'.

When people see that bestselling rosette though, they often miss how I earned it. I started with a clear eye of the pre-sales goal. In my case I initially targeted 1201 pre-sales (to get to the bottom of the business chart), then once there I aimed for 2000 sales (to give me a buffer if it was a busy month, and as I discovered browsing through the Sunday Times it also put me in contention of the weekly hardback top 10). Once I hit 2000 I just kept going, thinking 'maybe I could do Michelle Obama here'. (Reminder: I didn't beat Michelle Obama. There are households with 4 copies of that book).

So how did I drive pre-sales? By asking. By asking a lot of people. I contacted everyone I could think of how might have lunchtime or breakfast talks for books. "If you buy 30 books I'd love to

come in for a chat” I said. They need to be scanned book sales - like from Amazon - not direct from the publisher. Now it doesn’t need a doctorate in maths to work out that 2000 books divided by 30 is a whack load of talks I needed to do. My rules were clear: you need to send me the proof of pre-orders and we’ll arrange it sometime in the first 3 months of the year. By putting the message out there and posting on Linked In and Twitter, good things started to happen. A firm contacted me asking me to speak at their event in central London. It was a lunchtime and I sold them 100 books. They then said ‘would you speak at our customer event for 200 people’. I took a day off for that one and I’d now clocked up 300 books from one company. Against my initial target of 1201 sales that felt monumental. The more feelers I put out there, the more random stuff kept happening.

I carried a notebook round with me. With three months to pub date I knew that I needed to drive about 150 books a week. 30 a day. Simple, simple. Every day I was scribbling leads in my notebook, thinking ‘where can I drive 30 pre-orders today?’ and I travelled, a lot.

For big orders I travelled to Newcastle, Cardiff, Bristol, Liverpool, Manchester, Brighton. Sometimes these were for 50 pre-sales and a train ticket. It may well be that you don’t want to do this. You might have a much better platform than me, or you might choose to try to do a series of bigger/smaller events. Or being a bestseller in hindsight looks like a lot of work for nothing.

One lesson is that selling books ‘on the night’ (i.e turning up at an event where a gentle bookseller sits in the corner with a card machine) is a lot harder than getting pre-orders. Even when I have smashed a presentation the most I’ve sold on the night (with a Square reader connected to my phone) was 50 copies. Regularly that’s involved me buying them on Amazon and carrying them to an event (post publication obviously). If at all possible only do these things for guaranteed sales - and asking to see proof of order is often helpful (I’ve certainly arrived at events and they’ve clearly ordered no books).

Lesson 10: Your talk - assets to sell your book (or to sell you)

I obviously realised I needed 'a talk'. The book is clearly an easy start place for that. I've probably got 4 or 5 hours of solid material now from talking about the book - and remembering some of the tangents that have come from talking about it - so I've got many versions of this talk. I've got most of this down on slides - but I've done it so many times I can normally do it off by heart now. But you need to start somewhere. Experiment at the start. My view is that a talk needs at least two funny bits. People are often impressed when you can talk with no notes and no slides. Let me tell you, *anyone* can learn that when you've done a presentation enough times.

Depending on what your plan with the book is, your talk is your big asset. You can conceivably make a lot more from speaking than writing.

Lesson 11: Work that platform

I mentioned James Clear's Atomic Habits before. He got a deal for his book on the back of his email list of 400,000 opted in productivity fans. But James didn't stop there, he **worked** it. I've lifted here in full the email that he sent to all of the subscribers on that list when his book came out.

His aim was clear *to drive at least one sale per subscriber* and hopefully incentivise multiple copies. I suspect there was quite a lot of work involved in this - it probably required him to get a pair of hands to help him on the admin for a month. James has currently sold over a million copies of his book.

Limited Time Offer: Get These Exclusive Bonuses When You Pre-Order Atomic Habits

My new book [Atomic Habits](#) comes out in 2 weeks on all platforms: Amazon, Audible, Barnes & Noble, and more. But if you pre-order today, you can get access to the greatest goldmine of habit change ideas, strategies, and techniques ever squeezed into a single book launch.

Here's the deal: I believe this book is great and I think *anyone* will benefit from reading it. (I'm not the only one who believes that. You can see testimonials from early readers and other experts at the bottom of this email.)

As a result, I want to make it a "no-brainer" for you to purchase *Atomic Habits*.

To do that, I have compiled an incredible collection of exclusive bonuses that are available **if you pre-order the book right now**. Bonus packages are available for purchasing 1 book, 3 books, 10 books, and 500 books. Each package more than triples the value of your purchase, and every item included will magnify the benefits you'll get from reading the book.

Please note: This is a limited time offer that expires on October 19, 2018.

Here's how it works:

1. Choose the package you want below.
2. Buy that number of books in whatever format you want (print, ebook, audiobook) and from whatever retailer you want (Amazon, Audible, Barnes & Noble, etc.)
3. To get your bonus package, forward your purchase receipt to the appropriate email address listed below. We'll send you a confirmation email letting you know we received and verified your receipt, and you'll receive an email with your bonuses on book launch day (October 16).

What if I already preordered? First: thank you! If you already preordered 1 copy, you can get the bonuses for the 1-book package by simply forwarding your purchase receipt to the appropriate email address listed below. If you want to upgrade to the 3-book or 10-book package, simply buy the remaining number of books (2 extra books or 9 extra books, depending on the package you want) and forward both receipts to the appropriate address.

Here are the details of the 1-book, 3-book, and 10-book packages...

1-Book Package

(Send your receipt to 1book@atomichabits.com)

Readers who buy 1 copy of Atomic Habits before October 19 will receive...

- Access to a webinar and Q&A with me (James Clear) about habits and continuous improvement on October 30th. Ask me any question you'd like during this online book discussion.
- Bonus Guide: How to Apply Atomic Habits to Business. Get specific examples and insights on how to use the concepts in the book to create better products and a more effective business.
- Bonus Guide: How to Apply Atomic Habits to Parenting. A full report on how to help your children build better habits.
- The Habits Cheat Sheet: This useful summary compresses many of the key ideas and insights from the book into a handy reference guide for how to build a good habit or break a bad one.
- Companion Reading Guide: This series of 5 emails will walk you through the book and deliver extra content for understanding the main ideas. Each email also includes one idea for changing your habits that is *not* mentioned in the book.
- 10% off coupon for the [Clear Habit Journal](#): I have collaborated with the premium notebook maker, Baron Fig, to create an incredible Habit Journal that is designed to make building habits easier. It launches January 8, 2019 and you'll get a 10% coupon for it.

Want this package?

Step 1: Buy one copy of Atomic Habits from any retailer:

Step 2: Forward your purchase receipt to 1book@atomichabits.com

What if I already preordered? Please just send your receipt to 1book@atomichabits.com now and we'll make sure we send your bonuses on launch day!

Promoting A Book - The User's Guide

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3-Book Package

(Send your receipt to 3books@atomichabits.com)

Readers who buy 3 copies of Atomic Habits before October 19 will receive...

- Secret Chapter: The Biology of Bad Behavior. I had to cut some of my favorite material from the final version of the book. Most people will never see this chapter: but you will! This secret chapter explains some of the biological underpinnings behind bad habits (and what scientists are doing about it).
- Habit Tracker: This beautiful habit tracker template makes it easy to track your habits and stick with good routines.
- Chapter-by-chapter audio commentary: Listen to me talk off-the-cuff about each chapter in the book, why I included it, some additional research behind the ideas, and what I hoped people would get from it.
- Recommended Reading List: Get my private list of "10 Books Every Adult Should Read." I believe these books have the most page-for-page wisdom you can find.
- A Shout Out To You, Personally, On The Blog: Buy 3 copies of *Atomic Habits* and get your name enshrined on my Thank You page hall of fame. You'll be low-key famous. Nearly 2 million people visit the website each month. (If you don't want to be publicly thanked that's totally fine. Just let me know.)
- Plus, everything from the 1-book package...
 - o Webinar and Q&A with James on Oct. 30
 - o Bonus Guide: How to Apply Atomic Habits to Business
 - o Bonus Guide: How to Apply Atomic Habits to Parenting
 - o Cheat Sheet: 1-page summary of key ideas in the book
 - o Companion Reading Guide: 5 emails with extra insights
 - o 10% off the Clear Habit Journal (available Jan. 8)

Want this package?

Step 1: Buy 3 copies of Atomic Habits in print (hardcover) format from any retailer:

- [Amazon](#)

Step 2: Forward your purchase receipt to 3books@atomichabits.com

What if I already preordered? If you already preordered 1 book but want to buy 2 more books to get the 3-book package, just forward both receipts to 3books@atomichabits.com

10-Book Package

(Send your receipt to 10books@atomichabits.com)

Readers who buy 10 copies of Atomic Habits before October 19 will receive...

- Custom Habit Plan: Pick 1 habit you want to change, fill out a form we will send you about the details, and get a personalized plan from me.
- *Atomic Habits* Discussion Questions: Get a curated list of questions about the ideas in *Atomic Habits* to use with your book club, class, or team. This makes it easy for you to lead a discussion about the book with your group. (Plus, you get 10 copies to share with them.)
- 6 months free of TextExpander Premium: This software is one of my favorite productivity tools. TextExpander enables you to instantly insert any snippet of text with just a simple keyboard shortcut. It will save you an incredible amount of time if you type similar email responses or messages each day. 6 months free is approximately a \$20 value.
- 12 months free of RescueTime Premium: This software keeps track of your daily habits (how much time do you spend on each website or application?) and helps you stay on track with more productive habits. 12 months free is roughly a \$54 value.
- NBIC Express Membership: [The "Next Big Idea Club"](#) is a book club run by rockstar authors Malcolm Gladwell, Adam Grant, Susan Cain, and Dan Pink. Each quarter, they handpick some of their favorite books and share their insights. The Express Membership gives you access to a private library of videos, reading guides, and author interviews about each book for one year. (\$89 value)
- \$1,000 off any in-person keynote speech: Lock in the option to hire me for a keynote speech to your team or organization and get \$1,000 off my regular price. Expires in 2 years.
- Plus, everything from the 1-book and 3-book packages...
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 - o Secret Chapter: The Biology of Bad Behavior (not included in the book)
 - o Habit Tracker: Printable template to track your habits
 - o Chapter-by-chapter audio commentary from James
 - o Recommended Reading List: 10 Books Every Adult Should Read
 - o A shout out to you, personally, on the blog

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Step 1: Buy 10 copies of Atomic Habits in print (hardcover) format from any retailer:

· [Amazon](#)

Step 2: Forward your purchase receipt to 10books@atomichabits.com

What if I already preordered? If you already preordered 1 book but want to buy 9 more books to get the 10-book package, just forward both receipts to 10books@atomichabits.com

500-Book Package

Feeling bold? Order 500 books (or more) before October 19 and you'll receive all of the bonuses mentioned above. Plus, I'll fly anywhere in the world to have dinner with you and deliver a live, one-hour keynote speech to a group of your choice.

If you're interested in this package, contact me directly at james@jamesclear.com with the subject line "500 Book Package" so we can work out the details of your bulk order.

Want to see all of this on one page: [Browse all of the book bonus packages.](#)

"As a physician attempting to help my patients build healthy habits to decrease and reverse chronic disease, AtomicHabits is the playbook I have been searching for. Not only does the book offer actionable items I can teach my patients, I can refer them to read and implement the ideas themselves. The format is powerful and simple. This should be taught in all medical schools."

[Browse all of the book bonus packages here.](#) Remember: this is a limited time offer. Bonus packages expire on October 19, 2018.

Similar to this, in 2021 I saw [Oliver Burkeman incentivised pre-ordering his book](#) by giving a free five-day course on productivity to anyone who sent him the receipt.

Mo Gawdat contacted every influential person he knew asking them to endorse his new book Scary Smart. He then posted on social media @ing them to the conversation. Plenty of them retweeted his post to their followers.

Learning lessons from the Zoom era I especially like Dan Pink's approach. Anyone who pre-ordered his book was invited to an online launch party featuring Al Gore and Malcolm Gladwell. Whether these Zoom events will feel as prestigious when we return to real life is hard to know but in terms of capturing the moment right now it's very impressive. All of the details are on this link but are archived here in case the link gets deleted: [Event for all pre-orders](#)

The 10 Most Important Lessons I've Ever Learned

On January 30, I will host a one-of-kind online gathering called The 10 Most Important Lessons I've Ever Learned, featuring guest appearances from Malcolm Gladwell, Anne Lamott, and Al Gore.

The event will be open exclusively to people who have pre-ordered my new book, The Power of Regret, to thank them for their crucial early support.

In the session I will discuss – yep – the 10 most important lessons I've ever learned about work, success, happiness, and life in general. Among them:

The best way to make a decision

The best way to get a good idea

The best way to persuade someone (including yourself)

The best three words to say regularly

And more!

The event will also feature appearances from some of the people who've taught me these lessons, including:

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Anne Lamott, mega-bestselling author
Malcolm Gladwell, mega-bestselling author and podcaster
Al Gore, former US Vice President

The event will take place on January 30 on a simple yet powerful online platform. It will not be repeated. This will be the first, last, and only instance of this event. In other words, if you don't sign up, you might regret it!

(To accommodate readers in non-US time zones, we will make a recording available on a password-protected site, but only for 48 hours after the broadcast. Then it will disappear forever.)

How To Register

Step 1

Pre-order *The Power of Regret* from any bookseller by Sunday January 30 at Noon ET.

Pre-order Now!

Step 2

Forward your pre-order receipt to: orders@pinkpreorder.com

Step 3

We'll verify your receipt and a few days before the event, we will send you the link and password.

You can pre-order from any bookseller — in the U.S. or abroad, online or bricks-and-mortar. Any edition of the book — audio, digital, large print, etc. — is eligible.

Lesson 12: Hustling sales

The more sales you clock up the more likely you are to achieve the objective you set for yourself at the outset. Someone stumbling upon your book 'because it's everywhere' is going to help with your objective. One fellow writer told me his personal hack, which helped him clock up 1500 sales in the first few months of release.

- 1) he set up an Amazon affiliate account. Doing that you get a short-link for your own book which earns you a small % of each sale
- 2) He setup a Twitter account just for the book
- 3) He set-up an auto-DM for new followers with the affiliate link to the book
- 4) 'do a fuck-off big auto-mass follow of similar authors followers so anyone who follows back gets the link to buy the book'

Now, I'm not sure this is still as easy to do, Twitter stopped it being easy to auto DM people - but there are social media tools that still allow it if you search for them (I'm not going to find them for you). More than anything it's an indication of clever hustle. Trying to think of ways to clock up additional sales.

It's worth saying that the affiliate link also makes you money back per copy sold. Admittedly small amounts, but it all counts.

The spirit here is one of testing and learning. Someone told me that their biggest spikes for them were Instagram influencers posting about their book. Right, lesson learned, you can then do a mass mailin of your book to 20 dream influencers in your field. Maybe don't send the book, send something fun associated with the book that will look amazing in a photo (massive bunch of balloons, some gorgeous flowers, a crate of Jaegermeister).

[Emma Gannon wrote a wonderful blog post about what other authors wish they'd known about publishing](#)

Sarah-Jayne Blakemore achieved hundreds of retweets for her post about her book *Inventing Ourselves* - it strikes me that this could be a good approach to take to build up some early buzz for a forthcoming title (or for the release of paperback)

<https://twitter.com/sjblakemore/status/1427240619001499648>



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Lesson 13: Things might not go the way you planned, and it's better for it

When Josh Roberts book came out he no doubt had a dream rollout in mind.

But it was a review in the Daily Mail that propelled him to number 3 on the Amazon Movers and Shakers chart. Give yourself every chance to reach as wide an audience as possible by not prejudging any of the media options out there. You're looking to reach an audience, not to choose who sees your work.

Amazon Movers & Shakers
Our biggest gainers in sales rank over the past 24 hours. Updated hourly.

Movers and Shakers in Books

Rank	Book Title	Author	Rating	Price	Sales Rank Change
#1	Voices of the Mayflower	Richard Hollidge	★★★★★ 3	Paperback	446,627% (was 875,588)
#2	The Ritz London: The Cookbook	John Williams	★★★★★ 295	Paperback	108,328% (was 7,590)
#3	Anxious Man: Notes on a life lived nervously	Josh Roberts	★★★★★ 49	Paperback	4,250% (was 7,918)
#4	Think again. The best essays from Prospect 1995...	Tom Clark	★★★★★ 8	Paperback	3,448% (was 10,575)

Best Sellers
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Hot New Releases
in Books

[This research says that a review in a national newspaper increases sales by 3% \(and boosts significantly \(55%\) in the 5 days after publication.](#)

Lesson 99: Looking after you

One author told me that their biggest experience of their book launch was the overwhelming sense of burnout at the end of it. Their lesson for the next time was to have a couple of weeks escape booked to look forward to. Knowing that the 'end of term' was coming helped them keep going.

I've tried to give some pointers here of how I got my own book to be a success. As I wrote my second book knowing some of these things was been helpful as I assembled it.

One of my big focusses has been to puncture my weekly writing to produce a [bi-weekly email on workplace culture](#). Having a platform of 15000 subscribers certainly helped boost early sales.

If you want to get in touch with me to suggest changes to this drop me an email bruce@eatsleepworkrepeat.com

WHATSAPPS

Lesson 100

Along the way I occasionally see things I love and I've loved the Twitter threads by Dan Murray-Serter on how he's grown his podcasts - there's lots to learn for people trying to grow their own platform. He took the thread and made it into a guide - in terms of reaching an audience it's incredibly helpful.

[How to grow a podcast](#)

[How to grow a second podcast](#)

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