

Tips, Tricks & Secrets Interview

Interview Data:

Interviewer's Name: **Jim Edwards**

Publication / Project Name: **I Gotta Tell You Podcast**

Expert's Name: **Kristen Joy**

Target Audience (SINGULAR): **Authorpreneur**

Target Audience (PLURAL): **Authorpreneurs**

Keyword Theme of the interview: **Kindle Book Marketing**

Topic of the Interview: **how to market better on Amazon Kindle**

Payoff Of The Interview (For Target Audience): **how to make more money and build your audience using Amazon Kindle**

Call To Action of the Interview: **Kristen Joy's "Book Ninja Store" at <http://thebookninja.com>**

Introduction

Hi everyone and welcome to the **I Gotta Tell You Podcast**

(Today's interview is sponsored by **Kristen Joy's "Book Ninja Store"** at <http://thebookninja.com>. Helping **Authorpreneurs** with **how to make more money and build your audience using Amazon Kindle** and other important topics about **Kindle Book Marketing**. Check out **Kristen Joy's "Book Ninja Store"** at <http://thebookninja.com> for more.)

The title of today's interview is: **"Kindle Book Marketing Tips, Tricks & Secrets: Kristen Joy Reveals How Every Authorpreneur Can Make More Money And Build Your Audience Using Amazon Kindle"**

My name is **Jim Edwards** and today I'm talking with **Kindle Book Marketing** Expert **Kristen Joy** about the tips, tricks and secrets every **Authorpreneur** needs to shortcut their way to success with **Kindle Book Marketing** and get great results faster.

Welcome **Kristen Joy!**

Kristen Joy is a well-known expert on the subject of **Kindle Book Marketing** and has graciously consented to this interview to share with us all the cool tips and tricks that hardly any **Authorpreneur** knows about that can really accelerate your results and help you with **how to make more money and build your audience using Amazon Kindle**.

Kristen Joy, thank you again for joining us on this live interview.

Let's just jump right.

Questions

My first set of questions is about your background and experience in the field of **Kindle Book Marketing** so the **Authorpreneurs** in our audience can understand who you are, where you're coming from, and how you can relate to where they are right now.

Then we'll jump into the cool stuff with tips, tricks and secrets about **Kindle Book Marketing** so our audience can get the real inside scoop.

1. Could you tell us a little about yourself in terms of background, education and experience in **Kindle Book Marketing**?
 - a. When did you get started?
 - b. Have you had any formal training or education in **Kindle Book Marketing** or has it all been on the job training?
 - c. What kinds of things have you done / experiences have you had in **Kindle Book Marketing** that are relevant to our audience of **Authorpreneurs** and our topic of **how to market better on Amazon Kindle**?
 - d. Were you an overnight success, or did you have to work for it?

Well, it's obvious you're the right expert for us when it comes to **Kindle Book Marketing!**

Let's get started with those tips, tricks and secrets.

2. What is a TIP you WISH someone had shared with you about **Kindle Book Marketing** when you were first starting out?

- a. Why is this tip so valuable?
- b. What's the best way for **Authorpreneurs** put this tip into action?
- c. Can you go into a little more detail on this?
- d. Are there any tools, websites or apps that make this first tip easier?
- e. How long does this tip take to implement?
- f. If someone gets stuck in this area, how can they get "unstuck"?

Combine short book in print
Kindle is big deal / People want print too!
48 pages minimum

3. What is a cool TRICK you've figured out or discovered with **Kindle Book Marketing** that would really help the **Authorpreneurs** in our audience with **how to market better on Amazon Kindle**?

- a. What's the best way for them to implement this trick? How do they do it?
- b. Can you go into a little more detail on this?
- c. Are there any tools, websites or apps that makes this trick easier to put into action?
- d. How long does this trick take?
- e. If someone gets stuck on this, how can they get "unstuck"?

Freebie
- Profiles
- Book marks
- Checklist

Optim in your kindle book

4. What is a SECRET every **Authorpreneur** needs to know when it comes to **Kindle Book Marketing**?

- a. What makes this such an important secret?
- b. Why is this a secret and why don't more people ~~don't~~ know about it?
- c. What's the best way for every **Authorpreneur** to put this secret to work for them? How do they do it?
- d. Can you go into a little more detail on this?
- e. Are there any tools, websites or apps that makes this secret easier or faster?
- f. How long does it take?
- g. If someone gets stuck on this secret, how can they get "unstuck"?

Write a series

5. Are there any other juicy tips, tricks & secrets at this point with **Kindle Book Marketing** we need to let our **Authorpreneurs** know about? *Something*

6. Is there anything I haven't asked you about **Kindle Book Marketing** and **how to market better on Amazon Kindle** that you'd like to share with our audience of **Authorpreneurs**?

Mindset → Take action → Revise Later

FEAR!

Conclusion

Thank you **Kristen Joy** for a great interview. I'm sure all the **Authorpreneurs** in our audience have gotten a ton of value from the tips, tricks and secrets about **Kindle Book Marketing** you shared. This was some real "insider stuff" so thank you very much for sharing with us so graciously. It's been great!

Can you tell us a little bit more about **Kristen Joy's "Book Ninja Store"** at **<http://thebookninja.com>**? Specifically how does it help **Authorpreneurs** with **how to make more money and build your audience using Amazon Kindle**?

So again, thank you **Kristen Joy** for sharing with us... and thank YOU all the **Authorpreneurs** in our audience for joining us for this amazing presentation about the tips, tricks, and tools with **Kindle Book Marketing** that can help you massively improve your results.

So again, I'm **Jim Edwards** and thanks for joining us on the **I Gotta Tell You Podcast**.

I'd like to invite you to check out **Kristen Joy's "Book Ninja Store"** at **<http://thebookninja.com>** today for more on how YOU can succeed with **Kindle Book Marketing** and **how to market better on Amazon Kindle**.

Have a great day!

Additional / Supplemental Questions (If Needed)

- What are some **Kindle Book Marketing** tools or resources you think have become or are becoming obsolete? What or who is on the way out?
- Where do you see **Authorpreneurs** wasting a lot of time in **Kindle Book Marketing**?
- Where are the big challenges in **Kindle Book Marketing** right now?
- Where are the big opportunities in **Kindle Book Marketing** that many **Authorpreneurs** might be missing?
- Is there one particular story, case study, or example you'd like to share that really sums up what we've been talking about here?
- Any tips for time management when it comes to **Kindle Book Marketing**?
- Do you think it's easier or harder for a new **Authorpreneur** starting out today with **Kindle Book Marketing** than it was for you when you got started?
 - Why or why not?