



DEMYSTIFYING BOOK MARKETING FOR SELF-PUBLISHED AUTHORS

*With Author and Marketing Expert,
Shawn Langwell*

WHO AM I?

My name is Shawn Langwell – The **inspiration** and **boldness guy**

I am the author of *Ten Seconds of Boldness* and three other books.

I am also a speaker, confidence coach, and sales and marketing consultant with three decades of experience helping people and businesses be their best.

My mission is to encourage, inspire, and help people become brave and confident enough to believe they can accomplish their dreams and goals.

Learn more at: shawnlangwell.com

AGENDA

- 01.** WHAT'S IN THE WAY OF YOUR SUCCESS?
- 02.** THE FUNDAMENTALS OF MARKETING AND SHAMELESS SELF-PROMOTION
- 03.** HOW TO PROMOTE LIKE A PRO
- 04.** RELEVANCY: HOW TO BE SEEN AND FOUND ON AMAZON
- 05.** HOW TO THINK AND WRITE LIKE A MARKETER

01.

**WHAT'S IN THE WAY
OF YOUR SUCCESS?**



COMMON OBSTACLES/FEARS

External: Obscurity & Irrelevance

Internal: Inner Critics and Negative Self-Talk

Fears, Doubts, and Worries: We all have these.

YOU are not alone

For example: **Fear of:** imperfection, failure, **public speaking, sales, marketing,** etc. **Imposter syndrome,** doubt, insecurity, low self-worth, **procrastination,** etc.

Any of these sound familiar? How do they make you feel?

Where? Who wants to feel them less?

02.

**THE FUNDAMENTALS OF
MARKETING AND
SHAMELESS SELF-
PROMOTION**



THE FUNDAMENTALS OF MARKETING AND SHAMELESS SELF-PROMOTION

01. KNOW YOUR AUDIENCE

Genre, demographics, interests, tropes

02. KNOW WHAT YOU WANT TO SAY TO THEM

Align your message with what your audience wants to read

03. KNOW WHAT YOU WANT THEM TO THINK, BELIEVE, FEEL, OR DO:

This applies to the creative process as well as marketing

WHAT DO YOU WRITE? WHAT'S YOUR GENRE? WHO IS YOUR AUDIENCE?



**WHAT'S THE BEST FORM OF
MARKETING AND HOW DO
YOU CREATE IT?**

WORD OF MOUTH!

LEARN HOW TO BUILD REALTIONSHPIS
WITH HUNDREDS AND THOUSANDS OF **RAVING FANS**
LIKE SWIFTIES, OR BEATLEMANIA, ETC... ONLY FOR YOU!

HOW DO WE CREATE THAT?



**WE LET OUR PASSION SHOW AND
GET COMFORTABLE HAVING UNCOMFORTABLE CONVERSATIONS
WITH OUR POTENTIAL READERS**

03.

HOW TO PROMOTE LIKE A PRO



THE ART OF SELF-PROMOTION

01. KNOW YOUR AUDIENCE

ASK QUESTIONS/ENGAGE:

Genre, demographics, interests, tropes

02. CONNECT WHAT YOU WRITE TO THEM

Align your message with what your audience wants to read (WIIFM)

03. POSTURE, ENTHUSIASM, CARE

Live practice: Elevator pitch, book hook

Confidence is a product, not a prerequisite of success

EXPERT SELF-CONFIDENCE TIPS

FAILING IS A PREREQUISITE OF SUCCESS

- *Fear of failure and imperfection are part of the problem.*
- *Fail faster. Fail often. That's how we grow.*

EVERYTHING IS EASIER WITH HONESTY, COURAGE, AND PRACTICE

- *Know your strengths and weaknesses.*
- *Become willing to make mistakes and ask for help.*
- *Hire a pro/coach.*
- *Become bold enough to take a chance on yourself.*

WHAT WOULD MAKE YOU FEEL MORE CONFIDENT ABOUT SELF-PROMOTION?

04.

**RELEVANCY:
HOW TO BE SEEN AND
FOUND ON AMAZON**



5 KEYS TO IMPROVE YOUR BOOK'S VISIBILITY AND RELEVANCY

- 01. TITLE, SUBTITLE, AND COVER**
Why they matter
- 02. GENRE AND CATEGORIES**
What bookshelf section does your book belong on?
- 03. BOOK DESCRIPTION/BLURB**
Write the hook before the book
- 04. 7 KDP KEY WORDS/PHRASES**
What genre, trope, niche, category do your readers want?
- 05. ADS, PROMOTION, PR, AND CROSS PROMOTION**
Treat it like a business.

5 KEYS TO IMPROVE YOUR BOOK'S VISIBILITY AND RELEVANCY

WHY DO YOU THINK THESE MATTER?

5 KEYS TO IMPROVE YOUR BOOK'S VISIBILITY AND RELEVANCY

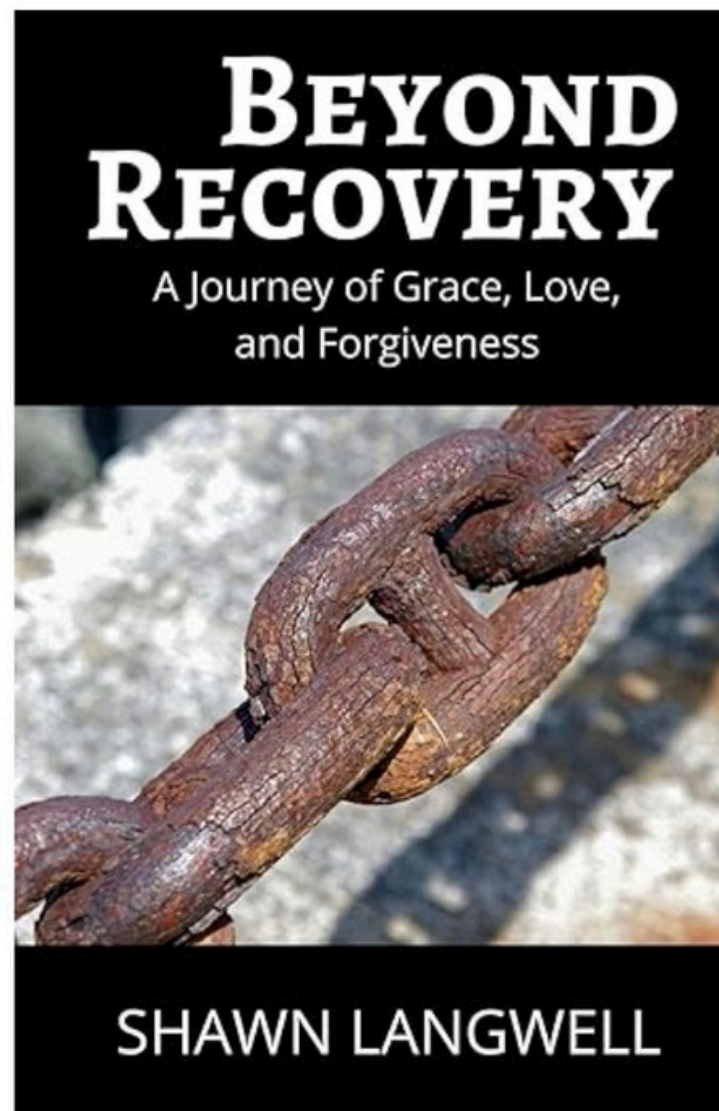
LET'S LOOK AT SOME EXAMPLES

RELEVANCY EXAMPLES AND POTENTIAL RESULTS

WHAT BOOKSHELF/GENRE/CATEGORY DOES YOUR BOOK BELONG ON?



RELEVANCY EXAMPLES AND POTENTIAL RESULTS



Roll over image to zoom in

TITLE/SUBTITLE/COVER

Beyond Recovery: An honest inspirational memoir about overcoming the pain of addiction and alcoholism, resentment, anger, fear, and low self-esteem, and what it took to find sobriety that lasts. Kindle Edition [Download debug log](#)

by [Shawn Langwell](#) (Author) | Format: Kindle Edition

4.7 ★★★★★ 46 ratings

[See all formats and editions](#)

What others are saying about Beyond Recovery:

"Couldn't put it down!"

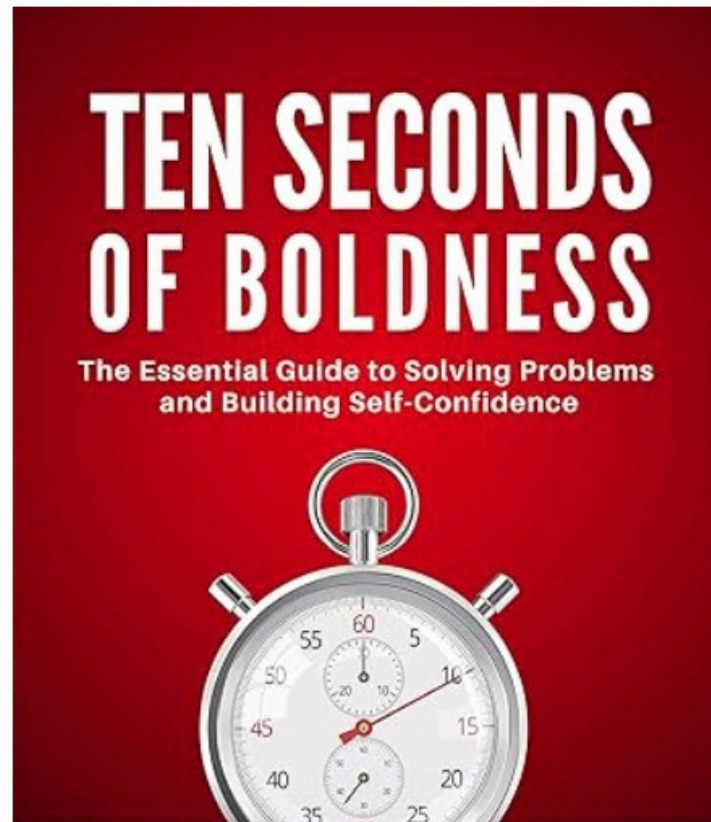
"I highly recommend this book!! I would recommend this book if someone is struggling with addiction. It is a raw memoir of someone's struggle with addiction and alcoholism. I could not put it down. I literally read it in 2 days. I could relate to being in recovery myself. The feeling of inadequacy and failure plagued me until I found AA." -MB

"A must read for those in or affected by addiction." - EC

"I recommend this book wholeheartedly. The author takes us on an examination of childhood, addiction, love, and forgiveness, and shares tools gained along the way, including the light of acceptance. The story is

RELEVANCY EXAMPLES AND POTENTIAL RESULTS

TITLE/SUBTITLE/COVER



SHAWN LANGWELL

Ten Seconds of Boldness: An Inspirational, Motivational, & Practical Self-Help Guide to Stop Overthinking, Improve Self-Confidence, and Accomplish Your Personal & Professional Goals Kindle Edition  [Download debug log](#)

by [Shawn Langwell](#) (Author) | Format: Kindle Edition

4.8  10 ratings

[Book 1 of 1: Ten Seconds of Boldness](#)

[See all formats and editions](#)

Are you ready to stop living in fear?

To stop feeling like a fraud? An imposter, even though you may be considered an "expert" in your field?

How would you like to feel bolder and more confident at work and in life?

If you had more self-confidence, drive, or discipline, how would your life improve?

If any of these questions made you squirm in your seat or feel a wee bit queasy, then you need to read *Ten Seconds of Boldness*.

Ten Seconds of Boldness is a *practical, effective, and inspiring self-improvement book* that outlines a *simple*, yet *transformational five-step method* to move you from where you are to where you want to be in a way that is *purposeful, meaningful, and lasting*.

RELEVANCY EXAMPLES AND POTENTIAL RESULTS

BOOK DESCRIPTION/BLURB

WHAT OTHERS ARE SAYING ABOUT BEYOND RECOVERY:

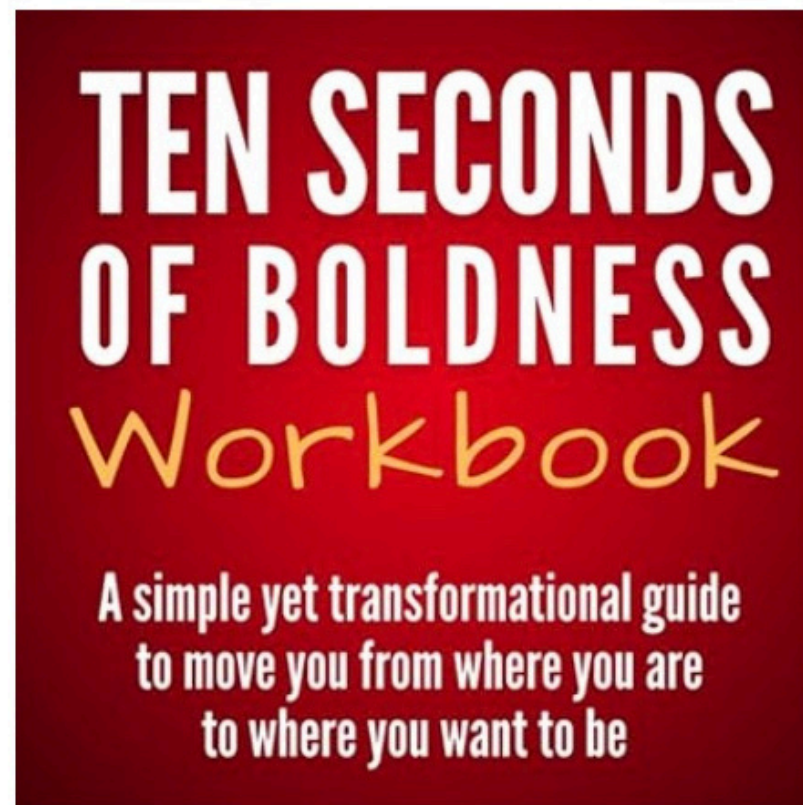
"COULDN'T PUT IT DOWN!"

"I HIGHLY RECOMMEND THIS BOOK!! I WOULD RECOMMEND THIS BOOK IF SOMEONE IS STRUGGLING WITH ADDICTION. IT IS A RAW MEMOIR OF SOMEONE'S STRUGGLE WITH ADDICTION AND ALCOHOLISM. I COULD NOT PUT IT DOWN. I LITERALLY READ IT IN 2 DAYS. I COULD RELATE TO BEING IN RECOVERY MYSELF. THE FEELING OF INADEQUACY AND FAILURE PLAGUED ME UNTIL I FOUND AA." -MB

"A MUST READ FOR THOSE IN OR AFFECTED BY ADDICTION." - EC


"I RECOMMEND THIS BOOK WHOLEHEARTEDLY.

RELEVANCY EXAMPLES AND POTENTIAL RESULTS



SHAWN LANGWELL

BOOK DESCRIPTION/BLURB

Ten Seconds of Boldness Workbook: A simple yet transformational  guide to move you from where you are to where you want to be Paperback

– April 11, 2023

[Download debug log](#)

by [Shawn Langwell](#) (Author)

[Related to: Ten Seconds of Boldness](#)

[See all formats and editions](#)

Are you ready to stop living in fear?

To stop feeling like a fraud? An imposter, even though you may be considered an "expert" in your field?

How would you like to feel bolder and more confident at work and in life?

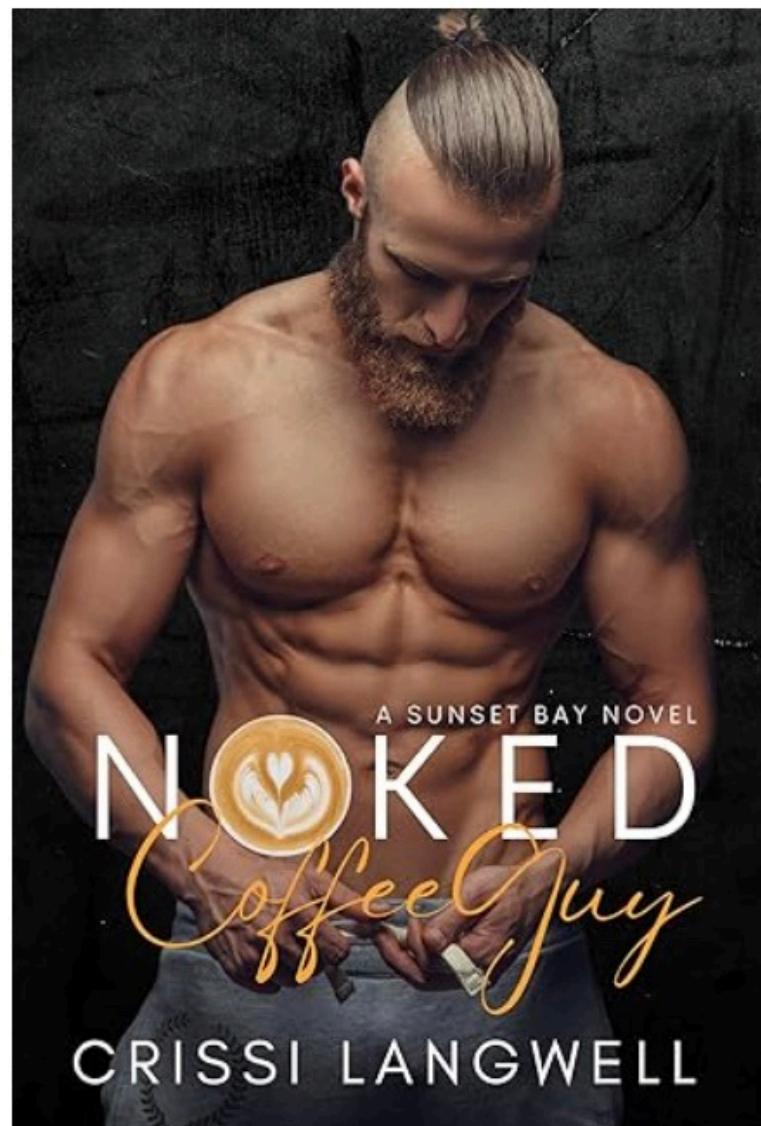
If you had more self-confidence, drive, or discipline, how would your life improve?

If any of these questions made you squirm in your seat or feel a wee bit queasy, then you need to read *Ten Seconds of Boldness*. This practical self-improvement workbook is for those who want a little encouragement, inspiration, and guidance to become bolder and more self-confident.

It is ideal for authors, artists, addicts, entrepreneurs, students, business owners, leaders, and those who want to slay their inner critics and **stop overthinking or doubting their worth, skills, or abilities**. For any who want to feel and actually become more successful in their personal or professional lives.

RELEVANCY EXAMPLES AND POTENTIAL RESULTS

BOOK DESCRIPTION/BLURB



Naked Coffee Guy: A Small Town, Enemies to Lovers Romance (Sunset Bay Book 2) Kindle Edition

Download debug log



by [Crissi Langwell](#) (Author) | Format: Kindle Edition

4.5 ★★★★★ ✓ 158 ratings 4.3 on Goodreads 151 ratings

[Book 2 of 3: Sunset Bay](#)

[See all formats and editions](#)

He ruined my life. Now he's ruining me for any other man.

I met Mac the night I lost my apartment. What felt like the worst night of my life turned into one of those insta-love romance stories I hate, and had me reconsidering my stance against relationships. But then I found out he was the agent who sold my home to a demolition company. That, and the fancy watch on his wrist proved we're from different worlds. So I did the logical thing.

I disappeared.

Or so I thought. My new home has a closet-sized room, my coworker's clutter, and a front-row view of Mac's early morning strolls. Barefoot. Shirtless. Carrying just a cup of coffee while he wraps the whole neighborhood around his finger.

I'm trying my best to avoid Mac at all costs, but the man is persuasive. Very persuasive. And when he suggested a casual

✓ [Read more](#)

RELEVANCY EXAMPLES AND POTENTIAL RESULTS

7 KDP KEYWORDS/PHRASES

Keywords

Choose up to 7 keywords highlighting your book's unique traits. Keywords are typically short phrases, up to 50 characters, that customers use to narrow their book search on Amazon. Example: medieval fantasy books. [How do I choose keywords?](#) ▾

Your Keywords (Optional)

Forgiveness Books Based on Spirituality

Alcoholism Self Help Books OCD Anxiety Fear

Recovery Books for Alcoholics 12-step AA NA OCD

12-Step Addiction Recovery Books AA NA OCD

Alcohol Addiction Recovery Books with Stories

Compulsive Behavior Books OCD Obsessions Fear

Mental Health Positive Self-Help Books Recovery

RELEVANCY EXAMPLES AND POTENTIAL RESULTS

SUCCESS

TOP 100 IN THREE CATEGORIES

Print length : 302 pages



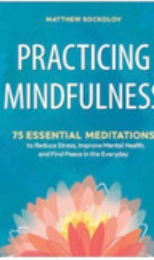

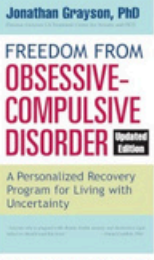
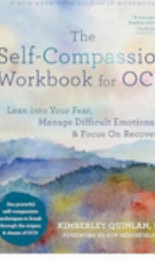
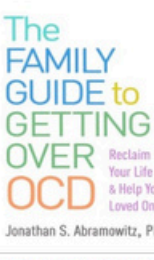
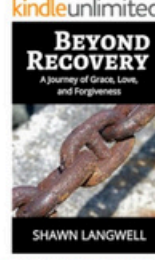
Best Sellers Rank: #137,897 in Kindle Store (See Top 100 in Kindle Store)

#13 in Obsessive Compulsive Disorder (OCD)

#53 in Alcoholism (Kindle Store)

#64 in Obsessive Compulsive Disorder

Customer Reviews: 4.7 ★★★★★ (46)

<p>#9</p>  <p>Overthinking, Obsessing, and Overanalyzing:... > Richard Banks ★★★★☆ 22 Kindle Edition \$0.99 3 pts</p>	<p>#10</p>  <p>False Memory OCD: What it is and how to... > Dave Preston ★★★★☆ 59 Kindle Edition \$4.99 15 pts</p>	<p>#11</p>  <p>Practicing Mindfulness: 75 Essential... > Matthew Sockolov ★★★★☆ 7,527 Kindle Edition \$7.99 24 pts</p>	<p>#12</p>  <p>The Contamination OCD Workbook: How to... > Richard Gallagher ★★★★☆ 9 Kindle Edition \$9.99 30 pts</p>
<p>#13</p>  <p>Freedom from Obsessive Compulsive Disorde... > Jonathan Grayson ★★★★☆ 518 Kindle Edition \$9.99 30 pts</p>	<p>#14</p>  <p>The Self-Compassion Workbook for OCD: Le... > Kimberley Quinlan ★★★★☆ 264 Kindle Edition \$13.99 42 pts</p>	<p>#15</p>  <p>The Family Guide to Getting Over OCD:... > Jonathan S. Abramowitz ★★★★☆ 54 Kindle Edition \$9.99</p>	<p>#16</p>  <p>Beyond Recovery: An honest inspirational... > Shawn Langwell ★★★★☆ 46 Kindle Edition \$6.99 21 pts</p>

RELEVANCY EXAMPLES AND POTENTIAL RESULTS

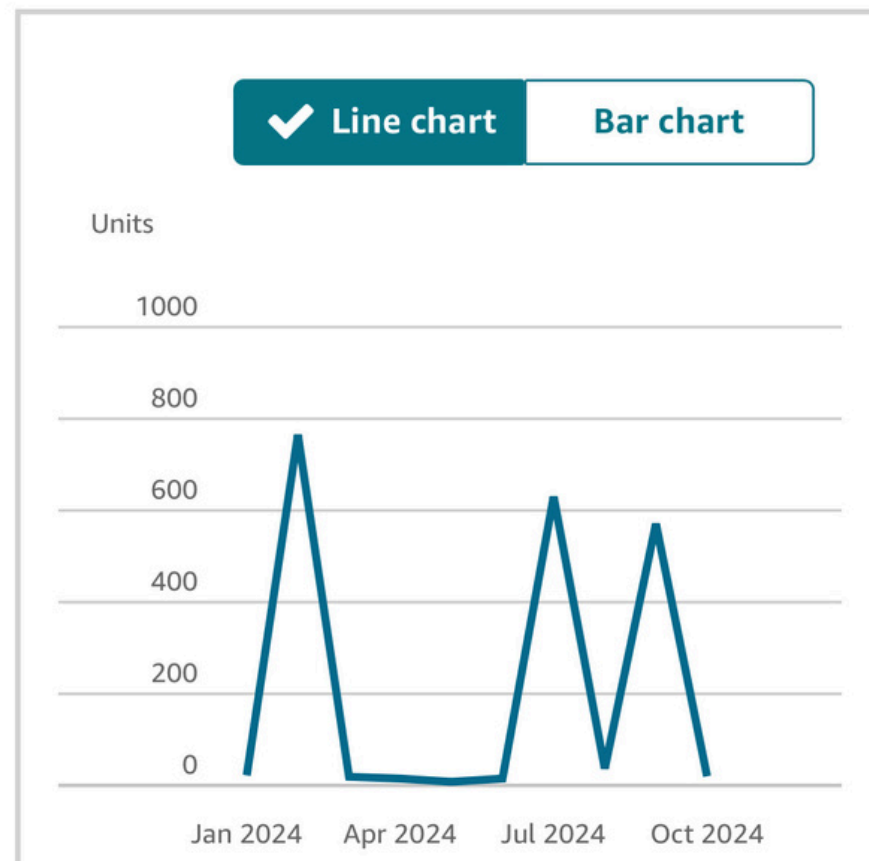
SUCCESS- CRISSI

Orders Processed Orders Placed

Units Processed

2,102

All 27 books
Jan 1 - Oct 20, 2024



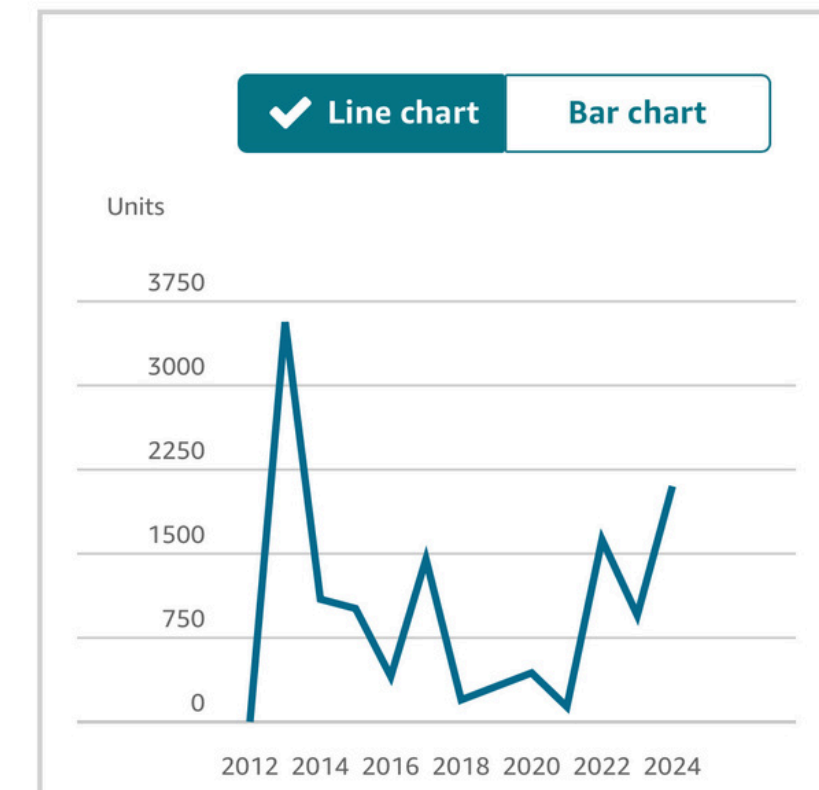
**THE EQUIVALENT OF
2,500 ORDERS
THIS YEAR!**

Orders Processed Orders Placed

Units Processed

13,289

All 27 books
Dec 31, 2012 - Oct 20, 2024



RELEVANCY EXAMPLES AND POTENTIAL RESULTS

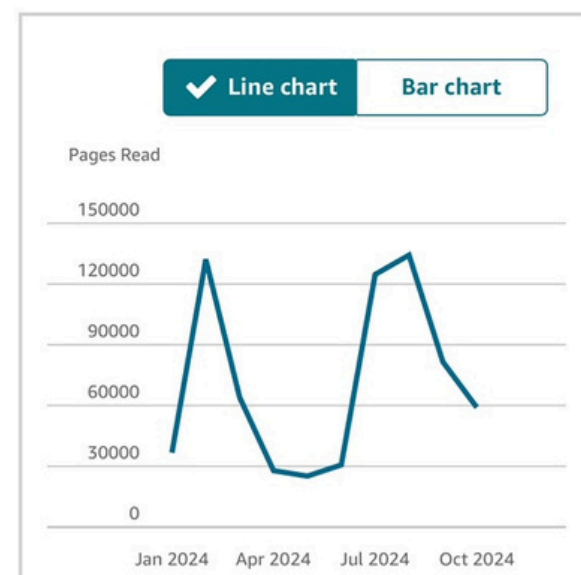
SUCCESS- CRISSI

Kindle Edition Normalized Pages Read

This report shows Kindle Edition Normalized Pages (KENP) read by customers who borrow your book from Kindle Unlimited (KU) and the Kindle Owners' Lending Library (KOLL). Please note monthly KENP numbers may change and will be finalized near the 15th of the following month. [Learn more about the KENP Read report.](#)

Filters

Pages read
716,221 All 27 books
Jan 1 - Oct 20, 2024



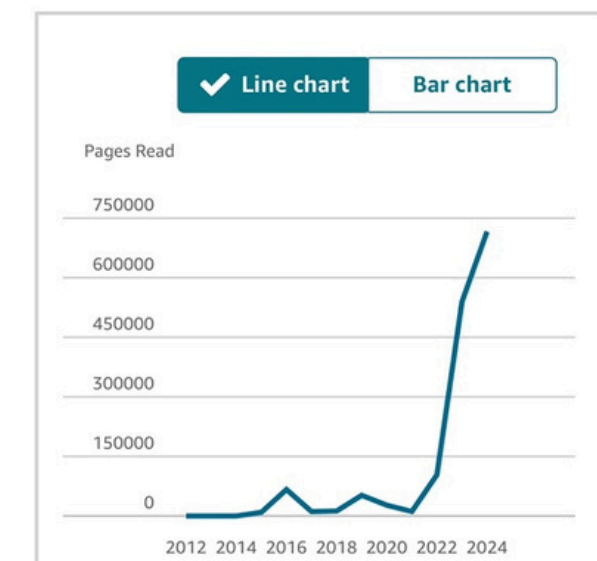
1.5 MILLION PAGES READ!!!

Kindle Edition Normalized Pages Read

This report shows Kindle Edition Normalized Pages (KENP) read by customers who borrow your book from Kindle Unlimited (KU) and the Kindle Owners' Lending Library (KOLL). Please note monthly KENP numbers may change and will be finalized near the 15th of the following month. [Learn more about the KENP Read report.](#)

Filters

Pages read
1,549,363 All 27 books
Dec 31, 2012 - Oct 20, 2024



05.

HOW TO THINK AND WRITE LIKE A MARKETER



PUTTING IT ALL TOGETHER

Three Critical Questions For YOU to Ask and Answer:

01. WHAT CHANGES DO I PLAN TO MAKE TO BECOME A BETTER SELF-PROMOTER?
02. HOW IMPORTANT IS SUCCESS TO ME?
03. WHAT DOES SUCCESS LOOK LIKE TO ME?

WHAT'S NEXT?



CONFIDENCE BUILDING BOOTCAMP FOR AUTHORS

JANUARY 11, 2025 10:30-NOON

Boost Your Confidence!
Shawn Langwell, Author of *Ten Seconds of Boldness* Presents:
A 90-Minute Virtual
Confidence-Building
Bootcamp
for Authors and Entrepreneurs



SAVE \$10
ENTER CODE CWC

REGISTER
TODAY!

PERSONAL COACHING/CONSULTING

Effective Marketing and Self-Promotion is a Continuous Process

Those who consistently invest time and money into their personal and professional development succeed the most, Also, they are humble enough to ask for help. They rely on the expertise of others so they can increase their personal growth and potential profits faster.

Want personal help or coaching for your independent publishing business?

Book a Free initial 15-minute consultation today.

We will discuss, assess, and uncover your specific challenges, wants and needs, then explore opportunities to help you increase your business and profit potential.

My hourly rate is \$125.

Ask me about packaged pricing for Book Blurbs, Category or Keyword Research and Coaching/Marketing Consulting based on what you want or need.

Call or email me today!

shawnlangwellwriter@gmail.com

415-819-6206

FREE STUFF!

GIVEAWAY

**FREE SIGNED COPY OF
TEN SECONDS OF BOLDNESS WORKBOOK**

WANT TO JOIN ME FOR FUTURE OPPORTUNITIES?

VISIT

[HTTPS://SHAWNLANGWELL.COM/CONTACT/](https://shawnlangwell.com/contact/)

TYPE YES, PLEASE ADD ME TO YOUR EMAIL LIST AND /OR

YES, I WANT A FREE 15-MINUTE CONSULTATION



THANK YOU

415-819-6206

shawnlanguellwriter@gmail.com

shawnlanguell.com