

**Helping You Sell More Franchises By Building Credibility For Your Brand!**  
*Please read so that you'll know how to maximize your Amazon eBook giveaway.*

As an offshoot of *12 Amazing Franchise Opportunities for 2015*, I've created a series of **individual brand eBooks** that will be sold on Amazon (and eventually other online sites). The purpose of this message is to give you an update about this eBook series, and explain how you can use this opportunity to your advantage.

***Books are great credibility boosters.***

Sometimes a book creates a lead, but it's more likely that a book will "boost" a lead's interest in the topic, i.e. buying a specific franchise brand. Therefore, to get value out of your book, you should (1) keep it visible on your website, (2) promote it continuously in your blog articles, and (3) send email updates about the book to your prospect list. These books (including *12 Amazing*) will remain for sale online indefinitely – so your book becomes a **long-term credibility booster** for your brand – but come on now, you'll have to help the process a little!

***A #1 Best Seller – that's credibility!***

Just a few days ago, I posted the **Dental Fix Rx** eBook on Amazon. This was a preliminary step – I did not promote the book (that comes later). So you can imagine my surprise yesterday morning when I discovered the book had jumped to #1 on the **Amazon Best Seller** list for the Small Business Franchise category. *That's* credibility that Dental Fix Rx can use to its advantage (Note to Dental Fix Rx: feel free to use the image below).



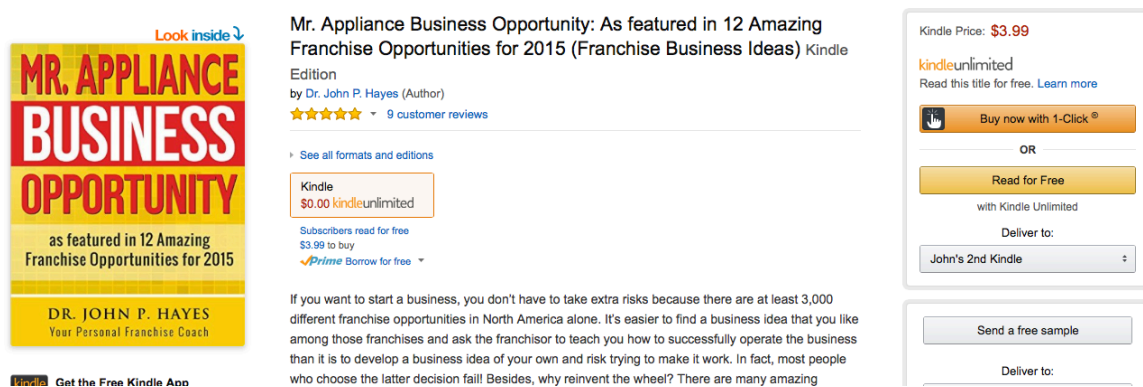
After your title is posted on Amazon, I'll do all that I can to get it into the #1 position on the Best Seller list. After all, that's credibility for me, too. Notice (in the above image) I not only have the #1 best-selling book (at the time of this image) but all three "**Hot New Releases**" (right column, as determined by Amazon) belong to me!

***Free eBook Giveaway.***

Amazon will feature each of the individual brand eBooks for a free giveaway. Two weeks ago, we gave away a thousand copies of the Farm Stores eBook. This week (July 28-30) we will give away copies of the Mr. Appliance eBook.

By the way, many people are mystified by the word “eBook” and they think that they need a special device to download a copy of an eBook. Not true! You do not need to buy a Kindle reader (but those are great products). All you need is a computer, a tablet, or other smart device. Many people – probably most – are downloading eBooks to their phones!

Take a look at the **sales page** for the Mr. Appliance eBook. Your book will have a similar sales page. [http://www.amazon.com/Mr-Appliance-Business-Opportunity-Opportunities-ebook/dp/B0101BQP4C/ref=zg\\_bs\\_2746\\_37](http://www.amazon.com/Mr-Appliance-Business-Opportunity-Opportunities-ebook/dp/B0101BQP4C/ref=zg_bs_2746_37)



Look inside ↓

**MR. APPLIANCE BUSINESS OPPORTUNITY**

as featured in 12 Amazing Franchise Opportunities for 2015

DR. JOHN P. HAYES  
Your Personal Franchise Coach

Mr. Appliance Business Opportunity: As featured in 12 Amazing Franchise Opportunities for 2015 (Franchise Business Ideas) Kindle

Edition  
by Dr. John P. Hayes (Author)  
★★★★★ 9 customer reviews

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If you want to start a business, you don't have to take extra risks because there are at least 3,000 different franchise opportunities in North America alone. It's easier to find a business idea that you like among those franchises and ask the franchisor to teach you how to successfully operate the business than it is to develop a business idea of your own and risk trying to make it work. In fact, most people who choose the latter decision fail! Besides, why reinvent the wheel? There are many amazing

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Currently, the Kindle Price (top of right column) for the Mr. Appliance eBook is \$3.99. The price will be \$0.00 July 28-30, but those who download the book will see that they are getting a \$4 value for free.

***Reviews are extremely important. Here's where you can help!***

Notice that the Mr. Appliance title has received **9 customer reviews – all verified!** A book must get at least 5 reviews (no lower than 4 stars) before it's eligible for a free eBook giveaway. Verified means that the reviewer purchased the book on Amazon. **This is where you can help!**

The sooner your title gets at least 5 positive reviews, the sooner we can schedule the free eBook giveaway. Get people to buy the book and review it. It is against Amazon's policy to pay for reviews, but we can ask (I often beg!) people to buy and review the book. In the review phase, the book is priced at \$0.99 (see the Dental Fix Rx image above). A week before the book is promoted for free, the price gets changed to \$3.99.

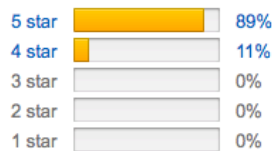
***Posting a review is easy.***

Anyone can buy the book on the sales page and then return to the sales page to post the review (see the image below). Ask your sales team, your admin team, your support team, family, friends, franchisees, etc. to review the book. But please, don't pay for the reviews.

Scroll down the sales page and look for **Customer Reviews**. Click on “*Write a customer review*” to add a review. It's easy! It's also helpful to read the other reviews and click *Yes* on those you found helpful. Reviews can be very brief, but they require a headline, and at least a sentence or two.

### Customer Reviews

★★★★★ 9  
4.9 out of 5 stars ▾



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### Most Helpful Customer Reviews

2 of 2 people found the following review helpful

★★★★★ **Opened my eyes to so much I would have never known if it was not for this book.**

By [Monica G](#) [TOP 1000 REVIEWER](#) on July 7, 2015

Format: Kindle Edition | [Verified Purchase](#)

I downloaded this on a bit of a whim as I didn't full know what to expect but I have to say this turned out to be one of the most helpful books I've read in a very long time. The author essentially answers a lot of questions you could possibly think of asking when it comes to buying a franchise as well as some other tips associated with it. The book has a lot of information but is structured in a way that made it really easy to go through. I actually found this to be a very challenging yet motivating read as a lot of my misconceptions were answered as I went through the book like how I could go about getting the funding money for it.

[Comment](#) | Was this review helpful to you?

In the above image, I do not know “Monica G” (nor do the folks at Mr. Appliance), but I appreciate that she's a “top 1000 reviewer” as determined by Amazon – that's added credibility! Anyone can review a book on Amazon . . . and many people devote a big chunk of their time to reviewing books because they want to be among Amazon's most published reviewers.

### ***After your title is published, help promote it!***

I'll let you know when I add your title to Amazon so that you can help get book reviews . . . Dental Fix Rx and POSTNET were recently added. Once we have enough reviews, I'll schedule the free eBook giveaway with Amazon and I'll inform you of the dates.

It's important to promote the free eBook giveaway – otherwise no one will know the book is available free. BizcomPress.com implements the PR campaign nationally, but the overall success of the campaign depends on your help.

### ***What can you do?***

1. Send a news release (we'll send you ours as an example) to your franchise prospect list to inform them that they can download the eBook for free! Remember, this is a credibility builder. Those folks on your prospect list need to be reminded about your brand . . . in many cases, the news release will rekindle their enthusiasm and it will be easier for you to connect with them again. In fact, they may call you!
2. Similarly, send the news release to your existing franchisees. They want to feel pride of ownership and they may want to share the eBook with friends.
3. Post updates on social media. Use Twitter, Facebook, Instagram, LinkedIn, etc. to inform your followers that your title can be downloaded for free. Include your eBook's sales page in the updates.
4. Promote the free eBook giveaway in blogs – blogs that appear on your website, as well as guest blogs that can appear on other websites.
5. Send the news release to trade and industry publications that report news about your business.
6. Add an image to your website that includes the eBook cover and a message: Download free (dates).

*Helping* may cost you (or your PR agency) an hour's worth of time . . . and that hour could result in hundreds of extra free downloads of your title, which, over time, will result in franchise sales.

Questions? Please let me know at [john@hayesworldwide.com](mailto:john@hayesworldwide.com).

Best wishes.

Dr. John Hayes  
26 July 2015