



**BEST PAGE  
FORWARD**

# **LAUNCH, ADS, PROMO REPEAT: THE THREE-STEP PROCESS TO YEAR-ROUND BOOK SALES WITH AMAZON ADS**

**with Bryan Cohen, Founder of Best Page Forward**

# SKIPPING THE 90-DAY CLIFF

- It's a sad truth that Amazon favors books more when they're in their first three months of release
- This is why some refer to the time after your launch as the 90-Day Cliff (after which their rank and bank start to tumble)
- But can you stave off this cliff or at least cushion the blow so your book remains as visible as possible for potential readers?
- Through a prudent launch, regular Amazon Ad creation, and quarterly discount promos, the impact of the cliff can be significantly lessened...
- Providing more opportunities for readers to discover your books now, next quarter, and well into the future

# HERE'S WHAT YOU'LL LEARN TODAY

- How to plan out a successful launch that avoids overspending and favors profitability
- Why regular Amazon Ads can serve as a bridge between your launches and regular promotions
- How to effectively run discounts to help bring your book back up the Amazon mountain

# HERE'S WHAT YOU'LL NEED

- Your full attention
- 60 minutes for the teaching and 30 minutes for the Q&A session
- A willingness to think less short-term and more long-term

# I HOPE YOU'LL STAY UNTIL THE END

- I'll provide a link to the slides
- I'll also open up the gates to a very special pre-order for our new book on Amazon Advertising
- And if you stick around to the end, you'll get all of your many questions answered

# BECOME A LAUNCH PREPPER

- Many authors write their books and then try to remember all of the things they're supposed to do about 5-7 days before release day (raise your hand if that's you)
- As they say, a failure to plan is a plan to fail, which is why it's helpful to create your own launch checklist and schedule it WHILE you plan your book
- For instance, you can pair sending the book off to the editor with asking a few friends in your genre to announce the upcoming launch
- If you use beta readers, you can work on writing your pre-launch and launch emails for your list while you prepare to receive their feedback
- Preparation can make a huge difference to avoid the launch week scramble

# LAUNCHING WITHOUT A LIST

- If you have not yet started building an email list, the alternative is not to spend hundreds of dollars on new release notices and promos
- You'll want to start small with a few Amazon Ads at low bids and budgets (1 Auto, 5 Category, 5 Keyword Ads, 39/34/15 cent bid and \$5 budget)
- You can ask other authors in your genre if they might be willing to share a new release notice or provide an ARC copy to their launch team (ask friends or authors one small step above you)
- Beyond that, I wouldn't recommend breaking the bank on Facebook or BookBub Ads as the price can creep up and Bank (Profitability) is always more important than Rank
- In between launches, I recommend focusing at least a small amount of attention on growing your email list, as this is what can help to improve successive launches

# LAUNCHING WITH A LIST

- When you have a list, you can still run Amazon Ads and ask your genre friends to mention your book, but your email subscribers should get a lot of your attention
- If you have an ARC team, you'll want to give them the book a few weeks ahead of time and set a Soft Launch date for the book to go live so they can post their reviews
- For your main list, we recommend sharing at least three pre-launch emails including a Cover Reveal, an Excerpt, and just your general excitement about what's coming soon
- It's then a good idea to share an email during your Hard Launch, after the launch, and at least a week following the release (Advanced Tip: retarget your own email list on Facebook)
- The first time you send out this many emails (3+ to the ARC team, 6+ to the main list), it'll feel like too many, but seeing as many of you received 15 emails over the course of 15 days from me during the Challenge and you're still here means more emails can be a good thing

# HERE'S WHY LAUNCH SUCCESS DOESN'T MATTER

- Obviously, we want our books to light up the Top 100 Charts and make us a bunch of money, but this doesn't have to be our end-all be-all goal
- One of my coaches, Jadah, told me that when it comes to big-time “reach” goals, it's a good idea to hold onto them lightly and be willing to let it go if they fall short of expectations
- In the age of self-publishing, most books will make 10-100x more than they earn during a launch after the release (my first book sold 0 copies in the first 30 days before eventually selling over 20,000 copies over the next four years)
- It's cool to pay a bunch of money into ads and get your book's rank up, but this works best if you have an email list of over 20,000 readers and plenty of cash in the bank (99.9% of us don't fit this bill)
- For the rest of us, we do our best with the resources we have, pinch our pennies to save money, and then look to our book's profitable future



**WANT TO SEE A SAMPLE LAUNCH?**

**LET'S TAKE A PEEK  
BEHIND THE CURTAIN!**

# KEEPING THE FLOW GOING

- Authors often describe the 90 Day Cliff after a book is released because Sales Rank and Royalties start to drop at this time
- Why does this happen? It's because Amazon actually sends SOME traffic (in the form of readers) to your books and will do this more during the first 90 days a book is out
- In order to avoid the cliff (or reduce its impact), we need to replace that traffic with additional Amazon readers
- This is why we recommend creating 5-10 new ads per week to try to make up for the traffic that Amazon is no longer sending
- While it's no fun to pay for traffic that was initially free, keeping our book visible and in the faces of potential lifetime customers make it totally worth the expense (when your book is profitable)

# BOOK ONE IS THE ANSWER

- Authors are always asking how many ads they should run to their launch of Book 2 or Book 4 in their series...
- But the answer is almost always to send additional traffic to the FIRST book in your series (especially if it's sequential, but even if it's a series of Standalone like mystery/thriller)
- Can you run some ads to the book? You could run an Auto and the most relevant Category ad during the launch week, but it's a good idea to put most of your attention back into Book 1
- Why do we do this? Readers who are new to your series are unlikely to pick it up in the middle (and it's too much work to go find the first book in the series) so ads to later books are likely to be less profitable
- It's your best bet to keep running additional ads to Book 1 so that new readers find your series and eventually make it through to your newer title via readthrough

# YOUR ORDER OF OPERATIONS

- If you're launching a standalone or a new Book 1 or Box Set, there's a particular order for ad creation that we'd recommend
- Start with Auto Ads for the ebook and paperback followed by 5-10 relevant Category Ads
- From there, you'll research Keywords to go into 5-10 new Keyword ads per week
- You likely won't need to make new Auto or Category ads unless your ad never turns on after four weeks, or it dies off and gives you no additional impressions for 3-4 consecutive weeks
- More often than not, your ongoing weekly task will be hunting for more Keyword Targets

# RESEARCH & CREATE

- To increase your ad creation efficiency, we recommend setting up one day per week as your Keyword Research Day
- Take an hour to go hunting for targets either manually, through book also-boughts, or using the Instant Data Scraper on sites like Goodreads or Amazon
- Use half of your Research Day for searching and the other half of that day for cleaning out the targets that aren't relevant to your book
- During another session that week, focus entirely on Ad Creation by making the ads you've found and cleaned during the Research Day
- If you find more than 1,000 keywords that week (with around 100 targets per ad), you can post-date ads #11 and beyond so that you have no more than 10 ads starting in a single week

# HERE'S WHY WE MAKE 5-10 ADS PER WEEK

- We've researched using our own books and found that the Amazon algorithm favors ad accounts that regularly make new ads
- By consistently sending our campaigns to new, relevant targets, we have the potential to make up for some of the traffic that Amazon sent us after our book came out
- When some authors follow this strategy, they find that their Sales Rank, Visibility, and even Royalties rise higher to the levels they found during their launch
- This regularity of traffic can even reinsure the algorithm to start sending its own traffic to readers again (through the also-bought carousel, search, and emails that it sends to readers)
- That's why ads are so important, because they can sometimes trigger Amazon to go back into "launch mode" with your book to get even more new readers to find out about you



**WANNA SEE THE WEEKLY AD CREATION  
PROCESS IN ACTION?**

**LET'S SEE IF MY SCREEN CAN COMPLY!**

# ADS HELP, BUT THE CLIFF IS REAL

- Amazon Ads provide a parachute to avoid a steep plummet off the 90 Day Launch cliff, but there's gravity in the algorithm that may keep the book sinking
- By the time three months have elapsed, the effectiveness of the ads will either hold up to keep the book steady (in our metaphor, resting on a mountainside branch?)...
- Or they'll wane to the point that the book is only selling a copy or two per week
- This is why we need a third part to the Book Sales Cycle in order to increase visibility on your title AND temporarily improve the effectiveness of your ads as well
- This strategy involves running quarterly discount or free promotions to send more eyeballs to your book's sales page

# A BOOST EVERY 90 DAYS

- We recommend doing a temporary discount of your Book 1s, Standalones, or Box Sets for around five consecutive days at least once per quarter
- Before you run your discount, you can plan ahead to work with multiple promotional sites (Bargain Booksy, BookSends, eReaderNewsToday, etc.) to email thousands of readers in your genre about the discounted series starter
- If you have multiple series, then you can stagger these promos (Series #1 promo in January, Series #2 promo in February, etc.) to give yourself a boost for each series once per quarter
- This CAN provide an increase in Royalties and may give you more Amazon Ad clicks for those five days (Advanced Tip: Some authors decrease their ad bids by 5-15 cents during promo weeks to avoid ads going too wild)
- The hope is that by emailing your list about the discount AND booking multiple 99 cent or free promo sites to share your book, that you'll see an increase that will help prop up the title for another 90 days

# THE ART OF DISCOUNTING

- John Doppler of Alli was one of the first to document the benefits of using multiple promos over a several day period
- Because Sales Rank can drop quickly if you put all of your effort into one day, it's best to spread out 3-5 promos over five days
- For instance, you could run a BookSends promo on Monday, email your list about the sale on Tuesday, run a Robin Reads promo on Wednesday, get a list swap from a friend on Thursday, and finish it up with a Book Barbarian promo on Friday
- If you only have one series starter to discount, we recommend doing a 99 cent promo one quarter, followed by a free promo the following quarter (if your book is in Kindle Unlimited)
- If your book is wide, you can also run discount promotions to your book on Barnes & Noble, Apple, Kobo, and other platforms

# WHICH SITE WORKS BEST?

- This is always the question that folks ask, but it's not the most productive of queries
- It's better to inquire which sites work best for each genre, but rather than asking, it's better to sign up for these sites as a reader and start looking at the kind of books that show up there
- By thinking like a reader looking for discounts in your genre, you'll start to better understand which sites are going to give you the best chance for success
- It's worth giving a special highlight to BookBub Featured Deals here, which is the biggest of the discount sites but the most difficult to get a feature with
- It's worth applying to BookBub for every promotion you schedule and if/when you get a rejection, you can plan the remainder of your promotion

# HOW TO BOOK PROMOS

- First, pick which dates you want to run your discount promotion (note: there are certain restrictions on Kindle Countdown and Free Days based on when you recently changed your book's price)
- Gather the info you'll need to share about the book including the URL, a cover image, a short description (shorter than your blurb), and the dates you'd like to choose
- Start booking the promo sites you've researched by going to their For Authors section and requesting a promotion for a particular date (some will require payment up front)
- Once you've placed the orders, start slotting things into your calendar so you know any lighter days that might need to be bolstered by an email to your list
- As the promos approach, make sure to give yourself several reminders to drop your price if you're doing it manually

# SHOULD I USE PROMOS FOR NONFICTION?

- While you absolutely can use discount promotions, I suggest doing a coordinated multi-author discount instead
- Connect with 10-20 authors who write relevant books to yours and ask if they'd be willing to discount for a one week period (you'll likely get 1/3 or 1/2 to say yes)
- You can do as little as email out about each other's books and as much as putting together an event of some kind with page/group takeovers and video chats
- My "March to a Bestseller" events back in 2013-2015 helped get my books in the right also-bought without trying to go into a broader category like a blanket nonfiction promo (and they still work here in 2021)
- This is absolutely doable with fiction as well, but I've found this joint promo a bit more effective with nonfiction than fiction

# WHY DO QUARTERLY DISCOUNTS WORK?

- When Amazon's internal traffic to your book drops, you can either let the title sag or try to bring the #s back up
- Since Amazon Ads work well but can fade after a couple of months, the discount promotion can breathe both your book and your ads back to life
- By setting up these promotions for each series each quarter, you are essentially planning the kick in the pants your book needs to get additional traffic in just the nick of time
- While discount promotions don't always break even (you may put out \$70 to earn \$40 within the first few weeks) the long-term benefits of this expense outweigh the detriments
- And if you have three series to promote, you could effectively boost your books with a discount every month of the year



**WANT TO SEE A DISCOUNT  
BOOKING IN ACTION?**

**LET'S HAVE A LITTLE  
SCREENSHARE FUN!**

# PUTTING IT ALL TOGETHER

- By only lightly holding on to the idea of a grand launch and instead setting yourself up with a strong foundation...
- You'll avoid spending too much to give yourself the best chance of short and long-term profit
- As you run low-cost, high-profit Amazon Ads, you'll avoid a precipitous fall from the 90-Day Cliff and keep your Rank and Bank higher between launches and promos
- When the ads and the book need a hand at the three-month mark, a five-day discount promotion can increase visibility and the effectiveness of your ads
- And by alternating between Launches, Ads, and Promos, you can keep your books in a cycle of consistent evergreen sales and royalties

# THE OLD SCHOOL STILL WORKS

- Please, please remember that even though some of these tactics aren't new, they've stood the test of time
- This class and all of our webinars are about spending less money to earn more in the long run
- I'm not sure why you signed up for this iteration, but I hope you get the importance of staying consistent with the traffic to your books
- Amazon Ads can be used in all sorts of ways to try to raise your low months higher (while hopefully increasing your royalties to brand new heights)
- If you incorporate ads and promos (and avoid pin balling around), then you too can make this Cycle work for your books

# SO, HERE'S THE ESSENTIAL QUESTION

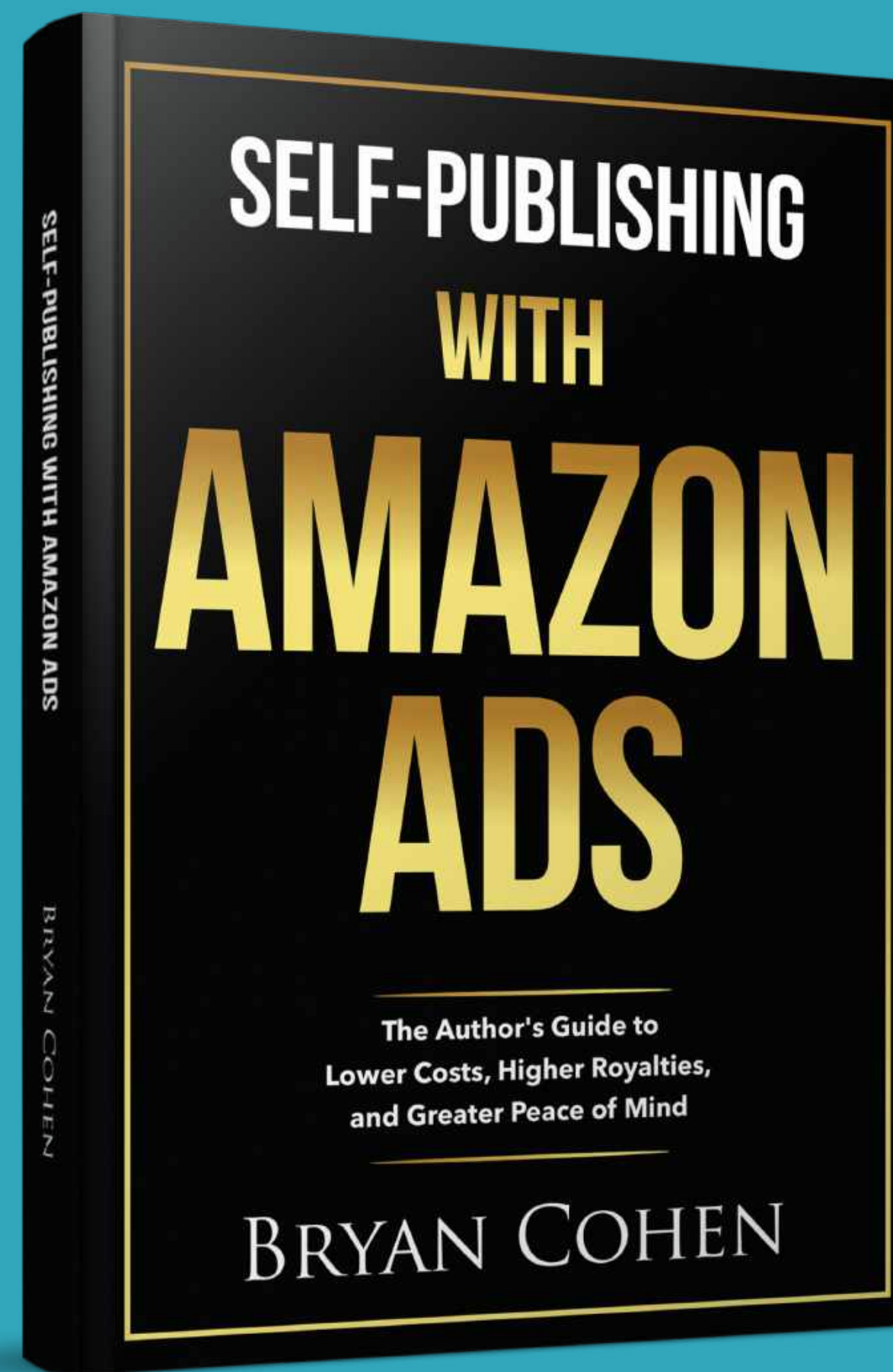
- How do I continue to learn from Bryan about using Amazon Ads effectively as part of my marketing
- You always have two options
- You can do it **slow** by trying to remember every tip and trick I've taught you this year...
- Or you can do it **quickly** and consistently with our upcoming book on self-publishing with Amazon Ads
- But first, I would love your permission before I let you know the details. Please type **YES** if you want to hear more.

# BECOME GREATER

FORGET WHAT WE  
BECAME. FOCUS  
ON WHAT WE'RE  
CAPABLE OF  
BECOMING.

ANIEKEE TOCHUKWU EZEKIEL

# INTRODUCING



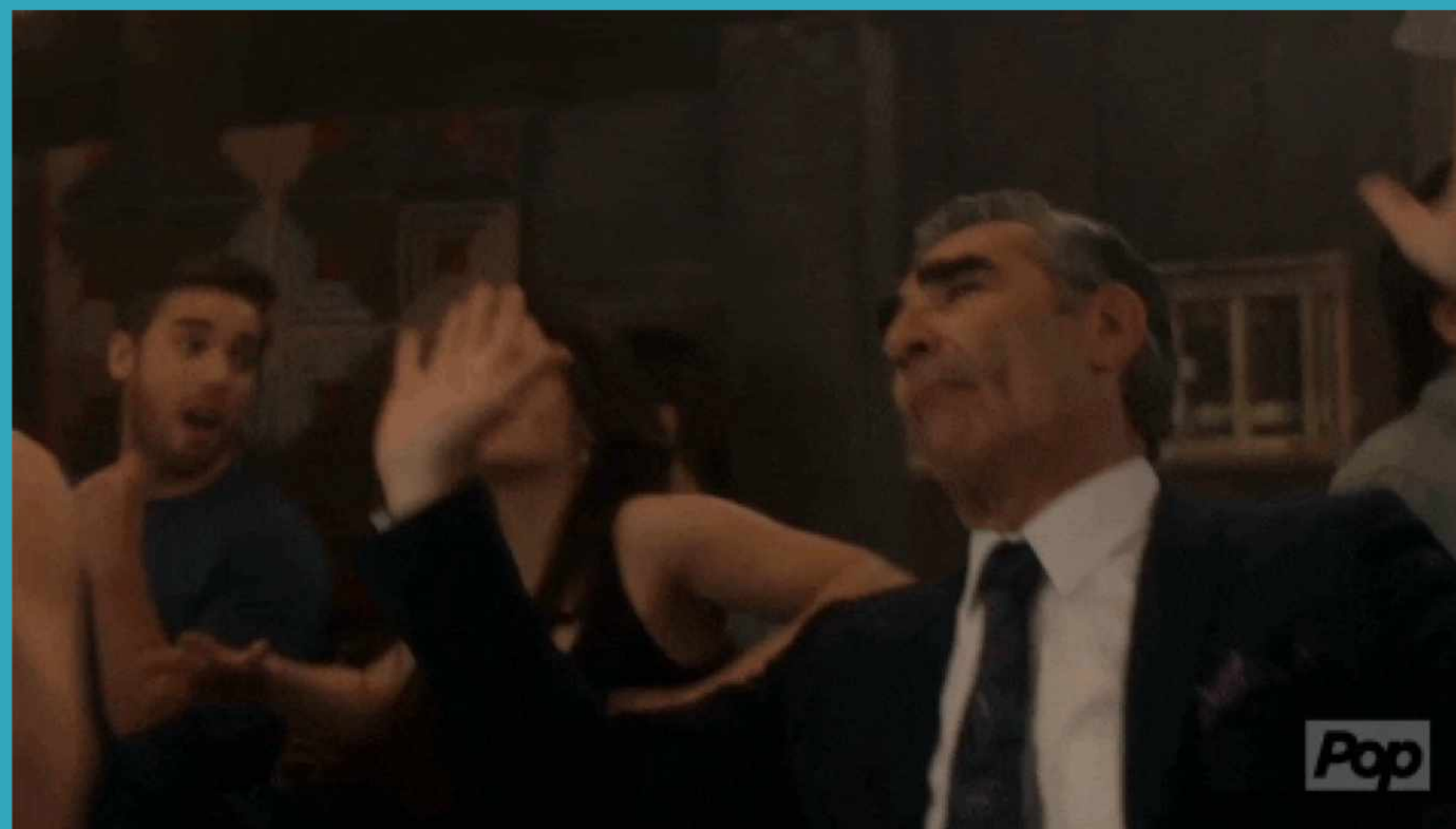
# WHAT IS SELF-PUBLISHING WITH AMAZON ADS?

- This is our first ever book to take some of our best advice on Amazon Advertising and put it into written format
- Our book will include genre examples, step-by-step strategies, and a whole lot of up-to-date information about running ads as part of your overall marketing strategies
- If you learn better from reading, then this is the perfect medium for you to expand your knowledge about profitable self-publishing
- We aim to make it the most user-friendly guide on the subject to help you sell more books now and into the future

# IT HELPS YOU UPGRADE FROM THIS . . .



# TO THIS . . .



# OUR FANCY PRE-LAUNCH CAMPAIGN

- We want you to get a whole bunch of cool bonuses as part of our pre-order campaign for the upcoming book
- That's why we've decided to set up a [Kickstarter](#) to reward you for funding our book at various levels
- With perks like postcards, bookmarks, courses, coaching, blurbs, sales page makeovers and more...
- We hope to have something for EVERYONE to thank you for your incredible support with this project
- This way you also get to put your own stamp on the project and say, "I helped make this book possible."

# OUR AD STRATEGIES IN ACTION

“Before I discovered Bryan and his amazing ad techniques, I was earning about \$20 a month from my books on Amazon. And now I’m earning over five-figures a month on average. It’s just so amazing. I wouldn’t have been able to do it without his help.”

- Caz Woolley, Six-Figure Romance author



# IN SHORT

- When you contribute to our pre-launch campaign, you'll get the book before anyone else
- You'll also get special rewards and bonuses based on what funding level you select
- And instead of trying to remember the info from the Challenge each and every time, you can just pick up your handy copy of *Self-Publishing with Amazon Ads*

# SO, HOW MUCH IS THE BOOK?

- For a limited time through December 2nd, you can pre-order the ebook version for as little as **\$5**
- You can also add courses on Running Quarterly Promos and TikTok for Authors for just **\$49**
- You can also get the book, courses, and a ticket to our Self-Publishing Live event in February for just **\$219**
- These rewards and much, much more will be available in 10, 9, 8...


A teal rectangular banner with a decorative border of white line-art book icons. The banner contains two lines of white text. The top line is in a large, bold, sans-serif font. The bottom line is in a smaller, regular sans-serif font and includes a URL that is underlined.

**THE CAMPAIGN IS NOW LIVE!**

You can go to [KickAMSA.com](https://KickAMSA.com) or click on the  
link to order your copy today!

# THERE ARE A LOT OF OPTIONS

- For **\$25**, you can get the ebook, audiobook, and paperback of SPWAA along with your name immortalized in the back of the book
- For **\$99**, you can get multiple book marketing courses, a signed hardcover, and a thank you postcard from me
- For **\$349**, you can join Amazon Ad School, get a ticket to a virtual book launch party, and a recorded video message from me
- There are also options to get a **VIP Ticket to Self-Publishing Live, a BPF+ Sales Page Makeover**, and even **coaching from our trained team** at Amazon Ad School
- Just go to [KickAMSAads.com](https://KickAMSAads.com) and select “Back this project” to choose your funding level today

The background is a solid teal color. It is framed by a decorative border of white line-art icons of open books. The top border consists of a row of book spines. The left and right borders consist of a vertical stack of open book icons. The bottom border consists of a row of open book icons.

**AND IF YOU PLEDGE  
IN THE NEXT 30 MINUTES...**

**YOU'LL ALSO RECEIVE...**



# AN INSIDER'S GUIDE TO LAUNCHING YOUR BOOK

- Join me and the Ad Squad for a live workshop on more effective book launches
- Everyone launches their books a little differently, which is why I'm getting multiple experienced authors together to share how they've found success
- During the class, you can pick and choose the methods you like best to build your own launch checklist
- This **\$197** value is yours today if you fund At Any Level **in the next 30 minutes!**

# IF YOU'RE WATCHING THE REPLAY

## WEBINAR REPLAY:

## How to Optimize Your Amazon Sales Page to Sell More Fantasy Books Forever

6

**DAYS**

10

HOURS

51

## MINUTES

30

## SECONDS

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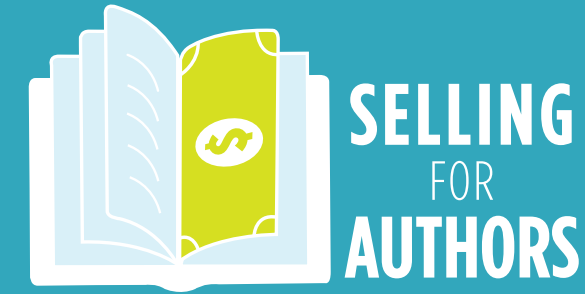
*Email us your screenshot or email us the time listed to claim your bonus!*



# THE SELF PUBLISHING LIVE TICKET BUNDLE

- A two full-day virtual event focused around the theme of helping you achieve your "ah-ha moments" in self publishing (a \$199 value)
- Presentations from prolific and six-figure authors like Chris Fox, Ines Johnson, Quinn Ward, and Claire Taylor that lay out a clear path for success (a \$199 value)
- Classes conducted by industry leaders like Dave Chesson, Becca Syme, John Phythyon, Alex Newton, and Bryan himself to help you achieve your goals faster (a \$199 value)
- Book Marketing Mini Courses on Tiktok for Authors and Quarterly Discount Promos (a \$197 value)
- SPWAA ebook and audiobook, a personal video message from me, and much, much more for a **total value of \$791+** for just **\$219**.

*Go to [KickAMSAAds.com](https://KickAMSAAds.com) to back our book today!*



# THE AMAZON AD SCHOOL BUNDLE

- Lifetime access to our Friday Marketing Sprints, Monday Mojo, and Weekend 101 live sessions where you learn and work together with your fellow students (\$197 value)
- 5+ modules on how to discover your most profitable book/series and use less ad spend to earn higher royalties (\$397 value)
- 30 days of direct email support from our experienced team of authors (\$197 value)
- Your name immortalized in the back of the book, a personalized video message from me, and our book marketing mini courses (\$197+ value)
- The SPWAA ebook and audiobook, a ticket to our SPWAA launch party, and much, much more for a **total value of \$1,394+** for just **\$349**

*Go to [KickAMSAds.com](https://KickAMSAds.com) to back our book today!*



# THE AMAZON SALES PAGE MAKEOVER BUNDLE

- A professional book cover that fits with your genre (\$397 value)
- A genre-appropriate title, subtitle, series title, and price for your book (\$297 value)
- The exact 7 KDP Keywords and most relevant ebook Categories to give your book the best chance to sell (\$197 value)
- Everything from the Best Page Forward blurb package and an additional 2-6 hours to go back into your writing (\$1,500+ value)
- Sales page feedback for 3 additional books from me, a ticket to a virtual group lunch with me, the ebook and audiobook of SPWAA, and more for **a total value of \$2,482+** for just **\$749**.

*Go to [KickAMSAads.com](https://KickAMSAads.com) to back our book today!*



# THE EVERYTHING PACKAGE

- A VIP Ticket to Self-Publishing Live, our mini book marketing courses, and a ticket to a virtual group lunch with me (\$1,700+ value)
- The Amazon Ad School program, your name immortalized in the book, and a ticket to our virtual SPWAA launch party (a \$1,200+ value)
- A complete sales page makeover (cover, blurbs, metadata) and three additional pages reviewed by me (a \$1,900+ value)
- Four group sessions and two one-on-ones with an Amazon Ad School certified coach, two personalized course modules from me, and me giving your group a 60-minute ad class (a \$3,000 value)
- And when you add that to a signed hardcover, the ebook/audiobook, and a personal consultation call with me, you end up with a **\$9,600+ value** for just **\$1,997**.

*Go to [KickAMSAds.com](https://KickAMSAds.com) to back our book today!*

# TO SUM UP...

- If you want to get some time-tested advice on making self-publishing and Amazon Ads fit together...
- Then you'll find our book and bonuses extremely helpful
- We can't wait to share our book and rewards with you!

*Go to [KickAMSAds.com](https://KickAMSAds.com) to back our book today!*

# RIGHT NOW

- Go to **KickAMSAds.com** right now.
- Or **click the button** below if you're watching the replay

# HERE'S WHAT YOU DO

- Click the “Back this Project” button



*Go to [KickAMSAds.com](https://KickAMSAds.com) to back our book today!*

# PICK YOUR REWARD

- Select your Reward level from the list and click Continue

## Select your reward

Select an option below

☐ Pledge without a reward

☐ Pledge \$10

**YaFav Supporter**

Get an electronic copy of my book before the physical copy ships.  
3 adorable and durable stickers, all different designs.

ESTIMATED DELIVERY  
Feb 2022

SHIPS TO  
Anywhere in the world

Add-ons

24 backers

☐ Pledge \$25

**YaFav Newest Friend**

Included  
-e-Book  
-Hard Cove copy full color 32 page first edition of I'm Cool Too

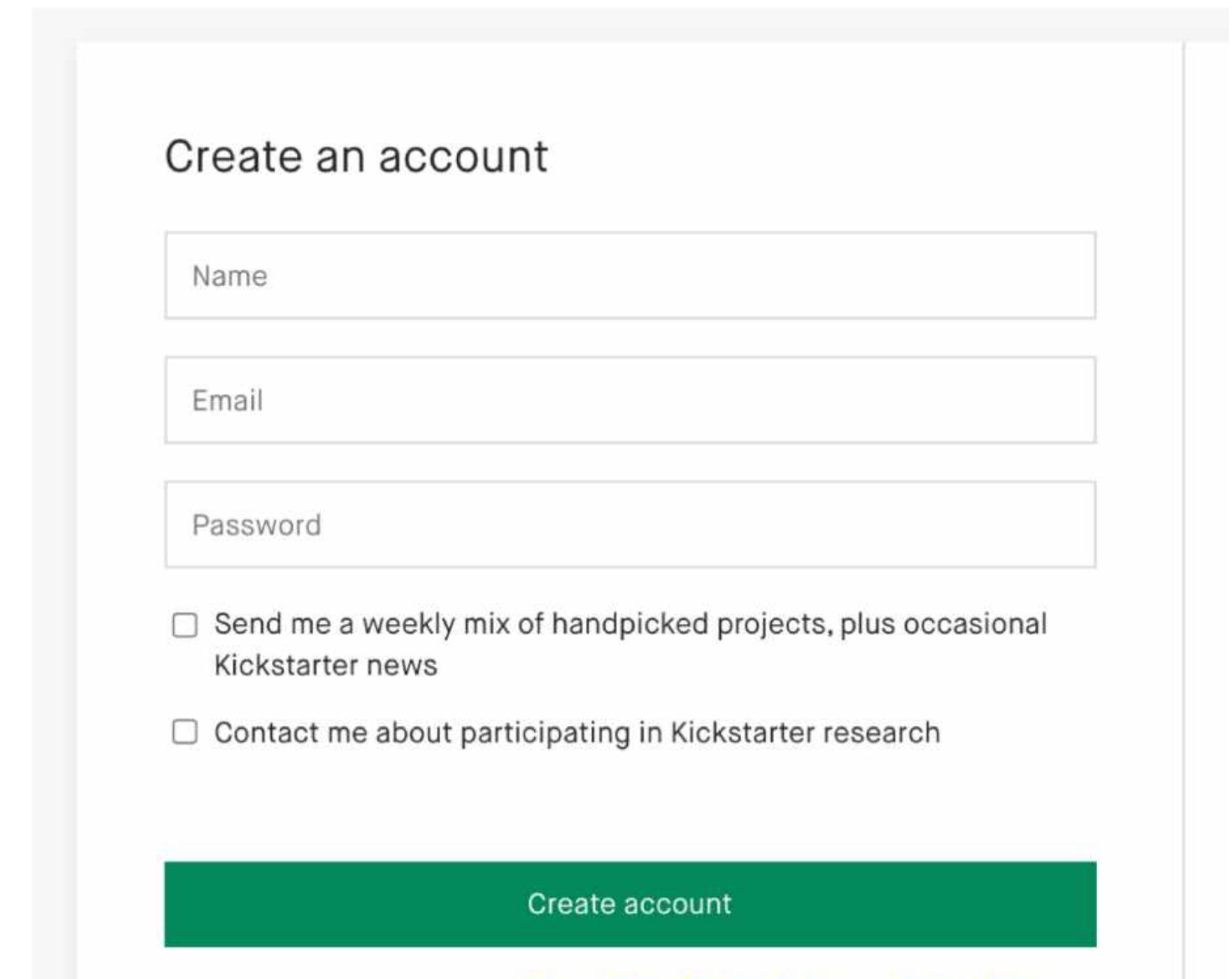
ESTIMATED DELIVERY  
Apr 2022

SHIPS TO  
Anywhere in the world

Go to [KickAMSAAds.com](https://KickAMSAAds.com) to back our book today!

# (IF NEEDED) CREATE YOUR ACCOUNT

- Create your account if you don't already have one



Create an account

Name

Email

Password

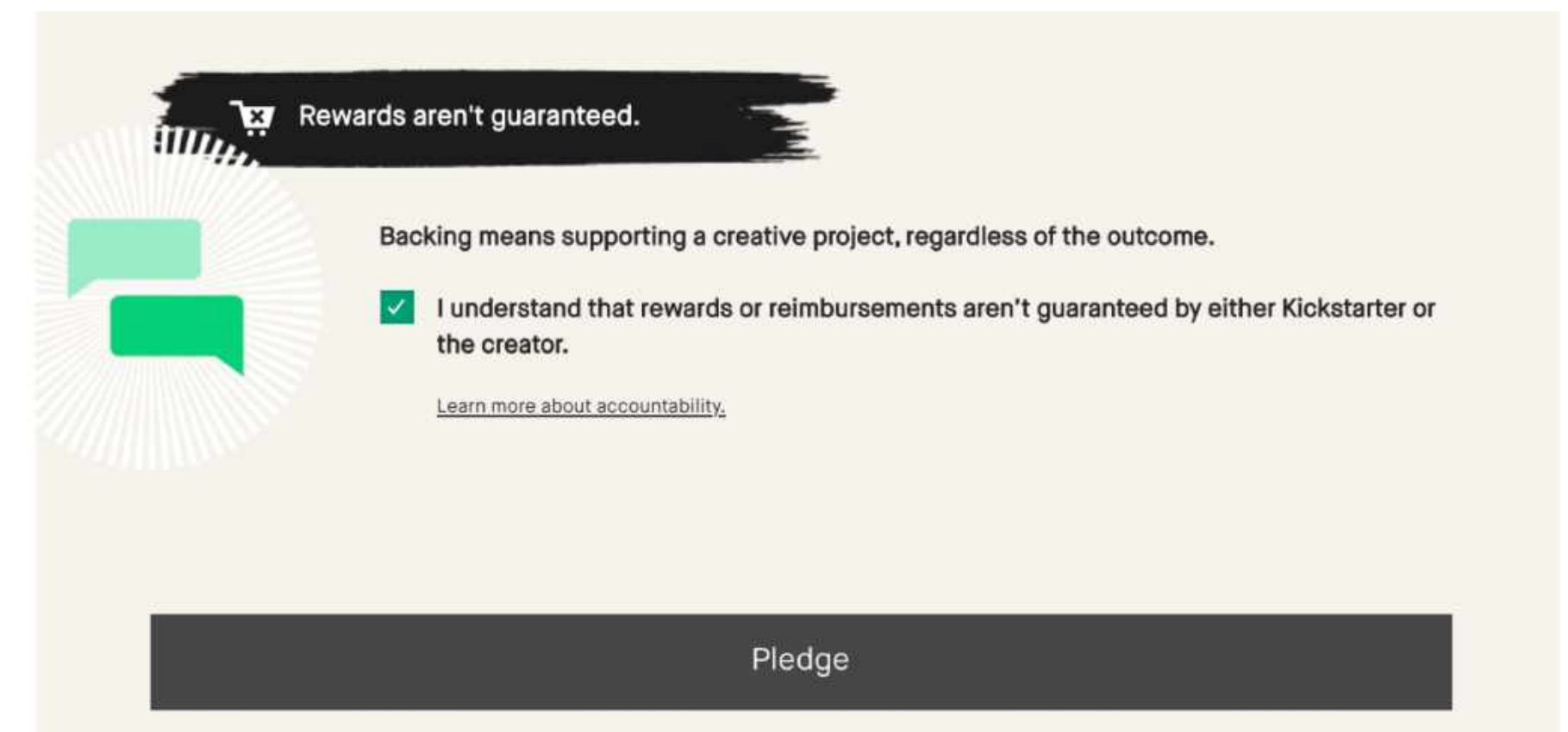
☐ Send me a weekly mix of handpicked projects, plus occasional Kickstarter news

☐ Contact me about participating in Kickstarter research

*Go to [KickAMSAds.com](https://kickamsads.com) to back our book today!*

# CHECKOUT

- Choose your payment method (or add one), check the box, and select Pledge



Go to [KickAMSAds.com](https://kickamsads.com) to back our book today!

# SELECT YOUR ADD-ONS

- If you'd like to add an additional book, course, or sales page makeover, you can choose it next

## ADD-ONS (optional) ⓘ

### Dictate Your Book (Ebook Edition)

\$6

Dictate Your Book (The Productive Novelist #4)

Add

### Novel Writing Prep (Ebook Edition)

\$6

Novel Writing Prep (The Productive Novelist #1)

Add

### The 8-Minute Writing Habit (Ebook)

\$6

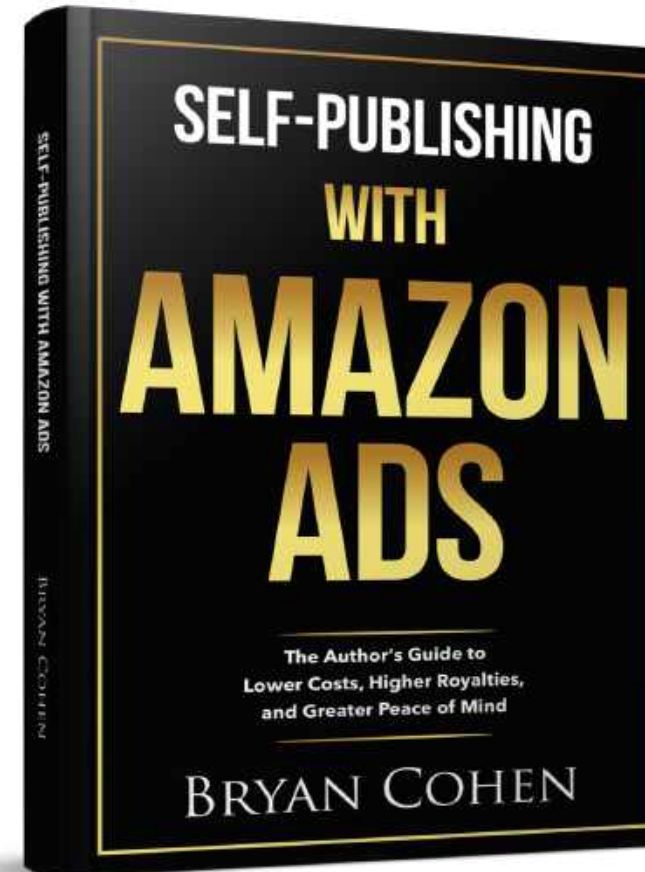
The 8-Minute Writing Habit (The Productive Novelist #2)

Add

*Go to [KickAMSAAds.com](https://KickAMSAAds.com) to back our book today!*

# AND YOU'RE IN!

- You'll get all of our backer updates and we'll begin delivering your rewards at the conclusion of our campaign in December!



*Go to [KickAMSAds.com](https://KickAMSAds.com) to back our book today!*

The background is a solid teal color. It is framed by a decorative border of white line-art icons of open books. The top border consists of a row of book spines. The left and right borders consist of a vertical stack of open book icons. The bottom border consists of a row of open book icons.

**AND NOW IT'S  
TIME FOR...**

**THE Q&A SESSION!**

# CLICK THE LINK/BUTTON TO GET YOUR BOOK



- Visit [KickAMSAds.com](https://kickamsads.com) and click “Back this project”

*“Bryan’s ad strategies are a really great foundation. Before I took the Ad Challenges, I really struggled to get visibility on my books. Now I’ve hit my first six-figure year. It was a lot of hard work. But with Bryan’s strategies, it really taught me how to get there faster.”*

*– Greylin Reuss, six-figure author*

# GET THE SLIDES

- Enter this URL get the slides:  
[BestPageForward.net/Nov4Slides](https://BestPageForward.net/Nov4Slides)

*Click the link to preorder the book today!*