

Breakthrough Bestseller Plan with Paper Raven Books

*How do I know if my book is any **good**?
And whether it will really **sell**?*

You may have thought about this book for months or even years. Before long, you're so close to the idea and the words that you're no longer sure whether this book is coming together like you'd hoped.

And the whole idea of getting the book published seems overwhelming—so many options and no clear path forward. And what if you get through this whole process and the book doesn't even *sell*?

Surely there's a way to get honest, professional feedback on your book *before* you publish and launch?

The answer is, "Yes!" Paper Raven Books is a leader in the modern publishing world, with expertise in book editing, publication, and launch.

And occasionally we open up spots in our "Breakthrough Bestseller" Plan, where our goal is simple: We want to help you know, once and for all, when you finally finish your book, is it *good*, and will it *sell*?

Here's how the "Breakthrough Bestseller" Plan works:

You send us what you've written so far, along with the topic or genre you're writing in, and our team will do a deep dive into, not only your writing, but also the current trends in the market that you're writing for, and we will provide you with a custom, strategic plan for prepping your book for publication so that you **KNOW** your book will be successful when you launch.

First, we go in-depth on your writing.

One of our senior book coaches will read what you've written, start to finish. Your book coach takes detailed notes, creates a summary review, and actually gets on a call with you to talk through the main areas of potential and improvement in your writing.

Your personalized review will include:

Specific suggestions for structuring or restructuring your book, how many chapters should there generally be, how long should chapters generally be, whether you need to add more detail or delete sections, or any other high-level, relevant changes to the pacing and flow of your book.

Feedback on whether your story is interesting enough that the reader wants to keep turning pages and is it cohesive so that the reader is following the threads, from beginning to end.

Evaluation of your chapters to make sure they read smoothly, that you haven't repeated yourself, that any of the rambling, unconnected sections are identified, and how it can all come together in a final, well-structured, FINISHED book.

Insights into what it'll take for you to tighten and polish until the editing process is "done," even if you still think of ways to make it better and constantly feel like it's just not quite ready.

Discover a tried-and-true "order of operations" for which changes and edits should be done first in a way that gets you excited to continue to work and make the book better (instead of feeling overwhelmed by an unorganized pile of suggestions).

We're committed to helping you write a great book because THIS book could become a perennial bestseller, your readers' go-to book recommendation, and the platform for your long-term success as an author.

Then, we go in-depth on your marketing:

One of the underlying questions authors have when they're wondering whether their book is "good enough" to publish is also, "Will my book actually sell?"

People have opinions a-plenty about what sells and what doesn't.

We prefer data over opinions.

Amazon's bookstore provides information around exactly what its customers are searching for, browsing the digital shelves for, and buying. More than 70% of books sold

are through the Amazon platform,¹ which means if we can gather the data on what's selling on Amazon, we can see into the majority of the book marketplace.

When we provide your Book Market Analysis, we'll provide estimates of the size of your book's market—how many readers are searching for and actually buying a book like yours, right now.

We'll provide the exact keywords, phrases, categories, and sub-categories that we recommend you consider including in your book's "metadata," which is the information that's included in your book's "back-end" to appropriately categorize your book in a bookstore, whether digital or brick-and-mortar.

We'll provide the number of people who are searching for and buying books like yours, as well as how many competitors are already using certain keywords, so that you can find the profitable pockets in the marketplace, with maximum readers and minimum competition.

Why don't most people do this, already?

Honestly, most people don't even know that this kind of market research is possible.

Traditional and hybrid publishers relied on data from bookstores to provide a proxy for what kinds of books were selling. That data disappeared in 2020 and has not re-emerged in any meaningful way since then.

Some independent self-publishers have figured out how to "mine" Amazon data for those profitable pockets in the marketplace. That's why your E.L. James and Suzanne Collins indie authors had such break-out careers, and you likely have your own favorite independent, self-published authors who you've found through Amazon.

We're a team of millennial publishing professionals who want to bring quality book market analysis tools to every author.

And our exclusive book market analysis is exactly the insights into what's selling online, right now, to give you and your book the absolutely best chance to become a debut, breakout, bestselling book.

Our marketing team will take a deep dive into the best way to get your book in front of tens of thousands of the right readers, from the start. We'll analyze what readers are

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<https://www.wsj.com/articles/they-own-the-system-amazon-rewrites-book-industry-by-turning-into-a-publisher-11547655267>

looking for now, generally, as well as what's trending in your specific market of readers and what other comparable titles are earning in monthly sales.

This type of market analysis is engineered to help you know ahead of time how big your readership is, where to strategically categorize your book, and how quickly you can expect to re-coup publishing costs and actually make money as an author.

Your personalized marketing analysis will include:

Why debut authors have a much better chance of marketing by simply getting their books where readers are already looking for a book like yours—in online retailers, like Amazon, where most readers are buying their books, right now.

Our suggestion for the best market for your book that already has thousands of readers looking for a book like yours. Once you know your market-fit, you can even make sure your book is informed by what the market's looking for, so that your book meets a true need for your readers. This is how perennial bestsellers are crafted.

How to find comparative book titles when most books you've come across are poorly written and not impressive. We help you find where authors are already making money in this topic and genre, so you can have the confidence that there'll be existing demand for a book like yours for years to come.

Ways to convert viewers into buyers. When someone stumbles upon your book, how do you get them to move from curious to interested enough to buy? We'll show you how to tap into the psychology of book buyers with your title, subtitle, and description, so that they know they want to buy your book immediately.

When you approach book marketing THIS way, you're not just selling a book occasionally; you're selling hundreds and thousands of copies of your book easily because you know how to tap into the market of eager readers looking for YOUR book.

The value of this “Breakthrough Bestseller” Plan is \$9,500.

PLUS, right now, we're also offering a few FREE BONUSES:

BONUS #1, The Streamlined Self-Publishing Guide: At Paper Raven Books, we've created our own tried-and-true process for self-publishing books. Our community of writers has been asking, “Morgan, instead of me hiring your team to publish my book, is there any way you can just SHOW me what you do so I can follow along and do it myself?” We've been working behind the scenes to document, screen capture, and record every essential step we go through in our process of self-publishing books.

In this Streamlined Self-Publishing Guide, we walk you through the major phases of taking your book from manuscript to published book, including:

Publication Prep and how to set up all of the accounts, ISBNs, legal pieces and more before you even begin the process of publishing your book, even often overlooked considerations, like whether you need an LLC or separate checking accounts and where to go to get those created as quickly and easily (and cost effectively!) as possible.

Professional Book Design and how to create a unique look and feel for your book's cover and interior design—not to mention, how to choose the size of your book, type of spine, paper quality, and printing options, all of which actually need to be decided before you ever work with a designer on your cover and interior book files.

Publication and how to choose the best publishing platforms for your book. People talk about KDP, IngramSpark, Nook Press, Lulu, and what seems like dozens of options. We'll lay out the pros and cons of each, so you know exactly what you're getting into before you publish. And then, when you actually are ready to publish, should you consider doing a pre-order campaign? Are you relying fully on print-on-demand, or should you order a print run from a traditional printer? We'll give you all the considerations, plus our specific recommendations for different situations, so that you can make the best decisions for you and your book.

This is the complete step-by-step, click-by-click walkthrough of how to self-publish your own book, with all of our team's best practices revealed.

The value is \$5,400.

BONUS #2, Our Secret Book Launch Process: We consistently launch books of first-time authors whose new books start ranking at #1 in three or more categories, 20 reviews or more, and are set up to effortlessly generate an additional 100 reviews and more. Want to know how Morgan has sold 12,000 copies of her book and received 1,000+ reviews on Amazon, with reviews still coming in on autopilot every day?

This bonus includes exact email templates, social media swipe files, book launch team strategies, effective book promotion sites that are working now, and a full book launch timeline—all ready and loaded for you to copy and use in your next book launch.

THIS is our Secret Book Launch Process, refined over years, reserved ONLY for our internal team... until now...

The value is \$8,200.

BONUS #3, Growth Hack Your Author Platform Workshops: Yes, Amazon is a great place to debut as an author, and how do you THEN go about creating a community of raving fans who will leave reviews, spread the word, and buy your next book? Most authors use social media, websites, and email lists completely ineffectively. We're here to help you, not just get your first book out, but to then establish the foundations of an author brand that will grow, expand, and reach wider and wider audiences through the years.

In this series of intensive workshops, where we go deep into how to find your readers online, how to create an engaging social media strategy, grow your email list, and connect with influencers in your space. You see over Morgan's shoulder, as she shows you exactly how to set up your online presence, how to set up simple tools for social media and email, and how to strategically pursue relationships with others who will help your books get in front of more readers quickly—all from the comfort of your own home.

Morgan has personally built an email list of over 50,000 subscribers and a Facebook Page of over 10,000 followers. Plus, she's been featured on dozens of podcasts and stages with a collective audience of well over 100,000. She's taking you behind the scenes to show you exactly how she's done it, so you can have the quickest path to a bestselling author platform, even with your very first book.

The value is \$7,800.

The TOTAL value of all of this—the “Breakthrough Bestseller” Plan, The Streamlined Self-Publishing Guide, Our Secret Book Launch Process, and the Growth Hack Your Author Platform Workshops—is over \$30,000.

Now, in case you're wondering, what's the cost of this opportunity?

It's not cheap because this is our professional team's time and expertise, coming in to help you create a personalized “Breakthrough Bestseller” Plan.

The total investment is \$2,950.

And the best part is, when you do publish your book and follow the process laid out for you in this “Breakthrough Bestseller” Plan, all you need to do is sell a few hundred books to make 100% of your money back and more.

Let's say that between the ebook and physical book, your author profit on each book is \$5 (which is average for our authors). All you need to do is sell 600 copies of your book, and you'll have earned out your investment and then some.

To secure the earliest spot available for a review with our team, please click here:

[Click here to secure your “Breakthrough Bestseller” Plan](#)

Still have a question? We might have an answer for you here:

What counts as a “manuscript?” Does my book need to be completely DONE before I can take advantage of this?

We recommend that you have at least 20,000 words before we begin a manuscript review, so that we can see the scope of the book and the trajectory of the storyline. It's okay if your manuscript is still in “rough draft” form. We're book coaches! We're very used to working with messy ideas. :)

What if I have ideas but no ideas written, yet?

If you have fewer than 20,000 words written, we can review your book concept. It's a similar process, but instead of simply sending us your manuscript, we would send over a packet of questions that you would answer for us. Our senior book coach will review, provide written feedback, and then follow-up with an in-depth phone call to discuss, brainstorm, and offer clarifying suggestions.

How do I know whether you have senior book coaches who specialize in my type of book?

We do not offer our services for children's books, poetry, photography books, or cookbooks.

For all other types of nonfiction, fiction, or memoir, we very likely have a senior book coach who has years of experience in your type of book. And we'll let you know whether we're a good fit for your book or not. If we're not, we'll do our best to refer you to one of our trusted partners!

What if I'm not happy with my feedback?

If you're not thrilled with the insights and information we provide in your manuscript review, book market analysis, personalized publishing plan, and one-on-one strategy call, we'll gladly refund 100% of your money. We do ask that you come to the strategy call, in order to be eligible for your refund, so that we can talk with you about what didn't work for you.

What if I decide to work with Paper Raven Books in the future? Can I apply this payment to my balance then?

Yes! If, after your one-on-one call with us, you'd like to talk with us about working with our team, Paper Raven Books, set up a follow-up call to discuss those options. This investment would 100% count toward any package that you might do with us in the future.

To secure the earliest spot available for a review with our team, please click here:

[Click here to secure your "Breakthrough Bestseller" Plan](#)