



Sharron Carpenter's Books

Background: Sharron Carpenter is a self-Published Amazon.ca author who is looking to sell books online. Her first book was published in 2015, her promotional website was launched in 2016.

Problem: Sharron Carpenter has low Amazon.ca sales for her books, three of her books are completely unreviewed & her promotional content is buried due to lack of creation.

Strengths <ul style="list-style-type: none">• She has setup her shop• Her website has some content	Weaknesses <ul style="list-style-type: none">• She is an obscure writer• She has a small network
Opportunities <ul style="list-style-type: none">• Sharron can get involved with creative writing communities on Tumblr, WordPress & Facebook• Sharron can buy Pay-Per-Click Amazon Advertising through her sales platform	Threats <ul style="list-style-type: none">• Sharron continues to be buried under her genre on Amazon with her listings being two years old and her content being far & few between.• There is a big possibility she won't be able to break even from advertising but she might be able to break obscurity.

Promotional & Advertising Solutions

Facebook + Instagram	WordPress	Public Relations	TumbIR	Amazon
\$90 weekly in boosted advertising including product placements or reviews	Sharron Should buy a custom Email address to host her marketing resources. \$80 yearly \$30 relaunch .com service	Matt wants to send the books to radio stations to try & get Public relations. \$60 We can also feature extensive reviewing on Toronto-Busines sphere to create more content & keep a top of mind. \$0	Sharron should start a creative writing community on TumbIR and look for active tags with writers	Pay-Per-Click campaigns can help boost the Amazon listings & make her products relevant again. \$40 a day.

Amazon.ca issues moving forward - Amazon is a very competitive marketplace with thousands of new products listed in her same category everyday. Personal statement "As a Publisher I don't like the Amazon platform, I don't like listing your products right beside your competitors and I don't like how quickly you can be buried. Amazon has combined sales processing with Marketing on their platform making them more predatory to their business users, not to mention they are giving a competitive advantage to users with deep pockets."

Recommendation: Switch to Shopify or Etsy. Shops will ultimately require less promotion and you will not have your products indexed beside your competitors.

GoodReads issue - This service is too cluttered to be worth your time to be posting freely on.

Recommendation - Don't bother with this service.

Competition:

The competitors represent authors who have currently buried Sharron Carpenters product indexes on Amazon 8/11/2017.

- [Alyssa Canter](#) - Own website, Good Reads
- [Connie Furnari](#) - Promotes on Kobo & GoodReads
- [Nancy Adams](#) - Promotes on GoodReads

