

101 Book Marketing Tips

Volume 3 of the Author 101 Series

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Introduction

I believe that the first step toward successfully marketing your book, is to actually take a step. In this eBook, I'll share 101 tips for doing just that, but first, I want you to know that marketing your book doesn't have to be something you dread. If you're anything like I was when I first started, you might not believe that, but it's true.

While reading through the tips I give you here, remember that you don't have to do all of them. Just pick the ones that appeal to you the most, and try them. If it doesn't work for you, don't do it. Start small and work your way up.

You'll also notice as you read through the pages of this book that marketing your book doesn't have to cost a fortune. I have a family of six, I understand. While most of us didn't write our books to get rich, we didn't write them to go broke trying to get them into the hands of readers either.

Most of the tips in this book will cost you nothing but time. I have included some things that aren't free, but they aren't mandatory by any means. So if they aren't within your means, just skip over them and try something different.

I do encourage you to pick at least one thing listed here to do today, though. Don't wait, write a press release, publish a blog post, optimize your Amazon Author Central account, just do something to get yourself in the mind frame to be successful and take action.

As Anthony Robbins said: *“Remember, a real decision is measured by the fact that you've taken new action. If there's no action, you haven't truly decided.”*

Make the decision to start successfully marketing your book by taking action today!

10 Basic Book Marketing Tips

Define your goals and write them down where you can see them regularly. You can't reach for the stars without knowing which star you're reaching for.

If you haven't already, sit down and write out, in one to two sentences, how your book will benefit the reader. Then, post this on your website, or even update your sales page with this information.

Design and order bookmarks (and/or business cards) to help promote your book.

Record a short portion of your book as a podcast or YouTube video.

Submit your book to a book review site such as [Readers' Favorite](#).

Update your Amazon author page with new photos, videos, etc. Make sure your blog is linked and your bio is up to date.

Update the "About me" section of your website. Make sure that it's up to date, and represents you honestly the way you want to be seen.

Consider publishing your book in an additional format or on another platform. If you already have it published on Kindle and in paperback, why not consider Smashwords, or even directly publishing to Nook or the iBook store? Or maybe publish an [audiobook version](#).

Make sure that you have included contact information in both your book and on your website and that it is up to date – give your readers a way to connect with you. And then respond when they do.

Gather some book reviews or testimonials to include on your website, sales page, or even the cover of the printed version of your book.

18 Ways to Network Your Success

Focus on your relationships with customers each day. Don't worry about the results of making another sale. Just be real with your following.

Make a connection with someone new that you have already been following or that is following you on Facebook or Twitter. Begin building a relationship with them.

Connect directly with some of your readers. This could be done by e-mail, responding to a Facebook status or Tweet - preferably something unrelated to your book. Something simple to let your readers know you are a real person.

Find another author in your niche and ask them if they'd be willing to do a blog swap. You'll write a post for their blog, if they'll write one for yours. Pick a topic and a date for the swap.

Spend today working on forming and strengthening relationships. Consider sending a thank you card (or e-mail if you don't have the physical address) to a reader or follower that has said something kind about you or your book.

Host a Q&A session with readers. Let them ask you questions about your writing process or your book.

Offer to review other books in your niche, and send the authors testimonials that they can place on their websites or within their books. Make sure to note that you are an author of "your book title" and include a link to it as well.

If you don't already have a writing or marketing mentor, think about finding one. I highly recommend Kristen Eckstein.

Gift a copy of your book to one of your followers. Make sure to send a thank you note along with it.

Visit some blogs in your niche and leave comments on their most recent posts (make sure they all link back to your blog or website).

Visit the forums and see if you can answer some questions in your niche.

Introduce yourself to high profile people in your niche.

Ask another author about doing a cross promotion.

Networking goes both ways – why not invite a key influencer or author in your niche to guest blog for you. Or maybe someone who inspired you to write.

Network with other authors and see about setting up a “local author's day”. You could do a group signing or event at your local library or bookstore.

Contact some other authors in your niche and see if they would be willing to co-author a book or series with you. Then you can all work together to promote the book and reap the rewards.

Search out author and book organizations in your niche that you can become a part of.

Find out about any writer's conferences or book fairs near you – these are great networking opportunities.

15 Blogging Prompts and Tips

If you don't have a blog, think about starting one. If you do have a blog, make sure that you are updating it regularly. It's a good idea to have some pre-written posts that you can post during busy seasons, or at least a list of topic ideas that you could write about in a pinch. Make sure your blog is updated and that you have back up material.

Write a book review of a book similar to yours for your blog – remember the golden rule. If you don't want that author to turn around and say the same thing about you, don't say it about them.

Share an excerpt from your book on your blog.

Write a blog post about why you started writing or how you got into the writing business.

Participate in a blog hop where someone else comes up with the topic (make sure it's related to your niche).

Add social sharing buttons to your website to make your content easy for your readers to share.

Host a Q&A session on your blog. Invite readers to submit questions a week or two in advance, and then answer them all in one post.

Host a giveaway on your blog, in order to enter request that they post a review of your book on their website (hint – this works double because if they don't currently have your book, they'll have to buy it first).

Write a blog post about your life outside of writing.

Add a photo gallery to your website or blog, where readers can send you photos of them with your books to be featured on your website.

Write a blog post about why you wrote your book. What your goal was or what inspired you. If you've already done this in the past, do a post about then and now. Not only why you wrote it, but about why you still think it's important, or how you've grown as an author because of your book or your readers.

Put together a short, fun quiz for your readers about your books, niche, or yourself as the author.

Write a blog post about how your book will improve a reader's life (be it purely entertaining, or very serious).

Write a FAQ page for your blog or website.

Share a photo that reminds you of your book or a character in your book and write about it.

14 Advertising Tips

Free Advertising

Create a banner or button for your blog or website that others can share on their sites.

Donate your book as a prize for someone else's contest or book launch.

Find websites where you can list your book for free and pick at least 3 of them to add your book to.

Upload a chapter from your book to 1chapterfree.com.

Look for other authors in your niche that might be willing to do a link exchange with you.

Sign up for Book Daily and upload a sample chapter from your book, post a photo and bio, add links to your website and more. They also have a marketing eBook that they giveaway as a sign up bonus that you can download for free:

<http://www.bookdaily.com/free>

Press Releases

Write a press release about your book. It has to be newsworthy, so make sure to pick an angle that is adequate. Did you hit a new sales ranking? Have you, as an author, done something worth talking about (starting a blog, speaking at a conference, revamped your website)?

Write a press release about how your sales are doing. Have you hit bestseller in a new category? Have you tripled the sales that you made last month? You can write a press release about anything that's newsworthy.

Write a press release about something you or your book has accomplished.

Watch the national news to see if your book relates to any current events, if so, write a press release about it.

Paid Advertising

Even if you're marketing your book on a shoestring budget, you don't have to rule out paid advertising. Purchasing a small ad on Goodreads or Facebook can be a great way to reach your target audience.

Check your marketing budget and see if you can afford some paid advertising for your book. Facebook and Goodreads both offer affordable options.

Find out what blogs your readers are visiting and check out their advertising policies.

13 Social Media Marketing Tips

Start a list of tweets that you can use for promoting your book on a regular basis. We call these evergreen tweets, because they are always usable. Having a few of these to fall back on can be a great time saver. You can also pre-schedule them with Hootsuite, Gremln or similar program.

Ask your following on Facebook or Twitter what their favorite quote or part of your book is.

Post an excerpt from your book as a Facebook note – add a graphic to catch reader’s attention.

Create multiple boards on Pinterest that are related to your book. If you write fiction, you could create a board for the setting, a board for the characters style or sketches, and maybe even a board for the types of food eaten in the book. Make sure that every time you pin a photo to the board, you describe it’s relation to your book.

Sign up for [Book Fun](#) – The Book Club Network Inc. (aka: Book Fun), is a site where you can add blog posts, events and videos to help promote your book to readers.

Register with [Goodreads.com](#) if you aren’t already. Make sure your profile is linked to your book and share some quotes from your book.

Start a discussion on Goodreads about your book or something else in your niche.

It's time to hop on over to [Authors Den](#) – Authors Den claims to be the “world's most vibrant online literary community!” They provide a place for authors to can reach readers, share their bio, books, blogs, events, links to other websites, etc. If you're not there yet, go set up a profile.

Find 3-4 lists that your book would qualify on Goodreads and add it to them. (<http://www.goodreads.com/list>)

Create a YouTube video about your book or you as an author. This can be something simple like a vlog, or something more techy like a full blown book trailer.

Create a relevant list on [List.ly](#) that includes your book (and/or blog).

Put together some quote photos with quotes from your book to share on social media sites.

Create or join a group on Facebook that is related to your book or niche.

8 E-mail Marketing Tips

Offer a free gift to the readers who are signed up for your mailing list – make sure it's valuable. It could be a short story or report, or something else; it's up to you to decide what your list would like most.

Add an opt-in form on your blog or website and let people know how they can sign up and what they will get.

Write an e-mail to introduce yourself as an author to your readers. Tell them about your background, books, and anything else that will help them see you as a real person.

Compose an e-mail for your mailing list asking them if they would be willing to write a review of your book if they haven't already. If they haven't read your book, offer a free review copy to the first 5 people that respond.

Share an excerpt from your book with your e-mail list.

Update your e-mail signature with your author bio and a link to your website or directly to your book on Amazon.

Ask one of your book reviewers if you can share the review of your book that they wrote with your e-mail list. If they are an author or have a website, let them know this will also work as free advertising for them and mention it in the e-mail – you might even offer to do a review exchange and review their book as well.

Create a special offer on your book that's only available to your e-mail subscribers.

23 Other Tips for Marketing Your Book

Have you started writing a new book? As you are writing it, work on brainstorming marketing activities. Sometimes writing an additional book is the best marketing tool you have for marketing your first book. Whether it's a series or something totally different, you can include information about the first book in the second and vice versa.

Consider writing a sequel to your last book.

Brainstorm an idea for a free report or short story. If you can, go ahead and start writing it, but make sure that you put in the effort to write it well and complete the editing process before distribution. You can publish this on Kindle and/or Smashwords to give away for free, or give it away as a bonus to your e-mail list subscribers.

Write a short report or story to publish on a PDF sharing site (such as Scribd or docstoc.com)

If you don't already have video or audio marketing tools, consider putting some together. This could be as simple as a YouTube video or podcast.

Update your voicemail message to include that you are an author. Something as simple as, "Hello, you have reached Sally Smith, author of 'Because You Called.' I'm sorry I can't come to the phone right now..."

Consider putting together a discussion or study guide for your book. This is great for book clubs, group studies, or even just taking the reader a little bit deeper.

Find a list of magazines that might be willing to publish an article for you and start working on at least one submission to send out before the month is over.

Check out local events to see if you can get involved in any of them. Even if you're not directly marketing your book, building relationships with key people in the community is a great way to get an in for a later speaking engagement or booth at a fair.

Host a webinar that offers people a ton of useful information in a short amount of time (build their trust, not their desire for more).

Consider creating a reader kit for your book that customers can order or that you can feature in giveaways. It might consist of your book, a bookmark, a discussion or study guide, and maybe even a tea bag and customized coffee cup.

Check to see if you meet the criteria for having a Wikipedia page about yourself as an author. If you don't feel comfortable writing one about yourself, ask an author or friend if they would be willing to write one about you – you could always return the favor.

Have you thought about selling your book locally? Contact some of the small shops in your area to see if they offer consignment – you could even consider a discount for customers who buy locally.

If you haven't already, incorporate QR codes into your offline advertising. Consider creating a poster to hang at your local library or coffee shop that has a QR code on it – you can get a free QR code at: <http://goqr.me/>

Create a list on Amazon of books similar to yours – make sure to include your book. Any time one of those books is viewed on

Amazon, it will show that it is on your list, and reader's will be able to view the other books on your list if they so choose.

Pick something in your niche or a general topic that you are passionate about and enjoy discussing or writing about. Consider putting together a presentation or speech about it that is evergreen and you can use whenever booking speaking engagements. – Add something about it to your website and maybe even put together a video for YouTube.

See if any book clubs (local or online) would be willing to read your book. You can even offer to do an interview or Q&A with them when it's over (Skype is a free option if you go with an online club).

Create a list of discussion questions for your book that can be used by book clubs. Make them available on your website – or even update your book and put them in the back. Market it as the updated book club version.

If you write non-fiction, put together a tip sheet that you can distribute relating to your niche. If you are a fiction author, consider doing an author fact sheet with little known facts about you that readers might find fun or interesting.

Create a virtual media kit by placing your book description, author bio, a book trailer or video of an author interview, and anything else that's relevant on CD or in a downloadable folder on your website.

Offer discounts on bulk orders.

Going on vacation? Leave a paper trail of business cards, bookmarks, and/or flyers where ever you go.

Offer to teach a class (locally or online) about the topic of your book – or on writing in general.

Conclusion

The most important thing you can do to market your book, is just to keep going. Don't give up. Book sales will always fluctuate, but that doesn't mean you should quit. It's like Confucius said:

“When it is obvious that the goals cannot be reached, don't adjust the goals, adjust the action steps.”

I call it the three E's of planning for successful book marketing: Execute, Evaluate, and Evolve. Execute your plan, evaluate it, and then let it evolve as you go to get the most out of your marketing efforts.

I hope you've found this list of book marketing tips helpful. It is part of a larger list of book marketing tips available in my free report, [200+ Book Marketing Tips](#). Feel free to check it out for even more tips at: <http://www.trainingauthors.com/tips/>.

Go ahead and pick the ideas that appeal to you the most, and start marketing your book today!

Here's to your book marketing success,

Heather Hart

TrainingAuthors.com

P.S. As you know, reviews are gold to authors. If you have found this book helpful, would you consider leaving an honest review on Amazon?

Additional Resources

Our Books for Authors

We have an entire library of books for authors, including books on publishing and marketing. Check out the entire list here:

<http://www.trainingauthors.com/books/>

Recommended Outsourcers for Authors

If you need help with the technical side of publishing and marketing your books, consider outsourcing to one of our recommended providers here:

<http://www.trainingauthors.com/recommended-outsourcers-for-authors/>

Tools and Resources We Use and Recommend

Check out the tools we use and recommend for writing, publishing and marketing here:

<http://www.trainingauthors.com/resources/>

About The Author

Heather Hart



Heather Hart is a book marketing expert and internationally best-selling author. With the heart of an author, she enjoys working from home where she spends her days typing away at her computer, brainstorming new marketing ideas, and encouraging those around her.

Her desire is to help others successfully publish and market their books while continuing to author, contribute to, and market multiple book marketing and faith-based books herself – and to have fun doing it.

TrainingAuthors.com

Heather works with Shelley Hitz at TrainingAuthors.com where they help authors succeed. They have been working together since 2009 and have been referred to as the “writer’s dynamic duo”.

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