

BOOK MARKETING BASICS

**SKYROCKET YOUR SALES POSSIBILITIES WITH A
SIMPLE & EFFECTIVE BOOK MARKETING BLUEPRINT**



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INTRODUCTION

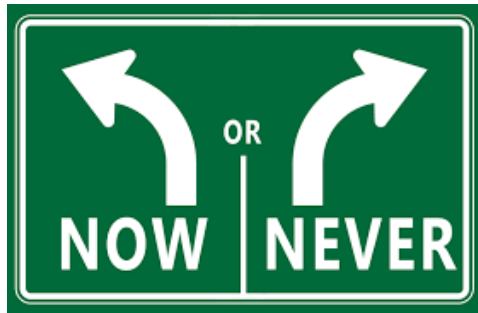
So you have completed your book, it has been published and now you are waiting for the rewards. Question is, how are readers going to find out about your new book?"

In this bonus course, I'll go over some of the basics of book marketing and leave you with a simple and effective framework to follow. By the end of this course you will also have a variety of "proven" marketing ideas ready to be implemented.

I will also warn you about some of the most common book marketing pitfalls. Before you get started no this....Book marketing is first and foremost about the **reader**.

NOW OR NEVER

Typically, it is a good idea to have a book marketing plan set up early and ready to go weeks or even months in advance of a book launch.



However, if you haven't set anything up and your book is due for launch in a day or so it is not the end of the world. It's never too late to get started.

Regarding digital EBooks, they don't just disappear off the shelves after a few months if they don't sell. They are digital and so will be around for a very long time! If your book hasn't been selling for months, there *are* things you can do to kick start sales again.

Similarly, there are things you can do to build an audience before you even start writing your book. You could start a weekly blog or newsletter, or organize a giveaway to collect email addresses from readers in your genre. You

can then contact these people via an auto responder to let them know about any new book launches coming soon.

Your book launch is an incredibly important moment; mainly because of the additional visibility eBook stores like Amazon offer you at that time. So it's better to have a proper marketing plan in place before launch day to make the most of it.

YOU NEED A PLAN



If you want readers to find out about your book, then you are going to need a plan. The main problem with book marketing is that there are countless ways to go about it.

You can easily spend hours every day doing all the usual social media stuff to absolutely no avail. I did this when I first got into self-publishing and it was super annoying...especially seeing as I am not a fan of all these, all too powerful, social media platforms.

This is why it's important to follow a marketing plan where you can track your efforts and measure their effectiveness. You need to ask the right questions to get your strategy right.

Here are some questions you may consider:

Who is your audience? Who is most likely to want to buy and read your book? When researching your readers use demographics and interests to really target who your audience is likely to be.

Is your target audience a 14 year old boy who spends his days playing video games and watching super hero movies? Or is it a 40-year-old, working-class

family man who enjoys quiet reads at home while the kids are out with the wife?

How do they find out about your new books? Have a think about the different marketing channels you can use to increase your book's visibility and choose which ones make most sense. Test them with small campaigns, analyze the results, modify, and try again.

How can I turn readers into faithful fans? Word of mouth is still the most powerful marketing tool. If you can get your readers to sign up to your mailing list and follow you on social networks, then they'll be much more likely to recommend your books.

THE FRAMEWORK



So now you understand the importance of knowing who your audience is, and of a solid marketing strategy. Your journey into marketing your book has begun and so you need to now go into details on what your plan should look like.

Figure out what your objective is, how many copies you want to sell. Then, decide on 2 to 3 marketing channels that you think should be able to get you there and test them properly. If one or two work out, focus all your efforts exclusively on them.

In my early days my strategy was to attack every single social media platform out there. I would spend too much time on Twitter, Pinterest, Facebook and the like...trying my damndest to get the word out about my books.

Of course, at the same time I was spreading myself waaaaay too thin regarding the way I marketed my books. Is it really necessary to spend so much time on all these social media platforms?

BOOK MARKETING BASICS

Some people will tell you that you HAVE to be on Facebook, Twitter, Instagram, Pinterest. etc. In my opinion...no...you don't have to.

Every book, every genre is different meaning there will be innumerable options and channels through which you can reach your audience. And your ultimate goal should be to figure out which ones work for you. If you find the right channels then you literally won't need more than three to keep your books selling.

Start by choosing a maximum of 2 or 3 channels...whether it be Twitter, LinkedIn or whatever. These channels need to make sense to reach readers so stick to them for at least a month before you decide on the results.

Then after that time you can look at how effective these strategies are. You can look at your goals and see how close you came to reaching them while using your chosen marketing channels.

If, after proper testing, none of these channels seem to work, test another three. Once you've found one or two channels that consistently yield a good ROI, (Return On Investment), focus exclusively on them.

3 MARKETING CHANNELS YOU DO NEED

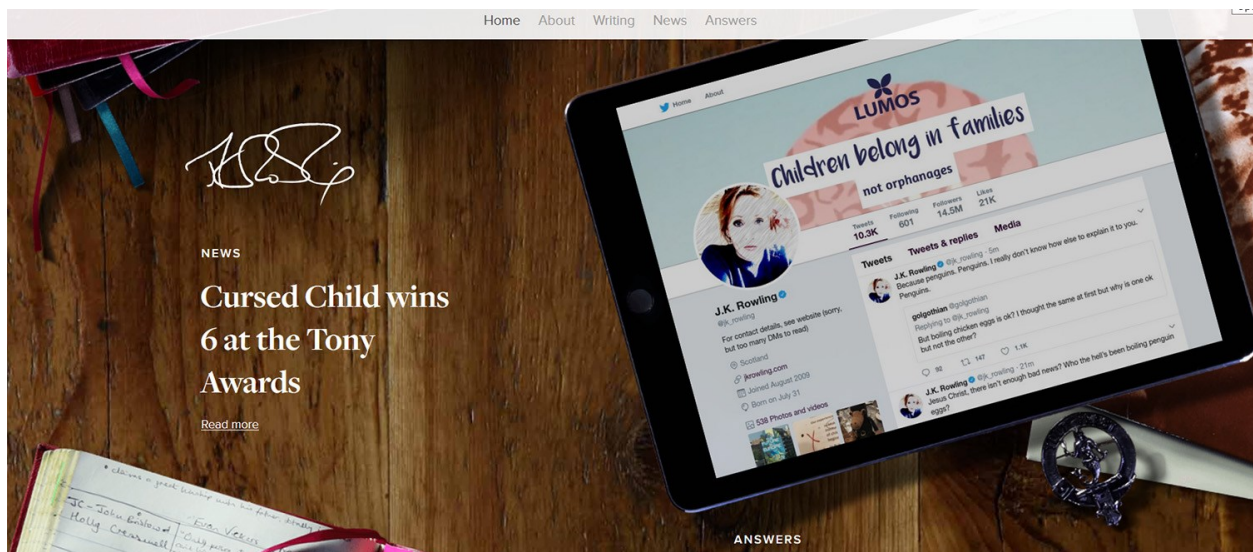
Ok, so specific marketing channels are not really mandatory but there are 3 things you **do** need in order to succeed as an author. How you want to order them in importance is really up to you but you certainly don't want to miss out on these opportunities.

Author Website

If you want to take this self-publishing thing seriously then you need to add more steps to your marketing plan. If readers really enjoy your book, they'll want to find out if you have more similar books available for sale. They'll Google you, so you better make sure you have a website for them to visit!

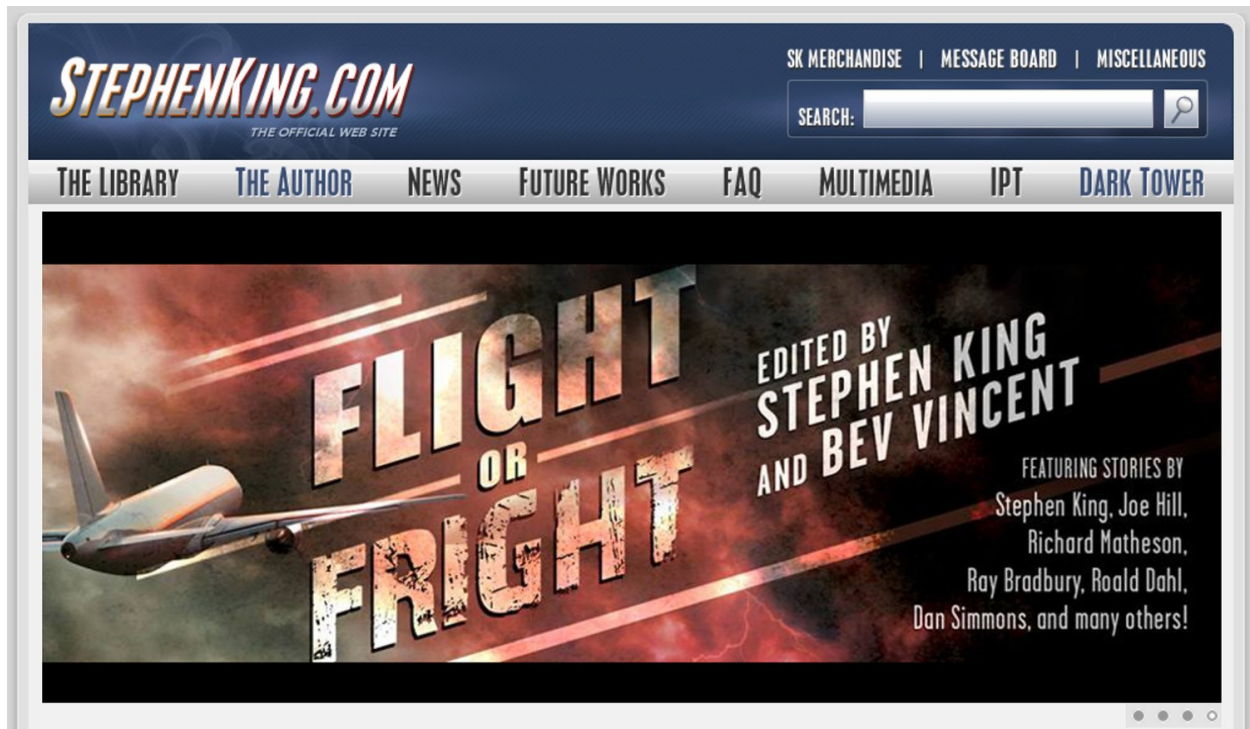
Here are some examples:

[JK ROWLING](#)



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[STEPHEN KING](#)



[NEIL GAIMAN](#)



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TERRY PRACHETT



Notice how these sites are similar yet also very different because they have been specifically designed to target THEIR audience. How you're going to build your website depends entirely on what you want readers to do once they've found it.

Do you want them to sign up to your newsletter? Make that front-and center, add an incentive. Do you want them to buy your other books? Make all of them available and clearly visible, with buttons to buy the book on every bookstore they're available on.

There is a lot you can do with your very own author website so don't rush the process and make sure to focus on YOUR genre audience...don't try to please everyone because that never works.

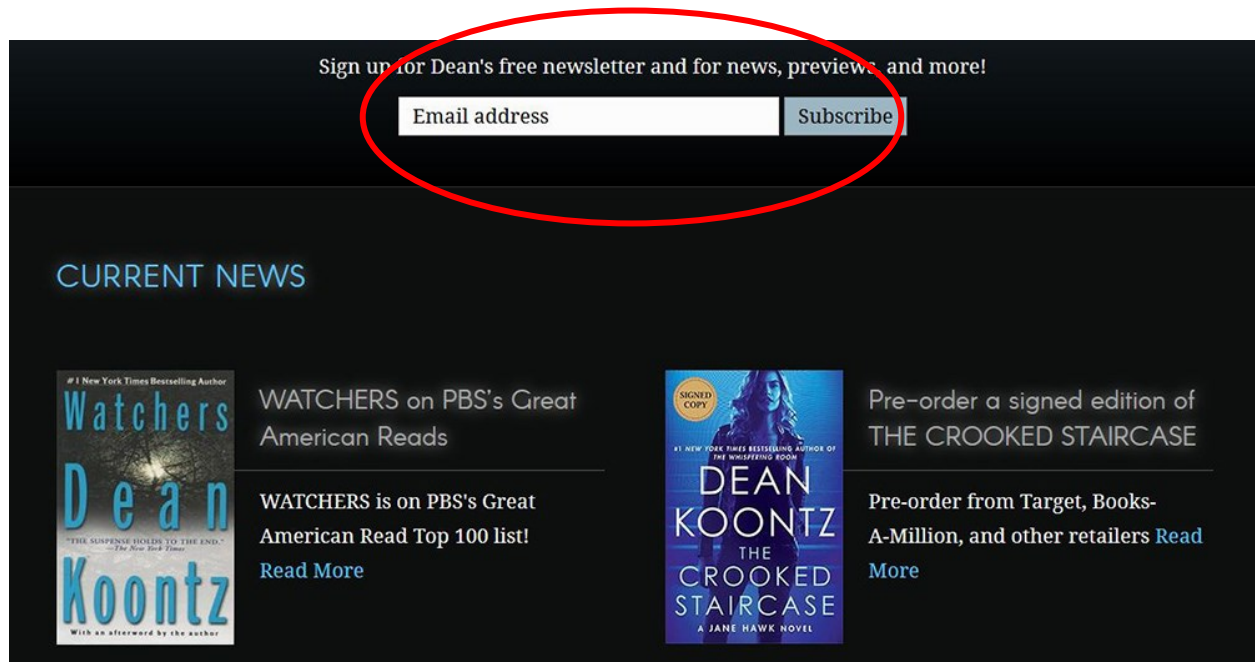
Mailing List

You have probably heard this a hundred times and you will no doubt hear it a hundred times more...BUT...it is true...If you wanna make the big bucks you have to sort out a mailing list.

Let's say you run a free promotion for 5 days on Amazon. You get 10,000 downloads and half of them actually read the book. How do you get these 5,000 readers to find out about your next release?

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That's where the mailing list comes in. If you have a link to sign up at the end of all your books, with a clear incentive for your readers — like a free book, you'll soon build a solid following.



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DAVID BALDACCI

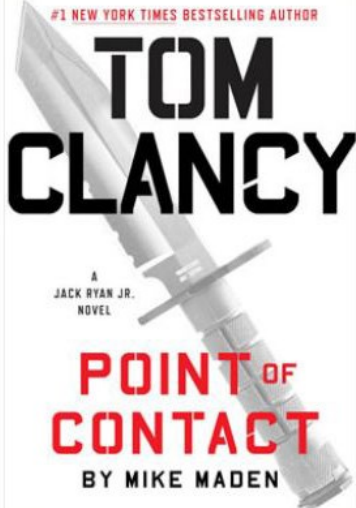
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It does take time but once you begin to build that following but it is well worth the time and effort. With a list of previous customers on hand you will be able to sell your new releases quicker with just one mail out email from you.

Optimized Amazon Product Page

We can't hide from the fact that Amazon will likely represent over 90% of your sales. It is a behemoth in the book sales industry and has built up a reputation of trust so it stands to reason that you would want your books to have an optimized Amazon product page.

- Pick the right categories and add the right keywords.
- Make sure your blurb hooks the reader from the first line.
- Add media reviews and quotes about your book.
- Create an eye-catching book cover.
- Sign up to "Author Central" and complete your author profile and bio.



I just provided some basic information for each of the above marketing channels but there is much more you can do with each. On their own, these three marketing options aren't going to make you rich however; they will dramatically amplify the results of all your marketing actions. They will help you "convert" people browsing Amazon into readers, and readers into lifetime customers.

GIVE AWAY FREE BOOKS!

This is like any other online business, you need two things: traffic, and conversion. You need to turn the traffic LOOKING at your books to the traffic BUYING your books. Turning traffic into customers.

Putting your book out there for free is a great way to get traffic, because you can get 50x more downloads on a book if it is free, compared to if it was even 99c.

So what is the purpose of all those free downloads if you don't get paid?!!

Well, this is the long-term game strategy. Giving your book away for free remains an incredible incentive for a reader to download your book. And while you won't make any money out of that download, if you have the three marketing channels I mentioned above, you should be able to "capture" that reader and add them to your mailing list.

Once there, you can ask them to purchase your next book, leave you a review, tell their friends about your books, etc.

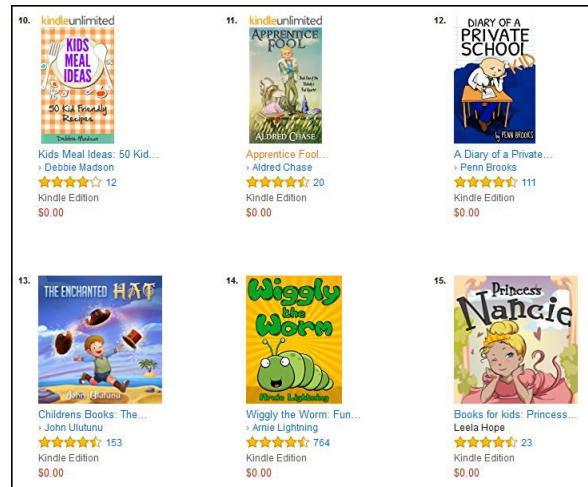
Here are three types of free setups you can create:



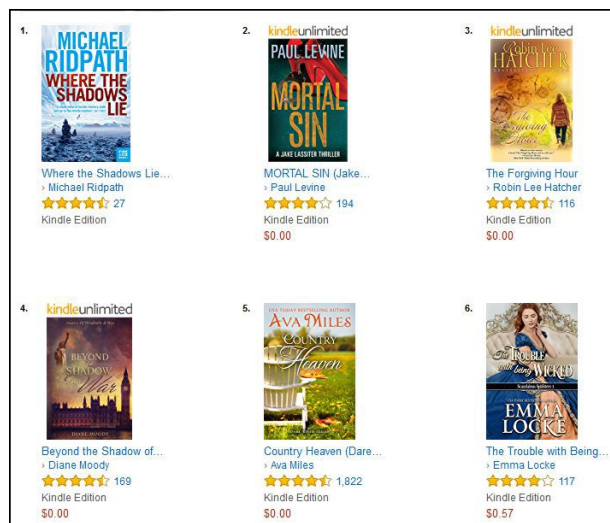
Reader Magnets: You advertise a free item, such as the first 10 pages of your book, on your website and ask readers for their email address so you can send it to them – (See similar examples shown above under the Mailing List title).

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Perma-free Book: This is a book that you keep permanently free on Amazon. The point of keeping your book forever free is because you will get many more downloads on it, and hopefully readers discovering this one will purchase your following books.



Free Amazon KDP Promotion: This will only work if your book is exclusive to Amazon and not sold anywhere else. You can run a free KDP promotion – (Kindle Direct Publishing) - on your book for 5 days every 90 days. Amazon will boost your visibility.



So remember, free is a tool you can use to boost your visibility and drive traffic to your product page, website, and mailing list.

ADDITIONAL MARKETING IDEAS

Above I mentioned the 3 main marketing channels that you **really should** get involved with to help boost your book sales. Here I am going to provide you with additional marketing channels that you can work with too.

These are probably the most popular and are the ones I've seen authors use most successfully. It's up to you to test them and see which ones work best for your book.

Facebook Advertising



user base.

You know, I have never been a fan of Facebook, or Fakebook as I like to call it, with its annoying interface and their nefarious activities behind the scenes but I cannot deny that they have a huge

Facebook's incredibly precise targeting capabilities allow you to reach niche audiences at a very small cost, especially if your advert is relevant to them.

You just use the Facebook tools to identify an audience who will like your book by using researched keywords. You then create an advert to promote your book. Start with \$5 a day and test your audience, copy, image, etc.

Facebook ads can make a huge difference for an author but do take some time and patience to master.

Bookbub



[Bookbub](#) is a big name platform that can give your book a large spike in sales if you advertise within their newsletters. Unfortunately they can be quite expensive and the review process is quite strict.

Here are some criteria you need to meet if you want to give Bookbub a try:

- You are discounting your book for a limited time, or running a “free promotion”.
- Your book has been accepted by their review team.
- You pay for the advert.
- You need at least fifteen 5 star reviews on your book in Amazon.

Their pricing varies depending on your genre and on the price of your discounted book. Advertising a free crime fiction, for example, will cost you \$500. Yeh, not cheap at all but, like Facebook, Bookbub have a massive user base and so can charge these big prices.

In any case, as long as you have a quality book on offer and provide a really good advert you are very likely to earn back every cent you spend on Bookbub. The real challenge is getting your book accepted.

If your book has been rejected by Bookbub, you can try the following platforms instead. They’re both less effective, and less competitive:

- [BookSends](#)
- [BookGorilla](#)
- [The Fussy Librarian](#)
- [Ereader News Today](#)
- [Written Word Media](#)

Giveaways



Something different from what I mentioned above. If you want a mailing list jumpstart to pick up tons of potential customer emails then doing giveaways can be particularly powerful.

This is especially helpful when you don't have a book yet, to build an early mailing list. To do a giveaway all you have to do is find something your audience will be interested in (e.g., signed paperback versions of your book) and offer it as a giveaway.

In order for someone to get their hands on this amazing free giveaway they would have to part with their email address. Not such a big sacrifice for the consumer right? Hence the reason why giveaways can be very powerful options to use.

Two popular giveaway platforms are [Kingsumo](#) and [Rafflecopter](#). Once you have set up your giveaway you can promote it on social media to rapidly collect email addresses. Be careful, though: you will be attracting readers interested in free stuff. One of the downsides to this I guess.

Social Media



Social media has been around for quite some time now and in its early days it used to be a very powerful tool to use for selling books.

It still is powerful...but not as much and does take more effort to see results these days.

Unfortunately these days social media are flooded with “buy my book” messages and other forms of blatant promotion, so “tweeting” won’t sell your book. This doesn’t mean social media can’t work for you, but as I say, it will take some work and patience to build an audience.

That said, some social media can be extremely powerful for specific genres. Pinterest for cookbooks, LinkedIn for business/finance, Facebook for....well...everything, etc.

One social network you should be aware of that is specific to authors and readers is [Goodreads](#). Make sure you set up your profile there and take advantage of their main marketing feature for authors: Goodreads Giveaways.

Whatever channels you choose to pursue, you’re going to need publishing’s most popular retailer: Amazon. Continue reading to learn how to make a retail Goliath work for you.

THE GOLIATH ONLINE RETIALER

As you probably know by now, (unless you've been living in the Antarctic for the past 10 years), Amazon is the #1 search engine for books. One of your main marketing goals should be to get as much "visibility" as possible from Amazon.

This means showing up high on search results for relevant keywords, in genre categories and sub-categories, and on temporary lists, like "Hot New Releases".

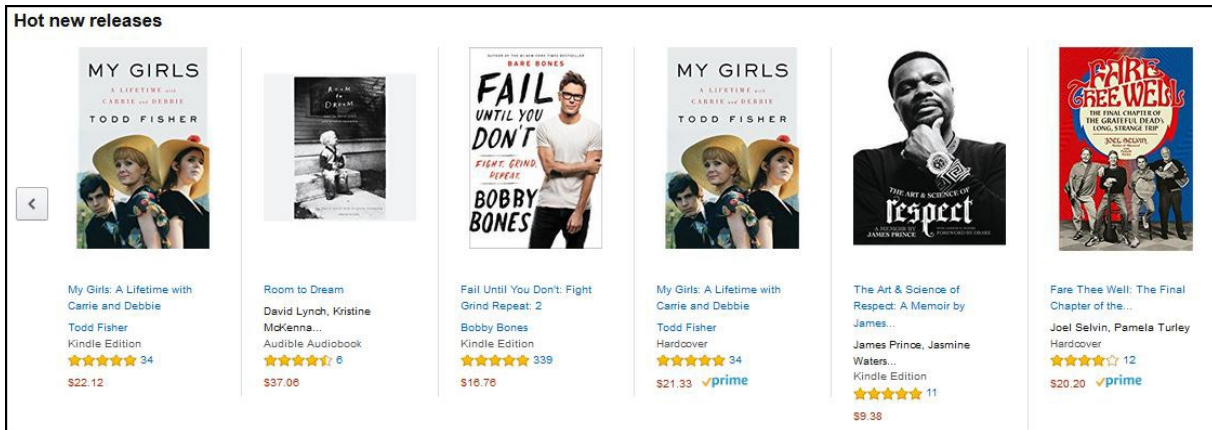


Amazon has a specific algorithm that decides on what books should get the most visibility. Unfortunately no one knows exactly how Amazon's algorithm works; we know it is influenced by 3 main factors, listed here by order of importance:

1. **Daily sales:** Number of times your book gets purchased or downloaded every day.
2. **Reviews:** Number of reviews your book has, and the average number of stars.
3. **Time:** Generally, newly-launched books get more visibility.

That's it...that's pretty much all we have to go on right now...but it's enough. So what can you do to work the algorithm in your favor? First, make sure you get as many sales and reviews as you can during the first week, in order to hit the "Hot New Releases" list.

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You need to be smart with your book's metadata particularly the 2 genre categories you can set for your book. Look for sub-categories where the competition seems scarce (i.e. where the books on the first page have less than 100 reviews). Getting to number one in a niche category will grant you a lot of visibility so it's worth the extra effort to try to get this right.

Through its "[KDP Select](#)" program, Amazon incentivizes you to be "exclusive" to them. That means making your eBook available only on Amazon, (no iBooks, B&N, Kobo, etc.), for a limited time.

In exchange for your 90 days of exclusivity, they'll offer you added visibility and the possibility to run a free book promotion for 5 days. Doing so will make your book appear on the "free eBooks" lists during that time.

Again, this used to be a hugely powerful way to get your book "out there" but over the years with all the Amazon rule changes it has been kind of hit and miss. I personally haven't used this method in years because I prefer to be free to do as I wish with my books rather than be tied down for 90 days.

Don't get me wrong, this is still a good way to get eyes on your books and is certainly a good method for book publishing newbies...just remember not to put all your eggs in one basket!

Finally, if you opt in for KDP Select, your book will also automatically be added to Kindle Unlimited (Amazon's subscription service for readers). Whether you choose to be exclusive or not, please don't try to "cheat" Amazon by enrolling

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in their Select program when your book is still available elsewhere. Amazon will find out and will penalize you...it's just not worth it!

