

A Recipe to Market Your Book

**21 Steps to Book
Marketing Success!**

A free book for
authors!

by M. Carroll

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You can market alone, or you can work together (perhaps remotely) and share ideas and recipes with fellow authors!

a note from Anamcara Press LLC

IN THE COMPANY
OF BOOKS

~ OUR
FRIENDS



Anamcara Press publishes select works and brings writers & artists together in collaborations that serve community and the planet.

CONGRATULATIONS!

You've completed a book! That is a major accomplishment, one that many dream of but few achieve. Now it's time to get to work!



Maureen (Micki) Carroll

M. Carroll is a writer, educator, photographer and graphic designer. She founded Anamcara Press in 2014 with the mission of publishing select works and bringing writers & artists together in collaborations that serve community and the planet.

Carroll has published several books, "The Tree Who Walked Through Time ~ A Tree Identification Story," "A Wyoming Cowboy in Hitler's Germany," "Spiders Dance," "The Raspberry Race," and "Consciousness: An Owner's Manual." Carroll has also published many non-fiction articles & training programs, and blogs about consciousness and community at maureencarroll.com.

Marketing your book is a very different activity from writing. When writing you mostly use your right brain—the hemisphere that is visual and intuitive. Although both hemispheres work together to perform cognitive tasks, it is generally thought that the left hemisphere processes information in a more verbal, analytical manner—better for marketing—while the right part of the brain is more non-verbal & creative.

I personally find writing & marketing to be mutually exclusive because they each require something different from me. Most authors have trouble doing marketing activities comfortably.

However, just as it is necessary to set time aside to write and get those creative juices flowing, it is also necessary to set time aside to promote your book. The goal of this guide is to help you sharpen up your left-hemisphere and get started marketing!

*He who hesitates is lost.
But he who seems lost may simply be wandering.*

MARKET YOUR BOOK!
[HTTPS://ANAMCARA-PRESS.COM/](https://anamcara-press.com/)

Introduction to Marketing

This guide was created for authors as part of our commitment to you and your writing!

Anamcara Press is a small independent publisher that releases fewer than ten select works each year. As a boutique press, we partner with authors to help them achieve their vision and find their audience.

Anamcara Press seeks to publish powerful voices that serve community and the planet. While we publish only a few authors per year, we do offer publishing assistance to independent authors and produce books, articles, blogs, and videos to assist authors everywhere. Whether you are an author or an artist, or both, you need a marketing plan.

Develop Your Marketing Plan

A marketing plan is your blueprint for success. It will guide your book promotion activities. It is also required in order to gain acceptance by the big four bookstores: Costco, Booksamillion, Hudson News, and Barnes & Noble.

These humongous booksellers require sales of 500+ books, an established author platform, and a detailed marketing plan for consideration. This book aims to help you achieve this lofty goal by helping you:

- Establish your author platform
- Create a competitive marketing plan for your book's promotion
- Implement your marketing plan to achieve 500+ sales and entry to a wider audience

*Marketing is no longer about the stuff that you make,
but about the stories you tell.*

- Seth Godin

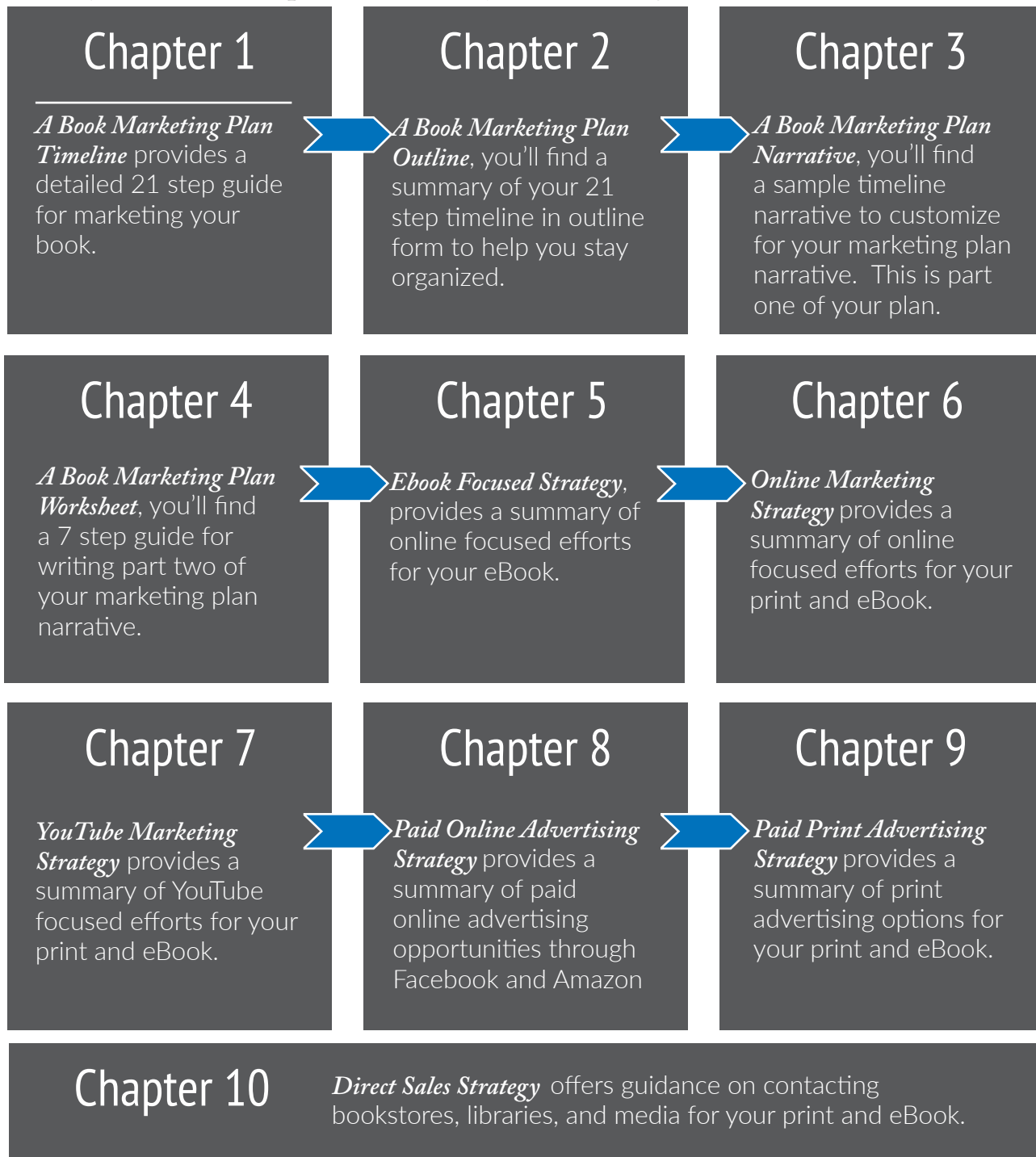
**Opportunity is missed by
most people because it is
dressed in overalls and
looks like work.**

— Thomas Edison

Marketing Guidance in 10 Chapters

What You'll Find in This Book

To help you create effective actions and language for your book marketing plan, this book includes: a 21 step marketing timeline, a marketing plan outline, a marketing plan sample narrative, and a marketing plan worksheet. There are detailed marketing strategies in chapters 5-10, and in the appendix a comprehensive list of resources including: bookstores, libraries, NPR stations, bloggers, reviewers, and more. *You'll also find delicious recipes to share with your marketing team!*



Marketing Plan Timeline

Follow these best practices to help your book succeed. Digest it slowly and take it step-by-step!

21 Step Timeline & Checklist for Marketing Your Book

PART ONE: PREPARE BOOK

1. EDIT & DESIGN—Professional proofread, layout & typographical design of interior & cover

- Select Title (Subtitle)
- Determine Book Size & Format (Hard/Soft/Ebook)
- Photography And Photo Preparation (If Needed)
- Select Interior Chapter Layout And Typographical Design
- Select Cover Design
- Branding

2. WRITE METADATA—Establish keywords & descriptive language (author bio/book hook)

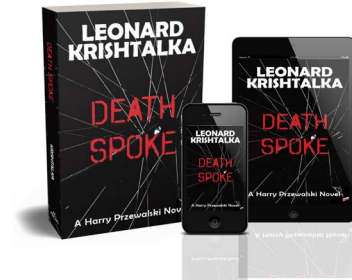
- BLURBS: create 4000 character blurb about the book and author; a short description of 350 words; an even shorter description of 350 characters; and a twitter post of 280 characters or less
- IDENTIFIERS: select three categories to identify book; BISAC Category (Book Industry Standards & Communications category) based on your book's genre; include regions, Author/contributor bio, previous work and publications, affiliations
- KEY WORDS: Google Keyword Planner - adwords account—tools & analytics; <https://adwords.google.com/KeywordPlanner>—click search for new keyword & adgroup ideas; (also title search 10000-100,000); Go to the “Distribute” tab. Click on the description link and scroll down until you see the search keyword box.
- PRICE: determine pricing for all three versions before first upload (cost of book wholesale/retail with 55% discount.)
- RELEASE DATES: select release date (complete book & begin marketing 6+ months earlier)

Media Kit Includes:

- Reviews & Awards
- Publisher Information
- Title
- Mock Up & Representative Graphic
- Author & Illustrator Bio & Pics
- Detailed Description
- Isbn, Format, Price, Page Count, Copyright Year, Trim Size, Illustrations, Age Level (For Kids' Books), Genre
- Table Of Contents And/ Or Sample Text/ Chapter
- Website/Amazon Links

3. ASSIGN ISBN—Distributable ISBN numbers for each format

- Soft
- Hard
- Ebook (Including Ebook, Kobe, Kindle, Etc.)
- Audio Book
- Other (Coloring Book, Puzzle, Etc.)

***Your Book Is Now Ready For Upload For Distribution!***

4. Order Proof Copies To Review

- Review proof copies
- Make needed changes
- Second upload with changes

PART TWO: GATHER PRE-RELEASE REVIEWS OF BOOK

5. SEND ARCs (Advanced Reader Copies—not for sale) TO READERS

- Prep PFD for Advanced Reader Copies (ARCs)
- Send PDF or ARC to friends, informal readers/reviewers
- Add selected reviews to book cover and/or interior (for readers who submit a review)
- Send an email request to review on amazon with link (see sample letters in appendix.)

6. PREPARE STAGE ONE MARKETING MATERIALS FROM METADATA

- Review branding elements
- Create media kit / press release
- Create/update author website
- Create/update author amazon page
- Create/update author goodreads page
- Create a signature at the bottom of your e-mails that points people to the url where they can purchase a copy of your book.
- Create signatures that have the book url at the bottom of any message you post.

7. SEND BOOKS FOR EDITORIAL REVIEWS

- Select editorial reviewers based on book genre
- Order reviewer copies
- Send to reviewers along with Stage One Marketing Materials

(you'll find a list of reviewers in the appendix; always check details as people and addresses change!)

WAIT 3-4 MONTHS FOR REVIEWS

8. PREPARE STAGE TWO MARKETING MATERIALS

- Book release ad for print and web
- Author/book business cards, 3 x 5 cards (or 4 x 6), and review request flyers
- Book landing page (funnel to ecommerce and Amazon)
- Book & author youtube videos
 - 30 seconds - 1 minute ad
 - 3-5 minute informational
 - 15-30 minute in-depth
 - Author Interview (also in writing to provide to media/bloggers as PDF)
- create author-written articles (for print and E-media/bloggers/interviewers)

9. ENGAGE MARKETING PRE-RELEASE PLAN

- plan email advertising campaign/link landing page
- plan social media campaign (join and post regularly four or more):
 - Goodreads
 - YouTube
 - Facebook book/author page
 - LinkedIn announcements
 - Twitter
 - Instagram

10. UPDATE BOOK PRE-RELEASE (potentially after Receiving Reviews)

- add Review blurbs and any final changes
- create eBook and hard cover book from paperback
- assign ISBN's to hard cover and eBook
- pre-release book 2-3 months prior to publication date



11. BEGIN MARKETING AND PROMOTION PRE-RELEASE

- Develop calendar of author events including release date of each version
- Create / share event ads for email and social media based on above events
- Ensure Amazon, Goodreads, Facebook author page activity by adding videos/articles (Share!! *You want to create some buzz before the release!*)
- Send author article/short writings with media kit to organizations/magazines/newspapers/blogs, regional booksellers, and national / international booksellers for book/author event consideration (you'll find a list of bookstores, etc. in the appendix, always check details as people and addresses change!)

12. SET UP AUTHOR EVENTS—Book signings at bookstores & libraries, print & online media interviews and blog interviews

- Event #1 = Release Event—This event helps determine the release date of the book!
- Event #2 = Private Party—Celebrate and reward friends and request Amazon/Goodreads reviews from those who have supported you (this event occurs shortly after or before release event—ensure folks come to public release, too!)
- Event at local library
- Event at local bookstore or other local venue
- Event at bookstores and libraries in cities where author has affiliations. Set up author book signing events / interviews concentrated during a 3-6 month window up to and after the release of book
- Set up on-line author events including blog interviews and Facebook live

PART THREE: RELEASE BOOK

13. ANNOUNCEMENT AND LAUNCH—Get the word out about your book's publication!

- Send notice of book's publication and related event(s) to media
- Send email notice about book's publication and related event(s) to all
- Share on-line ads to social media
- Distribute media kit containing information about book (with blurbs) far and wide
- Arrange a private party for your supporters and encourage attendees to bring their Kindles and Kobos and Nooks to the event so they can download the ebook there and then. Encourage attendees to write a review on amazon or goodreads within 7 days.

14. LIBRARY & BOOKSTORE BOOK RELEASE EVENTS:

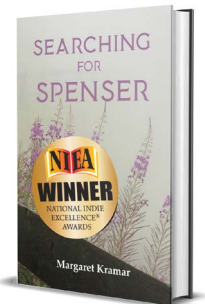
- arrange book signing(s) (advertise each event with press release, email notice, and social media ad)
- work with venue's marketing team to coordinate Social Media Advertising
- distribute mailchimp campaign
- distribute print book release ads for event promotion at pre-selected local venues
- Encourage attendees to write a review on Amazon or Goodreads within 7 days.
- take pictures and video and post on social media after the event

15. BOOK RELEASE ONLINE EVENT:

- arrange online event as guest blogger/podcast
- distribute ads for guest blogger event through social media
- Facebook "Live" presence for Q & A during specific times
- Goodreads/Amazon promotion

PART FOUR: POST RELEASE — 3 year marketing plan

Consider the marketing story of *Elf on the Shelf*—today a phenomenon, but it had a very slow start. Their success came several years after the book launched. They kept marketing and were creative in their efforts. Have you adopted an Elf?



16. SEND BOOKS FOR AWARDS -

- select award organization based on book genre
- order & submit copies as determined by award guidelines (some charge.)
- Send along with Stage One Marketing Materials (*you'll find a list of award organizations in the appendix; always check details as things change!*)

17. CONTINUE TO ARRANGE SPEAKING ENGAGEMENTS & BOOK SIGNINGS

18. IF YOU HAVE A "NICHE MARKET," TARGET THAT MARKET (e.g., A book of poems with environmental emphasis would be pitched to environmental organizations, etc.)

19. PARTICIPATE IN BOOK FAIRS (SELL YOUR BOOKS FROM A BOOTH). (*You'll find a list of fairs & festivals in the appendix.*)

20. PARTICIPATE IN THE AMERICAN LIBRARY ASSOCIATION ANNUAL CONFERENCE

21. CARRY YOUR BOOK & BUSINESS CARD WITH YOU EVERYWHERE!

Recipe for Success!

A delicious recipe to share with your marketing team!

Feed your soul with good friends, feed your writing with good ideas, feed your stomach with good food.

Keep those creative juices flowing!

Check list Party Mix

Ingredients

- 6 cups Chex cereals
- 1 cup nuts of choice (almonds, cashews & pecans preferred!)
- 1 cup bite-sized pretzels
- 1 cup Cheerios
- 1 cup small Freetos
- 1 cup M&Ms
- 6 Tbsp worcestershire sauce
- 2 Tbsp of butter
- 1 tsp garlic powder (or more to taste)
- 1/2 tsp onion powder
- 1 1/2 tsp salt

Combine all dry ingredients except seasonings in a large bowl. Melt butter and add worcestershire sauce and seasonings. Drench dry ingredients with liquid. Slow cook at 225 for at least an hour on baking sheet stirring every 15 minutes. After baking and cooling, add M&Ms.

**Candy the pecans separately and add after, too.*

~ Cathy Martin

Illustrator: *The Tree Who Walked Through Time*

<http://cathymartin4art.com/>



Marketing Plan Outline

An outline of your detailed 21 Step Timeline can be a useful tool for summarizing your intentions and reviewing your progress.

Abbreviated 21 Step Timeline for Marketing Your Book

PART ONE: PREPARE BOOK

1. Prepare soft cover print book, including editing, proof reading, professional layout & typographical design of interior and cover. (After preparing the soft cover, metadata is created & the book is then assigned an ISBN for each format.)
2. Prepare Metadata - detailed information about the author and book
3. Assign an ISBN for each format: soft cover, hard cover with jacket, ebook, and audio book
4. Order proof copies to review

PART TWO: GATHER PRE-RELEASE REVIEWS OF BOOK

5. Send ARCs to readers
6. Prepare stage one marketing materials including: media kit / press release; create/update author website; create/update author Amazon page; create/update author Goodreads page; create a signature at the bottom of author e-mails that points people to book sales page
7. Send book for editorial reviews
8. Prepare stage two marketing materials including: book release ad for print & web; author/book business cards & review request flyers; book landing page (funnel to AC Press e commerce & Amazon); book & author YouTube promotional videos;
9. Plan email advertising campaign (using combined contacts of publisher/author) & link landing page; and plan social media campaign.
10. Update Book Prior To Release. Add Review blurbs/Awards & any final changes

11. Prepare Stage three marketing materials including: calendar of author events; event ads for email and social media; Amazon, Goodreads, Facebook author page presence; author article/short writings published in organizational newsletters/magazines/newspapers/blogs

12. Set up author events

PART THREE: RELEASE BOOK

13. Announcement & launch

14. Library/bookstore author signings

15. Online author release events

PART FOUR: POST-RELEASE—3 year strategy

16. Send published book for relevant awards in its genre

17. Arrange speaking engagements at book stores, special interest groups, or organizations

18. Find “niche market,” target that market (e.g., a book of poems with environmental emphasis would be pitched to environmental organizations, etc.)

19. Participate in book fairs (sell your books from a booth). (find a list of fairs & festivals in the appendix)

20. Participate at the American Library Association annual conferences

21. Carry book & business card and distribute regularly

Marketing Plan Narrative

Customizable Sample Narrative

Create a marketing Narrative from your 21 Step Timeline

Customize the following timeline narrative to reflect your marketing activities to date, and what you plan to do in the future.

To Whom it May Concern:

The author has a 21 step marketing plan for BOOK by AUTHOR, (please see accompanying media kit.)

BOOK marketing plan includes the release of editions in soft cover, hard cover with jacket, ebook, and audio book. We have already accomplished successful book release events, and we continue to contact local & regional bookstores for interest in author events and stocking this engaging, LITERARY TRADE NOVEL.

In addition to designing each format of the book, the author developed a comprehensive marketing plan utilizing specific strategies and tactics.

The author has created and followed a timeline and calendar that addressed each

segment of the marketing plan. The author developed a pre-release strategy that focused on gaining editorial reviews and promoting the book for maximum exposure prior to publication.

The author developed a post-release strategy that focused on promoting the book to local, regional, and national bookstores and libraries; showing the book at the annual American Library Association Book Fair and other trade shows & book fairs; and submitting the book to appropriate book award opportunities throughout the year.

We have identified the book's and author's target audience and branded both the author and the book accordingly, implementing the branding across all platforms and websites. We've also branded promotional materials prepared from carefully selected metadata, including a media kit/press release, and advertisements for social media and print.

We have established a social media platform to communicate effectively with and grow the book's target audience both pre and post-release.

In addition to the author's website, we've created a landing page for the book and YouTube videos shared by the author on their website, and posted on social media sites.

We also plan to make the book available to international publishers looking to purchase foreign language rights.

Sincerely,
Author

This narrative is only part one of your two part marketing plan narrative. Read and complete the following worksheet—what you write on the worksheet will become part two of your finished written marketing plan.

Jot down your ideas & have some fun with it!

Recipe for Success!

A delicious recipe to share with your marketing team!

Feed your soul with good friends, feed your writing with good ideas, feed your stomach with good food.

Keep those creative juices flowing!

Marketing Mozzarella Salad

Ingredients

- 2 Tbsp balsamic vinegar
- 1 Tbsp olive oil
- 3 mini Persian cucumbers, sliced
- 10-11 cherry tomatoes sliced
- 4-5 Bocconcini small balls of mozzarella cheese, sliced
- Sea salt and freshly cracked pepper to taste

Combine the balsamic vinegar and olive oil together; mix well. Combine the cucumbers, tomatoes, and mozzarella cheese together in a bowl. Season with sea salt and freshly cracked pepper, to taste. Drizzle the top of the salad with the balsamic vinaigrette on top. Serve. Enjoy.

~ Tess Banion

Author: *A Parting Glass - a novel*

Producer of *Garden City* and *I, Too, Sing America: Langston Hughes Unfurled*. <http://tessbanion.com/>



**Don't tell me the moon is
shining; show me the glint
of light on broken glass.**

— Anton Chekhov

Marketing Plan Worksheet

Set Intentions and Determine Tactics & Strategies

Your Book Marketing Plan Assignments

Marketing ain't easy!" they say. That's why Anamcara Press provides structure and guidance to help authors understand marketing best-practices, and to implement an effective marketing plan, including a written plan to send to book retailers.

In Section I (below) you'll find a detailed description of your seven assignments:

- Gain an Edge
- Find an Audience
- Set Intentions
- Develop Strategies
- Determine Tactics
- Set a Budget
- Establish a Timeline

Consider each carefully and use Section I to guide your answers in Section II.

In Section II you'll fill in the worksheet with your responses for each of the seven assignments. Your completed worksheet—your answers—will become the most important part of your marketing plan.

In Section III you'll turn your worksheet answers into a narrative. The language you provide on the worksheet will be added to the summarized timeline from Chapter 3 to create your complete marketing plan narrative. Don't sweat it if it's not perfect! Getting started is the most important thing.

Section I: Seven Assignments

1. *Gaining An Edge*

- *You're special!* In one or two paragraphs, describe who you are. What makes you you? You are, in fact, marketing yourself! Describe the highlights of your life, your achievements, your dreams and wishes in Section II below. What organizations are you affiliated with? Where do you donate your time/money? What authors do you follow or books do you read? What makes you tick? What are your tics!?

Play this game: Name one thing you might say about yourself to others in public; one thing a friend might say about you to others; and one thing a stranger might note about you. •

- *Your book is special!* In one or two paragraphs, describe what makes your book different from the competition. What makes it marketable? And what makes you marketable as its author? Do you have unique credentials? Describe them.

2. *Finding Your Target Audience*

Who will buy the book? What media outlets do they read, watch, or listen to? If you want to reach “married women with no children and a household income greater than \$50,000,” say so. The more focused you are, the more likely you are to reach the right audience—those folks who will enjoy your book.

Points to consider when seeking your audience:

- What are the demographics of your ideal readers (age, gender, education, location, etc.)?
- Are there other groups of potential buyers you should target (such as a children's author targeting teachers and parents rather than just trying to appeal to their target readers)?
- What are the primary needs of your target market (and how does your book satisfy those needs)?
- What factors and emotions are likely to influence buying decisions within your target market? You'll want your marketing messages to appeal to those things.

- In what ways, places, or media are your target buyers going to be easiest to reach? (For example, books about grief marketed to *Guidepost* magazine readers, or books about war marketed to veterans.)
- How are authors of similar books describing and promoting their books?

3. Setting Marketing Intentions

An intention is a broad statement of direction that is determined by your needs, wants, and desires. In this case, your intentions are related to marketing your book. With good intentions in place, you can look at each marketing strategy and ask, “Does this step help me achieve my intention?” If the answer isn’t “yes,” the tactic should be removed from the plan. Intentions are broad but well-defined. They help you stay focused and headed in the right direction.

Sample book marketing intentions.

I intend:

- to develop a fan base that will lead to increased sales of more books in my series.
- to generate book sales through increased visibility in city business journals coast-to-coast. <https://www.bizjournals.com/>
- to develop relationships with organizations that will post ads in their newsletters about my book.
- to use social media to market my book.
- to find online and actual bookclubs to read my book.
- to use book publicity to generate paid speaking & guest blogging engagements.
- to help position me as an expert in a way that will generate more book sales.

Now create your own!

4. *Developing a Strategy*

A strategy is your over-arching approach to promoting your book. It's a "big picture" view that summarizes the thinking behind your efforts. What's your strategy for getting exposure for your book? Record it with a bullet point or two.

Here are a few strategy examples to get you thinking:

- To generate pre-release buzz I'll distribute free copies with requests for reviews, and give free copies to people who influence my target audience.
- To focus on public speaking because I sell more books after people hear me speak.
- To do as much marketing online as possible because I'm shy and uncomfortable doing interviews or in-person events.

Your strategy will set the stage for your tactics selection.

5. *Determining Tactics*

Tactics are the actual steps of your plan. The tactics are the actions you will take to get exposure for your book.

In general, tactics vary from book to book—and should be customized—but the following tactics are used for all books published by Anamcara Press:

1. Getting pre-publication endorsements (blurbs) or editorial reviews
2. Seeking reader reviews
3. Writing carefully chosen book metadata
4. Writing and distributing a book announcement/press release to print & online media
5. Writing and distributing media kit
6. Creating an author website
7. Creating a landing page for your book
8. Creating an Amazon author page
9. Creating an author Facebook page
10. Creating a Goodreads author page
11. Scheduling book release author events
12. Engaging social media by posting and tweeting pre and post-release

An author's platform should be established before the book release, and is required by most bookstores & libraries before scheduling an author event.

After the book's release, creative marketing really becomes important. (Books are typically marketed for three years or more.) Here are more tactics:

- Creating author-written articles based on the book's keywords for media/bloggers/interviewers
- Posting excerpts or teasers
- Creating YouTube videos
- Using Facebook advertising
- Creating a Facebook Live Event
- Using Linked In advertising
- Using Twitter & Instagram effectively
- Creating a Facebook group
- Doing podcast interviews
- Pursuing local, regional, or national media attention
- Writing bylined articles for trade magazines
- Pitching article ideas to the press
- Doing radio interviews
- Blogging as a guest blogger and/or on your website
- Going on a virtual book tour
- Scheduling speaking engagements
- Attending book fairs & festivals
- Seeking awards in book's genre (typically within 1 year of book's release)

Tactics are the tangibles. Selecting the right tactics will help you achieve your intentions. To select the right tactics, ask yourself, "What do I need to do to make my intentions happen?"

Think in terms of specific activities, such as "Write an article for a publication that caters to my target audience," or "Identify influencers on my topic and contact them about writing a pre or post-publication endorsement," or "Use twitter to gain attention for my book's main character."

6. Setting a Budget

When you've finished your list of tactics, consider costs (if any) prioritize your tactics based on value/expense. Implement the tactics you can afford. If your budget is limited, select those you believe will provide the most bang for your buck.

7. Timeline

A timeline will help you manage the strategies and tactics included in your plan. For example, if you want to get pre-publication endorsements, make sure you send requests 3-4 months prior to the books' publication date so that you can add any received to the book's cover and sales page. Planning a virtual book tour? Start building relationships with key bloggers at least six months before your publication date. Review the sample timeline in the first chapter of this book to help develop your book's timeline. *See Chapter 1.*

Pulling It All Together

Once you've reviewed and customized your Author Timeline and completed the Marketing Plan Worksheet, then you're ready to write your book's Marketing Plan Narrative. That narrative can help you get accepted by more book sellers.

Section II: MARKETING PLAN WORKSHEET

Incorporate your strategies & tactics—and all deadlines—into a daily calendar to guide your actions and help you achieve your intentions.

Get started now by completing Section II below.

Complete This Worksheet & Create Language for Your Book Marketing Plan

I know you just wrote a book, and sometimes the tedious task of developing marketing initiatives can feel unnecessary or even futile, but it is the most important first step!

On the next few pages, describe how you will:

1. Gain an Edge
2. Find an Audience
3. Set Intentions
4. Develop Strategy
5. Determine Tactics
6. Set a Budget
7. Follow a Timeline

Directions:

- First, read the assignment descriptions given above in Section I. Let them simmer.
- Second, free-write your responses below—jot down everything you can think of—bullet points are fine! Later you can organize and edit your writing. Get started now:

1. Gain an Edge

I will gain an edge by...

2. Find an Audience

Audience 1 _____

Audience 2 _____

Audience 3 _____

3. Set Intentions

Intention 1 _____

Intention 2 _____

Intention 3 _____

4. Develop Strategy

My over-arching approach to marketing is . . .

5. Determine Tactics

Tactic 1: _____

Tactic 2: _____

Tactic 3: _____

Tactic 4: _____

Tactic 5: _____

Tactic 6: _____

6. Set Budget

Initial costs: \$ _____

7. Follow Timeline

Customize the Marketing Plan Timeline from Chapter 1 to fit your book.

Section III: PUTTING IT ALL TOGETHER

Now that you've completed this worksheet & created some language to add to your book's marketing plan, it's time to turn that language from bullet points into paragraphs. The summarized narrative you create below is then added to the Timeline narrative from chapter 3 to create a complete marketing plan.

Use the space below to write your marketing plan from the 7 assignments:



**A professional writer is an
amateur who didn't quit.**

— Richard Bach

MARKETING QUESTIONNAIRE

1. PRACTICE YOUR PITCH: write a 3 sentence elevator pitch about your book.



2. IMAGINE YOUR READER: describe your reader with 15 keywords:

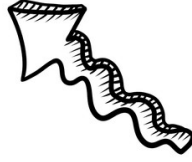
3. FIND YOUR READERS: where do they go? what do they do?

4. MAP YOUR ROUTE: list your marketing activities so far and where you're headed:

MAP YOUR ROUTE!



Readers Paradise



COLLABORATION

- Author cooperative
 - write reviews
 - share ideas
- Writing organizations
 - ([SF writers of America](#))

PUBLICATIONS

Magazines & blogs
genre specific:

- Guideposts
- Cosmo
- Nature



BOOK PROMOTERS

- Goodreads
- Bookbub



ORGANIZATIONS

- Schools
- Libraries
- Bookstores
 - hospitals
 - Historical
 - Gardens



SOCIAL MEDIA

Content & Links

- Join
- Share
- follow



ADVOCACY GROUPS

by topic

- Alcohol
- Disability
- Veterans



AUTHOR PLATFORM

Content & Links

- Blog
- Share
- follow

You are here

X



MARKETING ACTIVITIES WORKSHEET

Determine Author's Competence & Commitment

SERVICE	MARKETING ACTIVITY	AUTHOR NEEDS NO ASSISTANCE	AUTHOR NEEDS ASSISTANCE
Design & Branding	The most crucial step is the design of the interior and cover of the book. (AC Press does in-house interior and cover design; Chicago Manual of Style followed.)		
Marketing A	Develop metadata: Create Tagline, BISAC Category (Book Industry Standards & Communications category) based on book's genre, Keywords, Book Description, etc.		
Marketing B	Apply marketing metadata		
Marketing C	Author website creation		
Marketing D	Amazon Author Central page		
Marketing E	Webpage on publisher website dedicated to author/book		
Marketing F	Landing Page for Book		
Marketing G	Branded Press Release / media kit, business cards & 4 X 6 book info cards, and Ads for print & for facebook & other social media		
	Press Release - you print yourself		
	Business cards & 4 X 6 cards with your book's details and cover		
	Print and social Media ads (are distributed via email/online)		
Marketing H	Distribute advance reader copies (ARCs) for editorial reviewers		
Marketing I	Social media marketing		
Advertising	Distribute Ads for facebook and other social media pre-release		

MARKETING ACTIVITIES WORKSHEET, cont.

SERVICE	MARKETING ACTIVITY	AUTHOR NEEDS NO ASSISTANCE	AUTHOR NEEDS ASSISTANCE
Promotion 1	Set up events prior to book's release		
Promotion 2	Contact local and regional booksellers, and national / international booksellers on behalf of book pre-release.		
Promotion 3	Contact local and regional booksellers, and national / international booksellers on behalf of book post-release.		
Promotion 4	Contact local/regional media (radio/TV) on behalf of book pre-release		
Promotion 5	Contact local/regional media (radio/TV) on behalf of book post-release		
Promotion 6	Present book at trade shows and book fairs (e.g. the American Library Association annual conference, etc.)		
Promotion 7	Arrange author signings at events and book fairs (e.g. at the ALA conference)		
Promotion 8	Explore retail placement services to get books into big 4 bookstores		
3rd party Promotion	NetGalley reviews and promotions		
3rd party Promotion	Other paid reviews & promotions		

Once you determine what you can do yourself to market your book, and have reviewed those activities that might require assistance, then you can prioritize what you need assistance with and budget help.

WRITE A MEDIA PITCH

Media & Blog Touring

Put on your scarf and don your gloves, it's time for an internet tour! Approaching editors, reporters, bloggers, TV and radio producers, and talk show hosts is a daunting task—but who better than you to explain what you have to *offer to their audience*? Get ready for a virtual book tour!

Your media kit (sometimes called a press release) is a concise way to provide the most important information about your book on a single printable page to bookstores & libraries. However, it conveys too little information to be helpful for bloggers and interviewers. A better way to pitch the book to those who might interview you and help promote your book is to send what they can actually use on their show/blog immediately.

Media Pitch Writing Guide:

Write a media pitch for your book:

1. Write a short sample article focusing on ONE keyword from your book description.

SAMPLE KEYWORDS: (e.g.) **addiction; drugs; soldiers; Vietnam War; heroin; trauma**

- For a newspaper, write a short news story, or a list of tips that address a problem relevant to your book and the selected keyword.
 - For TV and radio, briefly describe the topic you can address in an interview and what you will contribute.
2. Write a few paragraphs introducing yourself and your interest in speaking/being interviewed to send with the article above. Mention any expertise you have in addition to writing your book.
 3. Tell media representatives what you have to *offer their audiences*!

Take time to research bloggers and interviewers. What topics does a particular reporter write about? Which editors are in charge of what areas? The more you consider and adjust your article and cover letter to this individual, the better your chances of getting their attention. Are all of the publication's columns and articles staff-written, or do they publish content contributed by readers and free-lancers? Offer to write an author guest-post or submit your article to magazines that accept freelance articles.

Greatest Reach for Your Efforts

Is it more effective to build an audience of 10,000 followers in order to increase book sales, or will encouraging 10 influencers to tell 1,000 of *their* followers to buy your book give better results?

Obviously, you'll get exposure to 10,000 readers faster with the assistance of 10 influencers. Also, the influencer might have more persuasive power to convince others to buy your book than you. An author can only say, "Please buy my new book!" so many times, then an author need to:

- reach out to bloggers
- offer to write a guest blog
- promote other authors and blogs
- comment on other's blog posts
- go on a "blog/media tour"
- join an open submission blogging platform like [open salon](https://www.salon.com/2008/08/11/open_salon/) (https://www.salon.com/2008/08/11/open_salon/)
- network
- keep being creative!

**A nickel ain't worth
a dime anymore.**

— Yogi Berra

BEWARE!

Writers make three main marketing mistakes:

1. First, we get the goal wrong. Author's often fail to consider their target audience when writing. But authorship requires readership.
2. Second, we go it alone. Writing is a loner activity, and writers are often independent sorts. Joining a writing group or author's cooperative can help—it is like having a companion on the writing trail.
3. Third, we fail to plan ahead. Like a hiker, you need your writer's backpack filled with useful stuff—both physical and metaphorical—to reach the summit of writing for readers. Those tools include a solid author platform to stand on, a publishing route mapped out, companion authors, knowledge of the obstacles and how to overcome them, and a clear vision of the audience you intend to reach.

From: *A Good Climb*— read the full article here: <https://anamcara-press.com/traveling-in-books-without-cars/>

Watch out for rip-offs!

1. “We’ll put your book on display” at a conference or book fair. Only \$500.
This service is not worth your money. You’d be better off to pay for a table (usually about \$150- 300) and transportation to the conference and sell your book yourself! While it is great to have your book displayed at a book fair, if you’re not there to push it and/or the book is not represented in a catalog, it is practically invisible among the many others on display.
2. “We’ll publicize your book” by developing your promotional materials. Only \$5,000.
This usually means creating the metadata that you have worked so hard already to develop if you’ve followed the steps in this book. Services offered are typically what you see listed above in the 21 steps. (Some publicists will offer media marketing—a service that promises a guaranteed number of appearances or interviews. That service is not listed above, and might be valuable.)
3. “We’ll develop your website and social media platform.” Only \$4,999 or \$250 a month forever.
While an author platform that includes a website and social media presence is necessary, spending 4K is not! Hire a kid instead. I recently had a salesman push a \$250 per month website subscription at me. Just say no. You’ve got this!

Authors need to consider the most effective marketing tasks—and their budget—before investing time or money. We need to develop good marketing habits, and also beware of those who would scam us!

Recipe for Success!

A delicious recipe to share with your marketing team!

Feed your soul with good friends, feed your writing with good ideas, feed your stomach with good food. Keep those creative juices flowing!

Worksheet Gluten-Free Sheetcake

Ingredients

1 1/4 cups brown rice flour
 1 cup almond flour
 3/4 cups maple syrup
 2 teaspoons baking powder
 1/2 teaspoon baking soda
 1/4 teaspoon salt
 1/4 cup softened butter
 1 cup almond milk
 1/4 cup butter canola oil
 3 large eggs
 1 1/2 teaspoons vanilla extract
 buttercream frosting



Preheat oven to 350 degrees F. Grease a 9x13-inch pan

Whisk together dry ingredients salt in a large bowl. Blend softened butter and maple syrup. Mix, on medium speed, until butter is incorporated.

Add the milk, oil, egg yolks, and vanilla extract. Mix until batter is smooth and fluffy, about one minute. Beat egg whites until stiff and fold in last.

Spread batter evenly into greased pan. Bake until a cake tester inserted in the center comes out clean, about 30 minutes. Frost cooled cake with your buttercream frosting.

~ M Carroll

Author: *Photographer, Paratrooper, POW: A Wyoming Cowboy in Hitler's Germany*
<https://maurencarroll.com/>

EBook Focused Strategy

Tried and True eBook Strategies to Review

The best strategies are the ones that work for you! What does your time and budget allow? Now that you've carefully reviewed seven concepts of marketing yourself and your book, and detailed your marketing timeline, you're ready for deeper consideration of book sales strategies.

EBooks are less expensive, and often easier for folks to read and carry than print books. An eBook focused strategy can increase initial Amazon and Goodreads reviews, and thereby sales. For Indie books, the eBook is usually released at the same time as the paperback. You can pre-release both print and eBook on Amazon to increase notice & gather both sales and reviews after the release date. Here's an example strategy:

EBook Focused Strategy



1

Email list & Netgalley Pre-Release

- Ask people on your email list to be “first readers” of your new book.
- Prior to publication upload your book to NetGalley, a community where librarians, bloggers, educators, booksellers and media can read your book for potential reviews and recommendations. <https://www.netgalley.com/>



2

Book Bloggers Pre and Post-Release

- [the Indie View](http://www.theindieview.com/indie-reviewers/) - awesome list of reviewers, organized by genre (<http://www.theindieview.com/indie-reviewers/>)
- [The Book Blogger List](http://bookbloggerlist.com/) - free directory of book reviewers, organized by genre (<http://bookbloggerlist.com/>)



3

Discount Review Sites Post Release

STEP ONE:

- Bookbub
- Freebooksy
- ENT
- RobinReads
- Fussy Librarian
- My Book Cave
- more listed on page 36 with links

GET REVIEWS FOR YOUR EBOOK PRE-RELEASE

Your mission is to gain fifty legitimate Amazon reviews in six weeks. That, dear Author, is a big goal, and for most authors unattainable. Focus on getting 10 reviews, as this is the threshold where most paid promo sites allow you to advertise. Be brave and persistent and follow these 10 steps:

1. **Grow thick skin.** Honest reviews can be painful. Use feedback wisely. Try to dismiss mean or overly-picky feedback, and contemplate constructive criticism as this will help you hone your writing skills.
2. **Send your print or eBook to editorial reviewers.** You'll need to send out your book three to four months before launch. Include a cover letter and your book's media kit. Follow the reviewers posted guidelines regarding how many copies to send in the desired format, in the required time-frame. Make sure you include a self-addressed stamped envelop, and don't expect the print copies of your book to be returned. *See list of editorial reviewers in the appendix.*
3. **Ask the people on your email list to be your book's first readers.** Explain the importance of their feedback—even though they're amateurs—and include a review form for them to fill out. Don't incentivize people in any way; this is against the rules. Just ask nicely in a newsletter or include the request as a "PS" at the bottom of your emails with the subject line "Can You Do Me a Favor?"
4. **Amateur reviewers fall into three categories:** (1) silent - they will give you no feedback. Never mind. (2) editors - they will offer editing advice and find types. Thank them. (3) reviewers - these are people that will give you honest feedback about the content of your book. Listen to them.
5. **After getting feedback from your email list, select favorable comments to sprinkle on your website, and some even inside your book!** Seek permission from the blurb's authors, and request that they put their comments (review) on Amazon or Goodreads on the date of the book's release.
6. **On the release date, send a reminder email to Amateur-reviewers to leave their comments on Amazon & Goodreads.** Only those who have spent a specified, minimum amount on Amazon's site, and are not deemed by Amazon to be "close friends or relatives" may successfully leave reviews. Because of Amazon's strict review policy, close friends and colleagues (and Facebook friends) may not be able to leave a review on Amazon for your book.
7. **Ask those unable to leave reviews on Amazon to leave their review on Goodreads, and other reader websites.** The feedback readers give to the author is valuable even if they are not able to leave a review.
8. **Reminder email.** Wait 3 days and send out a reminder email. In this email thank everyone who has left a review and thank people in advance who haven't posted yet.
9. **Final Call:** Similar to the previous email, reminding people the book is live and is ready for a review.
10. **Don't forget to add your eBook's URL to your email signature, to your social media sites, and to your website!**

Sample Message For Editorial Reviewers:

Subject: Book Title by Author

Dear Editor, Describe your book in 1-2 sentences. Provide information about your book in the form of a Media Kit. Provide a link to your website/book page, and 1-2 sentences about you as the author. Finally, provide them with a copy of your eBook or PDF for possible review if you're sending an email (check the reviewers requirements), or send them the requisite number of paperback books with printed cover letter and media kit, and stamped self-addressed envelop.

Sample Message For Amateur Reviewers:

Subject: Can you do me a favor?

Dear Name of person, Describe your book in 1-2 sentences and ask them if they'd be willing to read your book and give you some feedback about it. Ask if they want to receive a PDF, e-book, or paperback to read and review. Give them a deadline.

Paid Reviews

There are services that offer unbiased editorial book reviews for a fee. The most well-known is Kirkus Reviews. From their website: *"Kirkus has been a premiere marketing vehicle for the top publishing houses in America, reviewing their books and building early buzz for new releases. Its robust audience of both consumers and industry professionals, spanning from librarians and booksellers to publishers and film executives, has been as instrumental in drawing attention to debut authors as it has been in launching major bestsellers."*

● [Kirkus Reviews \(https://www.kirkusreviews.com/\)](https://www.kirkusreviews.com/)

A Kirkus review may be placed on your website, on your book cover, and in your metadata. However, it is not an Amazon review. There are paid review services that will find reviewers who will review (legitimately) on Amazon. They do this for a fee, but it is not the same as buying reviews for your book which violates Amazon's review policy. Amazon has taken action against thousands of sites that were selling incentivized reviews (e.g. *I'll give you a book or \$ if you'll leave a review*), and removed those reviews from author's book pages. Real review services can find reviewers for your book without incurring Amazon's wrath. The most influential site is *NetGalley*.

NetGalley

NetGalley can be used both pre- and post-publication. Around 500,000 reviewers, bloggers, librarians, booksellers, educators, and media professionals worldwide use the site to discover new books, make buying decisions and leave feedback for publishers and authors. You can list your book and hope readers find it, but you will get lots more reviewers if you have a plan to promote your book.

NetGalley has a marketing program, and a widget you can place on your website. You can email your contact list or reach out to book bloggers with a link to your book (many book bloggers are registered members of NetGalley).

To put a book on NetGalley, authors first need to complete a contract and submit payment. Authors can select from the basic six-month listing option, and the Marketing-Plus-Title listing which includes placement in the NetGalley Newsletter.

Here is a link to an informational NetGalley video: <https://www.youtube.com/watch?v=ZE5OJ5LY67U>

Other Paid Review Sites

Here is a list of paid review sites that offer an opportunity for honest reviews for your book. You aren't purchasing reviews per se, instead, these sites play matchmaker between authors and prospective reviewers—matching your book with interested, unbiased reviewers who request a review copy of your book based on the cover, blurb, and genre.

- [City Book Review \(https://citybookreview.com/\)](https://citybookreview.com/)
- [Hidden Gems \(https://www.hiddengemsbooks.com/\)](https://www.hiddengemsbooks.com/)
- [KO's Stuffed Shelf \(https://stuffedshelf.com/\)](https://stuffedshelf.com/)
- [Library Thing \(https://www.librarything.com/\)](https://www.librarything.com/)
- [Vine Reviews \(https://www.amazon.com/gp/vine/help\)](https://www.amazon.com/gp/vine/help). Vine Reviews accepts up to 30 reviews for your Amazon book page. The author may *not* contact reviewers, unlike NetGalley which has no limit and encourages authors to communicate with reviewers.

OFFER PROMOTIONAL DISCOUNTS POST-RELEASE

Use Kirkus, your email list, and NetGalley pre-release. Post-release, use book bloggers and eBook discounted marketing websites, and book promotion discount sites to increase Amazon & Goodreads reviews & sales.

Set a budget for book promotions before you begin. Use the following list to get started; book promotion sites are organized from most to least worthwhile. Be prepared to sell your book for free or \$0.99. Never do this at launch, only post-release.

Most sites list books by genre (e.g. fantasy or mystery), they often don't list sub-genres. If your book doesn't fit neatly into a specified genre, be aware this can mess with Amazon's algorithms.

Offer your post-release eBook for \$0.99 for the first promotional event. Six months (or more) later, run another promotional event offering the book for free. This process allows you to target a different subscriber base each time.

If you don't want to schedule your own book promotions, you can hire a service (for a fee) to take on this important marketing task for you.

- Book Rank: submits your book for you to sites of your choosing

(<https://www.book-rank.com/>)

Three Rules

There are three rules to follow when using paid promotional sites:

- Use them for book releases or to support BookBubs/Kindle Countdown Deals for books post-release.
- Use multiple sites for short periods of time. Combine this with other marketing tools like your email list, newsletter, and paid ads.
- Don't use the same service more than once every six months. Wait a year before using a site for the same book again. This does not apply to Bookbub—but they'll only run the same book once every six months, anyway.

The goal is to find the happy-place on Amazon's Algorithms. You want sales in adequate numbers (many per week) for a long enough period (several weeks) for the algorithms to activate and start recommending the book to the rest of the Amazon world. To achieve this, use many sites, at least on the final two days of your promotion efforts in order to achieve maximum impact.

eBOOK DISCOUNTED PROMOTION WEBSITES

<u>BOOKBUB</u>	https://www.bookbub.com/partners	(price varies): BookBub beats every site on this list by many orders of magnitude.
<u>FREEBOOKSY</u>	https://www.freebooksy.com/	(\$50 – \$100): the best site for free books outside of BookBub
<u>ENT</u>	http://www.ereadernewstoday.com/	(\$35 – \$60)
<u>ROBINREADS</u>	https://robinreads.com/	(\$30 – \$85)
<u>FUSSY LIBRARIAN</u>	https://www.thefussylibrarian.com/	(\$10 – \$30): account required
<u>MY BOOK CAVE</u>	https://mybookcave.com/	(\$15): account required
<u>BARGAIN BOOKSY</u>	https://www.bargainbooksy.com/	(\$25 – \$80): FreeBooksy's sister site for paid books; not nearly as powerful, but still solid
<u>BOOK BARBARIAN & BOOK ADRENALINE</u>	https://bookbarbarian.com/ https://bookadrenaline.com/	(\$35 – \$55): SF/Fantasy only & related site for thrillers/mysteries.
<u>BOOKBUZZ</u>	http://bookbuzz.net/30-day-blitz-on-30-websites-blogs-newsletters/	Book promos and NetGalley
<u>BOOKGORILLA</u>	https://www.bookgorilla.com/	a daily email service that informs readers about quality ebooks at great prices

- *pricing current as of the publication of this book.*

Recipe for Success!

A delicious recipe to share with your marketing team!

Feed your soul with good friends, feed your writing with good ideas, feed your stomach with good food.

Keep those creative juices flowing!

Co-Author Cherry Upside Down Cake

Ingredients

- 1 Yellow Cake Mix (and ingredients to make batter as directed on box)
- 1 Can Cherry Filling
- 1 Tsp. Almond Flavoring
- 1/4 Cup Margarine
- 3/4 Cup Brown Sugar

Coat a bundt pan with a cooking spray like Pam
Melt margarine and stir in brown sugar
Add almond flavoring to cherry pie filling and add
Pour into the bundt pan

Make cake batter according to directions on box and pour over cherry mixture in bundt pan

Use a knife to cut through batter once

Bake according to cake directions on box, checking for doneness by inserting a toothpick into the cake to ensure it comes out clean.

Let cool in the pan for 30 minutes and then invert onto a plate.

Enjoy!

~ Vicki Julian

Author: *Simple Things to Make This World a Better Place*, and contributor to the *Chicken Soup for the Soul* Series

<http://www.vickijulian.com/>



Online Marketing Plan of Action

A written marketing plan for your book is the first step in reaching your target audience. The next step is putting that plan into action.

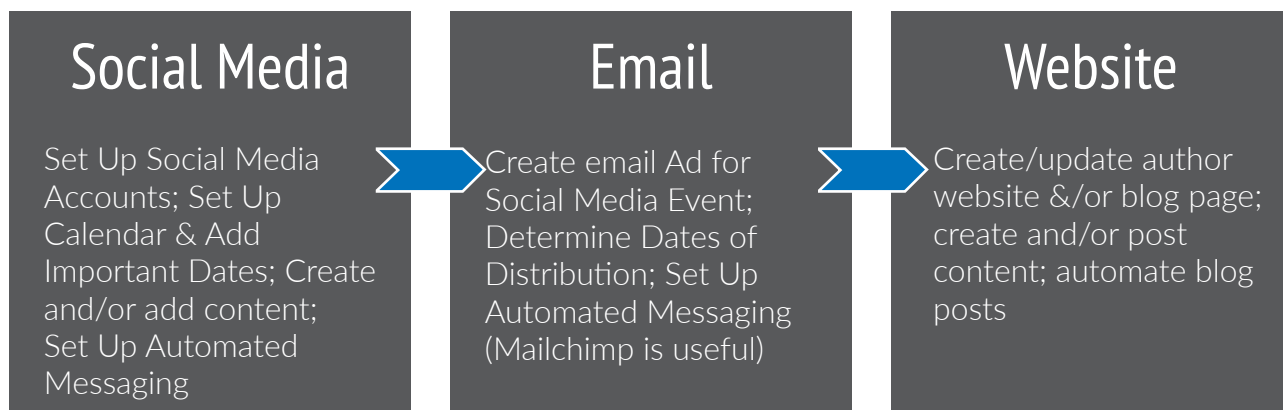
NEXT STEPS: Creating Good Marketing Habits

You've completed a your written marketing plan for your book. That is a major accomplishment, one that many dream of but few achieve. Now it's time to get to work on activating that plan.

Marketing your book needs to become habitual, something you do routinely like brushing your teeth.

Automation helps to make the task easier, however, someone still has to create that content and send that tweet! You can choose to do your own social media marketing with zero assistance because you're an expert. Or a social media manager can provide regular assistance to get the message out about your book and create events. Or something in-between.

What is your level of assistance needed with the following:



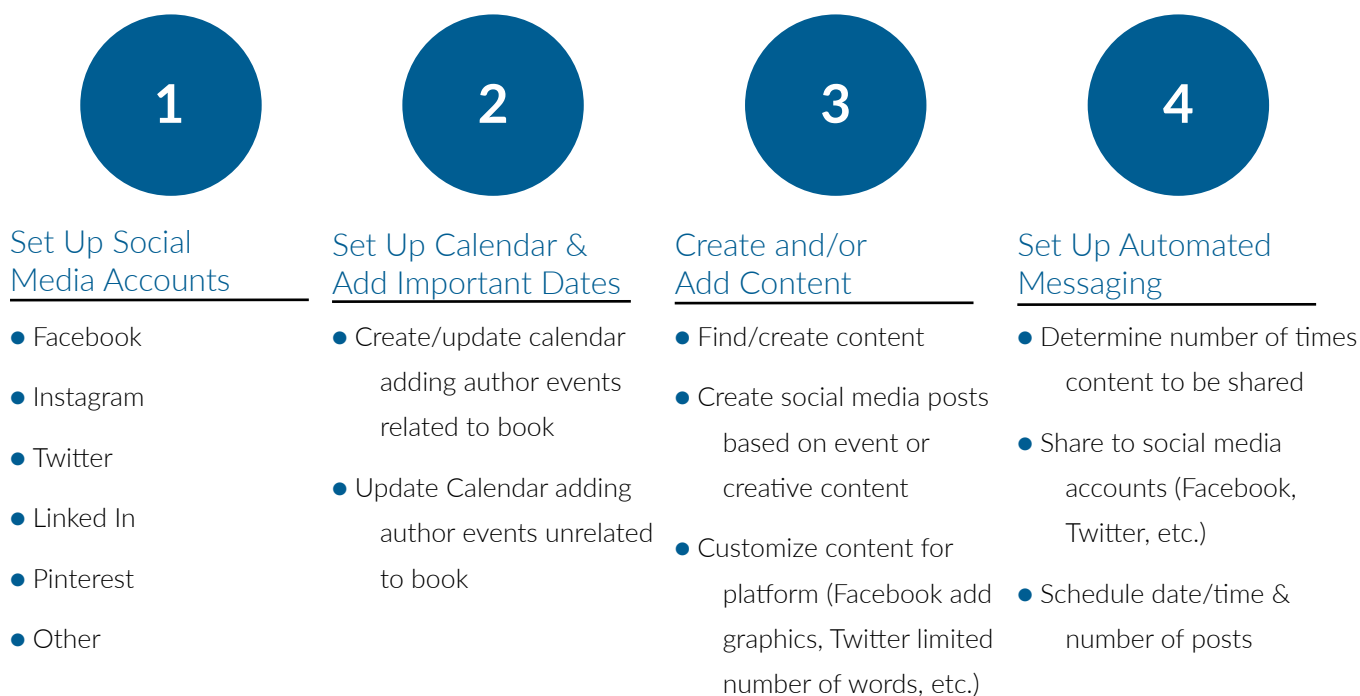
4 Social Media Marketing Strategies to Share

Social Media Marketing

The best strategies are the ones that work for you! What does your time and budget allow? Now that you've reviewed good marketing habits, it's time to get started on the most important and impactful strategy for marketing your book: *social media marketing*.

Social media marketing steps 1 through 4, below, are interwoven. After your accounts for Facebook, Twitter, Linked In, and Instagram, etc. are established, then your calendar is set up & dates are selected for posting. Posts about physical, in-person events are scheduled and repeated 2-3 times, *this is where automation is handy*. Software services like Mailchimp can help you create & automate email and social media posts. There are other automation software programs including *Buffer & Sprout* that you can add to your website if you prefer. *The important thing is to post regularly in order to build your audience!*

Social Media Marketing Steps



Select the level of assistance you'll need with the following:

Getting your book's social media marketing in shape is a challenging task! There is assistance available to help authors complete social media and marketing tasks, including setting up social media accounts, setting up a calendar of important dates, and automating social media messaging to get the word out.

There are 2 important tasks you need to do every week (preferably twice per week!)

- create content for your platform (your platform includes your website & social media accounts)
- Post on your website & social media

Social media posting and blogging are things you need to make habitual. Do yourself, or seek assistance with the following tasks:

- determine best social media accounts to sign up for
- sign up for accounts
- automate account postings through software
- create inspiring posts relevant to your book's marketing strategies and branding
- create automated, regular blog postings

Readers love to put quotes on Twitter and Facebook so give them little bites of wisdom from your book, or interesting tidbits about characters that they can easily share with their friends.

A little buzz goes a long way. Active authors gain fans. If you're not active, folks don't know about you or your book. With a gazillion books available on Amazon today, keeping active on social media, collecting Amazon & Goodreads reviews, and continuing to write and blog are the most effective ways to spend your book-marketing time.

3 Email Marketing Strategies to Engage In

Email Marketing

Email marketing continues to be an important strategy in your marketing plan. We all read email messages most everyday. Creating attention-grabbing headlines and memorable content is key to making email marketing work for your book sales.

In general, email messaging should be distributed far less frequently than social media postings, and be more news focused. However, email messages should be regular and targeted (as much as possible.) Email postings will typically be about book publication and event dates, as well as calls to action—*like please leave a review!*

Email marketing includes creating email ads for events, determining dates of distribution, and setting up automated email messaging to get the word out. When you have important announcements, your message should be emailed to your list. Make sure you include a link to your book, and a request for them to leave a review of your book on the book review site of their choice. Add a PS at the end asking them to share the email with friends.

Email Marketing Steps



1

Create Email Ad for Social Media or Physical Event

- Determine audience
- Add content
- Create ad



2

Determine Dates of Distribution

- Events related to book - 3x prior & 1 x after event
- Book fairs & festivals where book will be displayed - 3x prior
- Author events unrelated to book



3

Set Up Automated Messaging

- Automate distribution of advertisements based on calendar of events

**Persistence can look a lot
like stupid.
— Kristen Lamb,
Are You There Blog? It's
Me, Writer**

3 Blogging Strategies to Brag About

Website Marketing

Web site marketing is the base requirement for any marketing plan. It is the first thing that pops up when people search your name (hopefully), and can communicate and share your message. Just as your eyes are the window to your soul, your website is the window to your authorship. When you blog you let others get to know you as an author. Fans appreciate getting to know authors personally. Bottom line: create a website & get to blogging!

Complete the following website marketing tasks: create your author website blog page; determine your blogging schedule; set up automated blogs to get the word out about your writing. *Keep in mind you can blog on websites other than your own!*

Blogging Steps



1

Create Author Website Blog Page

- Create website
- Create blog page
- Set up seo
- Set up categories
- Add keywords



2

Create Blog Content

- Create content
- *Create blogs about all events*
- Create blogs about all book fairs & festivals author attends
- Create blogs about author events unrelated to book



3

Determine Blogging Schedule & Set Up Automated Blogs

- Schedule blog date/time
- Spread out to keep content consistent and regular
- Add in the extra one now and again for the element of surprise!

Recipe for Success!

A delicious recipe to share with your marketing team!

Feed your soul with good friends, feed your writing with good ideas, feed your stomach with good food. Keep those creative juices flowing!

Ebook Deviled Eggs

Ingredients

12 large free-range eggs
4 tbsp mayonnaise
1–2 tsp mustard
1 tsp salt
¼ paprika, plus extra for sprinkling
few drops Tabasco
2 tbsp olive oil
2–3 tbsp water
2 tsp finely chopped chives

Bring some water to the boil and add the eggs, returning the water to boil. Boil for 1 minute, then turn the heat off and leave the eggs to stand in the pan for 12 minutes. Cool, and rinse in cold water for peeling ease.

Pop the yolks out into a bowl and add the mayonnaise, a teaspoon of English mustard, the salt and paprika to the egg yolks, and shake a few drops of Tabasco on top. Mash with a fork, then add the oil and blend until smooth. It will be very thick. Stir in as much of the water as needed for consistency.

Fill egg whites and sprinkle with paprika and chopped chives.

~ M Carroll

Author: Spiders Dance

<https://maureencarroll.com/>



YouTube Marketing

3 YouTube Strategies to Adopt

You've written a book, created a website & blog page, and created an author page on Amazon & Goodreads. You've set up social media accounts on Instagram, Facebook, Twitter, and others. You're blogging and posting about things related to your book (and your writing & projects in general.) Email messages are flying with announcements about your book's release and post-release events. Keep smiling. It's time for a YouTube video!

Short, shorter, and shortest YouTube videos are a great way to get your book noticed. Longer, informational videos that are focused on one or more of your books keywords can also be great marketing tools. Just as writing short articles based on your keywords can help market you to bloggers and other interviewers, YouTube videos can introduce your book to a wider audience.

YouTube Marketing Steps



1

Write Content

- Prior to filming, spend some time considering the content of your YouTube video. Write for a listener rather than a reader.
- Practice your introduction and book description language outloud.
- Get feedback from others



2

Create Videos

- 90 second promo
- 3 minute promo
- 15-20 minute instructional video—what will they learn?



3

Sprinkle YouTube Videos Across Social Media

- Add video to Website
- Amazon author page
- Share on Facebook
- Share on other social media sites
- Email video to email list

Recipe for Success!

A delicious recipe to share with your marketing team!

Feed your soul with good friends, feed your writing with good ideas, feed your stomach with good food. Keep those creative juices flowing!

NetGalley Spicy Navy & Spinach Bean Soup

Ingredients:

1 Medium size Onion
 ½ lb Spinach
 1 Green Bell Pepper
 1 Medium size Onion
 ½ lb Spinach
 2 cups Navy beans
 1 cup of black beans rinsed off
 2 15 oz cans Habanero diced tomatoes
 1 Red Bell Pepper
 32 oz of water or chicken broth



In large pan pour in Water or chicken broth heat on stove in medium high temperature.

Drain and rinse Navy and Black Beans the put in pan with liquid bring to boil slowly.

Cut Onion into wedges put in pan.

Slice Peppers in thin long strips put in pan.

Pour in Habanero diced tomatoes.

Once liquid is boiling place the Spinach in and slow boil for 6 minutes and serve.

Makes twelve servings.

~ Perry Shepard

Author: *The Hero Versus Me & Monkey Jo*

<https://perryshepard.com/>

Paid Online Advertising

Much of online advertising is free for the sharing, but paid advertising has a place in your marketing plan, too.

Facebook, Amazon, Online Rags

You've shared your Facebook posts, but only some of your friends interacted. That's because only some of your friends saw the post in their feed. In fact, it may not have posted to their feed at all!

Facebook uses algorithms to behind-the-scenes, electronically guide posts to interested users. Many have tried to crack the code. Unless you're some wiz of a programmer, it's probably easier and more effective to pay for Facebook marketing.

Amazon paid ads also have a role in helping to place your book in front of prospective readers when they are searching for something similar (but don't know about your book yet.)

Your book sales may also benefit from ads placed in online magazines who target readers in general and/or your book's topic specifically.

Facebook Paid Ads

- Boost your posts

Amazon Paid Ads

- Create ads for Amazon

Online Rags Paid Ads

- Create ads for print & online magazines

Share Wider with Facebook Ads

Facebook Paid Advertising

Complete the following Facebook marketing tasks: create an author page and Facebook advertisements, determine posting schedule, and set up automated posts to get the word out.

Posts can be created in Mailchimp and customized for each social media platform. Once a post is shared to a Facebook page, any author can share the ad to their own Facebook page. Authors can help each other out by sharing each other's posts! Once posted, the post can be boosted for a fee charged by Facebook. This will enable your post to reach a wider audience.

Facebook is set up to let you post paid ads through your Facebook Author page. First you'll need to select a budget and determine how long the ad will run. When running paid ads it's best to track your results.

Facebook Advertising Steps



1

Create Facebook Ads

- Follow Facebook ad Guidelines
- Post ads on the right day/time
- Track ads results



2

Share Facebook Ads

- Share ads in relevant Facebook groups
- Start your own Facebook group; share



3

Practice Good Karma

- Share other author's Facebook ads & spread the word about other author's books you love!
- You're more noticed on FB the more you like & share!

Create More Buzz with Amazon Ads

Amazon Paid Advertising

Amazon is set up to let you post paid ads through your Amazon Author page. First you'll need to select a budget and determine how long the ad will run. When running paid ads it's best to track your results.

Authors can benefit by setting up Amazon ads and develop branded advertising on the Amazon platform. Consider the following when running paid ads on Amazon:

Amazon Advertising Steps



1

Keywords

- Gather 300 relevant keywords
- Look at similar book's keywords
- Do a synonym search



2

Use Small Budgets

- Modest bids in multiple campaigns are most effective
- Under \$10 per day
- Be patient—it may take two weeks for a sale to register



3

Get Creative!

- Clicks but no sales means the ad is attracting the wrong people. Double check the relevance of your keywords
- No clicks means campaign is not resonating. It may not be the ad, however, as Amazon can be erratic. With two identical ads one may skyrocket and the other fizzle. Run new ad.

Recipe for Success!

A delicious recipe to share with your marketing team!

Feed your soul with good friends, feed your writing with good ideas, feed your stomach with good food. Keep those creative juices flowing!

Headway Hummus

Ingredients:

2 cans chickpeas, drain and save the liquid

1/4 cup tahini

1/4 cup lemon juice

2 cloves garlic minced or pressed

1/2 tsp cumin powder

1/2 tsp salt

parsley for garnish

Place the chickpeas, tahini, lemon, garlic, cumin, and salt in a blender or food processor. Blend until smooth, adding additional lemon juice as needed for consistency. Season to taste and garnish with parsley, olive oil, and olives as desired. Serve with pita bread or crackers.

Margaret Kramar

Author: *Searching for Spenser*

<http://www.margaretkramar.com/>



Paid Print Advertising

Much of print advertising is costly, but paid advertising has a place in your marketing plan, too.

Is Print Advertising Dead?

In spite of social media, we still meet face to face and interact in person and up close most every day. We exchange greetings, and other things, like more information about each other on business cards and flyers. Print advertising isn't dead—it's just kind of sleepy compared to social media advertising.

There are ways that print advertising rivals online advertising. For example, print advertising allows three or more points of contact with a prospective buyer: when they receive the print material (you hand them your card), later when they pick it up again after putting it in a bag, wallet, or pocket (“Oh, yeah. Sam has a book out”), and potentially again before they toss it in the trash or go online to order your book! With email and social media there is usually just one point of contact—they see your post right before they delete the message or search for you/your book online. Another way print rivals online advertising is by the connection with *you!* They remember your smile, or the conversation that led up to receiving your card.

Book Business Cards

- Carry them everywhere and give them out freely!

Book/Author 3X5 Cards

- Give at events to those who express interest but don't buy then.
- Leave at local businesses.

Print Rags Paid Ads

- Find magazines relevant to your genre
- Write articles for the magazine's audience
- See sample ad below

Sample Print Ad

“Margaret Kramar’s memoir is a testament to the pain and beauty of parenthood—and the vulnerability it requires.” —Laura Moriarty, best selling author of *The Chaperone*, and *American Heart*.

ISBN-13: 978-1-941237-18-2 \$16.95



Parenting can be a struggle; especially parenting a disabled child. In this flawlessly written memoir, Kramar describes championing her son, diagnosed with Sotos syndrome, through his short life. She examines the experience of loving and losing a child and reminds us that there is a way forward through the grief. Kramar’s memoir offers guidance, wisdom and inspiration. An amazing story of redemption and hope.

“This book is a reminder that living with a most difficult and painful thing gives us choices. Making the right one makes all the difference. Margaret Kramar has written this story for all the right reasons. And no matter who you are, you will find yourself in these pages.”

—MARYEMMA GRAHAM, UNIVERSITY OF KANSAS DISTINGUISHED PROFESSOR & FOUNDER/DIRECTOR, PROJECT ON THE HISTORY OF BLACK WRITING

BIOGRAPHY/AUTOBIOGRAPHY
DISABILITIES/PHYSICAL CHALLENGES
FAMILY CARE/PARENTING

WINNER OF THE NATIONAL INDIE EXCELLENCE AWARD 2019

Margaret Kramar is an educator and taught English at the University of Kansas where she completed her PhD in the areas of modernism, autobiography and disability studies. Kramar’s creative nonfiction has most recently appeared in *Joy Interrupted: An Anthology on Motherhood and Loss* and *Echoes from the Prairie*. <http://www.margaretkramar.com/>



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Direct Sales

Sell Yourself and Your Book Directly

Direct sales marketing requires you to really put yourself out there. Are you willing to sell your book directly to strangers? Will you carry your book and 3 x 5 card with your book's information everywhere? Will you call bookstores on behalf of your book? That's direct sales.

Cold calls are a hard task for most authors. Calling bookstores and libraries is time consuming and ego-deflating. While some authors are steeled for the task, others may prefer to hire out cold-calling to an expert to help get their book presented to libraries and bookstores.

Begin locally, then broaden your efforts; contact bookstores, libraries, and media outlets to get the word out about you and your book. *You'll find a list of bookstores, libraries, and media in the appendix.*

Note: your book must have a distributable ISBN (International Standard Book Number) in order to market your book to bookstores and libraries.

Direct Sales Steps



1

Contact Bookstores

- Review list of bookstores
- Select relevant bookstores
- Contact event manager



2

Contact Libraries

- Review list of libraries
- Select relevant libraries
- Contact acquisitions manager
- Contact event manager



3

Contact Media (TV/radio, magazines, bookclubs)

- Determine contact information
- Contact appropriate person
- Follow their procedures for setting up interviews

Recipe for Success!

A delicious recipe to share with your marketing team!

Feed your soul with good friends, feed your writing with good ideas, feed your stomach with good food. Keep those creative juices flowing!

Pre-Launch Chili Pie

- 1 package pre-made pie crust
- 2 cups colby jack cheese shredded
- 1 oz can diced green chili drained
- 1/4 tsp chili powder
- 1 cup salsa

Allow crust to thaw. Heat oven to 450 unfold one crust onto ungreased cookie sheet. Sprinkle cheese over crust within 1/2 inch of edges. Sprinkle with green chilies. Unfold remaining crust. Place over the other and pinch the edges together. Generously prick the top with fork. Sprinkle with chili powder.

Bake at 450 for 10-15 minutes until golden brown. Let stand 5 minutes. Cut into wedges. Serve with salsa.

~ Mishea Obiji

Author / Illustrator: *The Secret of the Magic Crystal*

<https://objiart.com/>

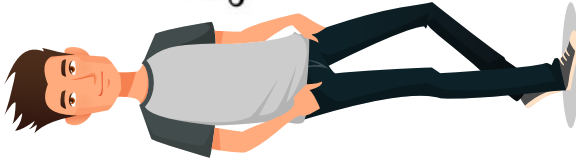


MARKET YOUR BOOK!
[HTTPS://ANAMCARA-PRESS.COM/](https://anancara-press.com/)

Oh, no! Joe, your library is empty of content!



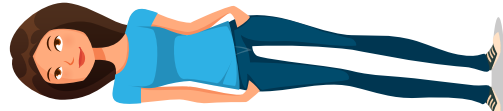
I wonder what Micki is talking about.



Your campaign folder is empty, too. But I think I can help.



Your library is where you store your pictures and words

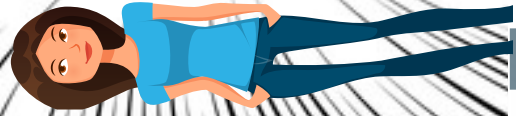


What kind of library? What content?



What's a campaign?

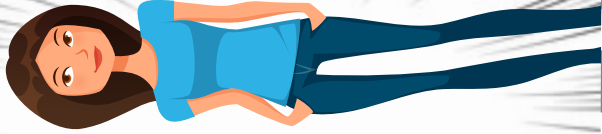
Your pictures & words are your content. You use content to create ad campaigns. Kim can help you.



That's right! I can create campaigns & schedule posts for your events!



An event is anything of interest having to do with you or your book.



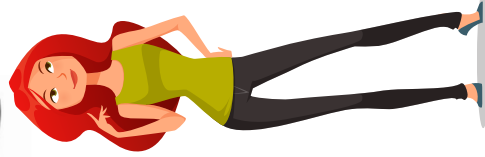
I only have one event coming up...



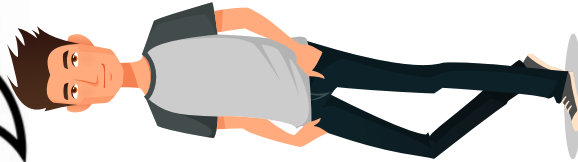
You only have one physical event, but there are lots of things you could talk about to engage your audience.



You can send me pictures from your phone!

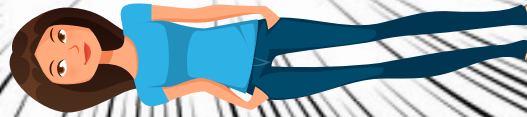


Why? What would you do with them?



Kim can use relevant images you send her to create social media ads.

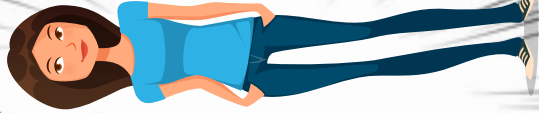
Or she can find content for you, if you'd like!



I love to create content! I can send you ideas to consider.



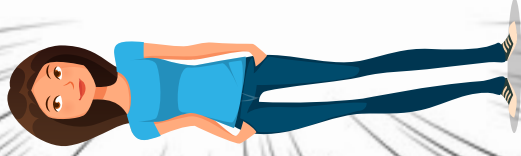
Kim can post your ad on Instagram & Facebook,



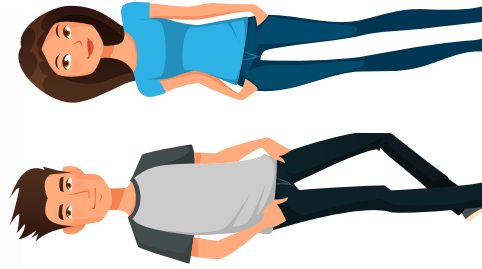
I post on Facebook & Tweet sometimes.



She'll run an ad campaign and schedule posts regularly.



Can't I just tweet myself?

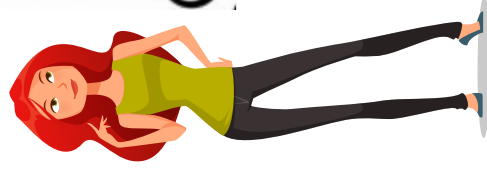


You can. But you need to do it regularly & schedule tweets when you're busy, too.



Kim can even track the results of your campaigns.

Sam engaged with more readers after we started posting regularly about his main character's interests.



It sounds like a whole lot of work. What's the point?



Posting regularly can help you find & engage with your audience.



Mary got more Amazon reviews after we posted several Linked-In articles about her book's main topic.



If your "friends" and followers haven't increased, who have you added to your audience?



OK. I get it. I need to post on social media and tell people about my book.



You can only post pictures of your book & say "it's here!" a few times. Then you need to get creative.



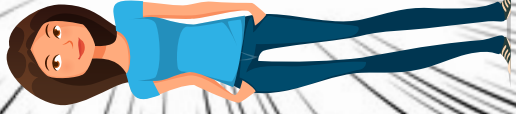
YOUR



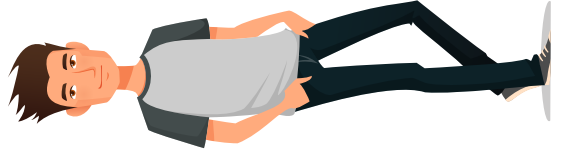
What am I s'posed to talk about on social media?



The story of YOU!
Why you wrote your book & what you're doing now.
Use the keywords you wrote for your book.



So, I can create my own content & post, or Kim can create content and post for me?

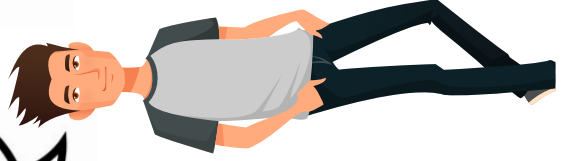


Yes. And it's a lot easier to set up events if folks see you are active.

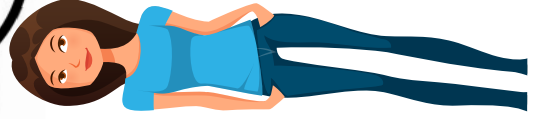


You mean, if I post more on social media...

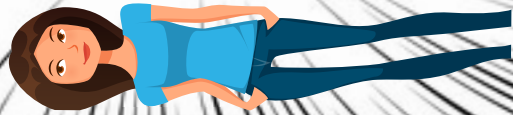
I'll get more events?



That's right!
There are lists of places you can call in this marketing book.



If you don't feel comfortable, or have enough time to make cold-calls, Kim will do it for you!



That's right! I'm happy to contact bookstores, libraries, and media to set up interviews & events.

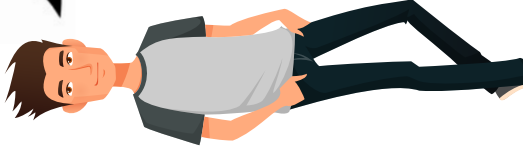


Together you'll create regular postings & fill up your calendar.

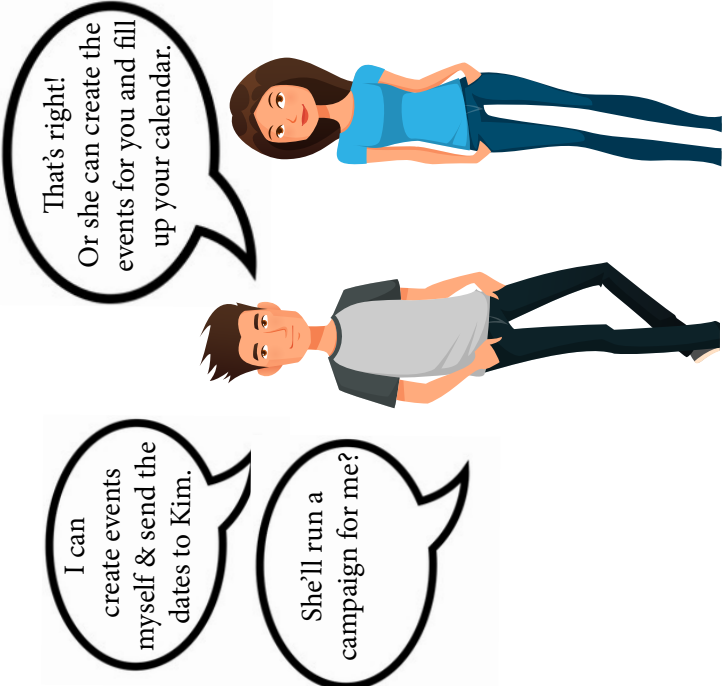
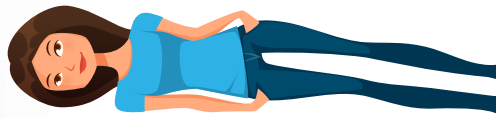


I can create events myself & send the dates to Kim.

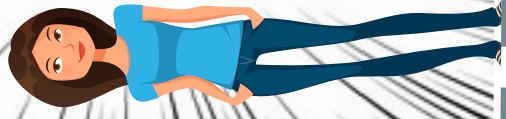
She'll run a campaign for me?



That's right! Or she can create the events for you and fill up your calendar.



Call Kim when you're going out of town, or will be unable to create content & post.



Or when you just need some inspiration! I'm happy to get the word out about your book.



Count Down!

Prepare for your book's launch

You've completed your marketing worksheet & drafted your book's marketing plan. You've learned the difference between editorial and amateur reviewers, slogged through social media marketing strategies and email strategies. You've practiced your pitch, defined your target audience, and mapped your marketing route. You've written a media kit and have ideas of where to send it.

You've also taken a hard look at yourself and assessed your competence and commitment to marketing and determined where you need help. You know the importance of blogging and developing good social media marketing habits overall. You're now ready to prepare for your book's launch. Congratulations!

Launch Steps



1

3 - 6 Months in Advance

- Build your author platform including website and book landing page.
- Submit your book for editorial review.
- Contact organizations to schedule launch events and plan your book tour.
- Contact media & bloggers for interviews or hire a PR firm.

(PR firms listed in the appendix)



2

1 - 3 Months in Advance

- Complete your book's description page and author profile on Amazon
- Use NetGalley to get reviews.
- Join Goodreads and get active.
- Send two promotional emails per week to your email list with book snippets & excerpts.
- Speak in public and/or conduct live videos on Facebook, Livestream, etc.



3

Launch Week

- Begin your book tour, including local book signings, or public speaking events.
- Continue to send promotional emails weekly to your email list with book snippets and teasers.

Resources

Follow up on your marketing knowledge

This little book is just an appetizer! Marketing is a big, broad, deep, and ever changing subject that could be studied for years! Most authors would rather leave marketing to the experts, but selling our books requires gaining at least some basic understanding of how and why marketing works. That's why there are additional marketing resources for authors in the appendix of this book.

Marketing strategies and tactics change all of the time. We live in a changing world with changing technology. Since the beginning of the 21st Century we have seen the advent of GPS, social networking, the touch screen, mobile operating systems, artificial hearts, and YouTube!

It's not like marketing your book isn't daunting enough. Once you figure out some strategy—"Hey! I can do this Facebook thing!"—then the technology changes and you get to learn something new. It's not all bad news—this technology changin' thing can keep us agile in the noggin. There is other good news in the form of helpful resources to give you a place to start. You'll find them in the appendix along with lists of bookstores, libraries, media, bloggers, and more. Read on!

Authors are Awesome!

Thank you for being an author!

Our world needs interpretation today more than ever. As an author you join a group of highly-valued interpreters of reality. Whether you write fiction or non-fiction, your vision may change the vision of many others!

At Amamcara Press we appreciate all of the hard work and time that goes into writing your book(s). We value the expertise you've gleaned—up to and in the process of writing—and want to help you showcase your book and knowledge. All of the steps provided in this marketing guide are meant to help you get and stay excited about the marketing process. The baby is born; let's introduce her to the world!

We hope you have enjoyed your free copy of *A Recipe to Market Your Book*. Please order the complete copy at your favorite bookseller. Or visit: [Anamcara Press \(https://anamcara-press.com/\)](https://anamcara-press.com/)

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