

BOOK PROMOTION GUIDE

One Page Overview



Without the 'write' approach, promoting your book can feel like more investment and sacrifice than required to write it. We have found that the reason most authors struggle with book sales is because they do not have a consistent, strategic outreach plan to execute. This one-page overview highlights the recommendations found in our full "Book Promotion Guide." These proven ideas will help you customize a promotion plan that works! Not every recommendation may be applicable for you, but open your mind to new possibilities markets ... and book sales!

1. Set Specific Sales Goals & Schedule Time

- Be specific, realistic, & practical
- Schedule your outreach efforts
- On your own or hire support?

2. Build Your Lists

- Target markets – who needs to know?
- Individuals, organizations, & associations
- Provide incentives to build your list
- Develop contact capture system/follow up

3. Soft Release Before Hard Launch

- Strategic outreach
- Soft is not available to masses yet
- Hard launch is promoted everywhere

4. Introductory and Special Pricing

- Benchmark other similar genres
- Pre-order, introductory, & seasonal pricing
- Kindle Countdown & Promo Days

5. Host a Book Launch Party

- Autographed copies, readings, & testimonials
- Invitation only & RSVP
- Food, venue, environment, & sales

6. Reviews & Testimonials

- Obtain testimonials through your list
- Strategies to maximize Amazon reviews
- Include these in book

7. Free Advertising Opportunities

- Alma Mater
- Newspapers, magazines, radio, etc.
- Organizations you're involved in
- Radio interviews, book trailers, Media Kit
- Speak about your book
- Ebook promotions

8. Social Media and Blogging

- Only set up accounts you will use
- Share, share, share content = DRIP!
- Be consistent, purposeful, & accountable
- Link to your book and resources

9. Budget for Paid Marketing Opportunities

- How will others see/hear about your book?
- Online Ads (Facebook, Goodreads, etc.)
- Postcards, fliers, bookmarks, business cards
- Speaking tour, festivals, conferences, etc.
- Set up author/book website

This "Book Promotion Guide" is a document designed for WWPC clients to work through and complete.
Have a pen in hand! WriteWayPublishingCompany.com

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Congratulations, Author! You are ready to start promoting your book! Is listing your book on Amazon.com and a few social media posts enough to generate interest and help you become a best-selling author? Of course not. Realistically, if you want your book to be noticed then purposeful promotion strategies are required. We want to help you sell hundreds and thousands of books. It won't be easy, but it will be worth it!

1. SET SPECIFIC SALES GOALS AND PROMOTION SCHEDULE TIME

First things first—housekeeping! It is impossible to achieve a goal if you don't know what the goal is. Having specific goals for how many books you want to sell, and by when, is crucial. Being clear with these goals will help you develop a promotion plan aligned with them which, in turn, will allow you to be more directed and committed to meeting your numbers. Feel free to “stretch” – don't settle for low numbers, but at the same time remember this is a process and you're likely starting from ground zero. You have worked extremely hard and sacrificed many things to get your book written. The book didn't write itself – it won't sell itself either. Your book is a new, passionate business for you. Treat it with the respect and dedication it deserves!

	#	Gross \$
How many books do you desire to sell <i>this year</i> ?		
How many books do you desire to sell <i>next year</i> ?		
How many books do you desire to sell <i>total</i> ?		

What are other goals and expectations do you have for your book and for book sales?

How much time each day, week and/or month do you plan to make available for developing and implementing your book promotion efforts? Circle below which days of the week you will dedicate to your book promotion efforts. Next to each day you circled, write down the specific block of time you will schedule (i.e. 7:30am-9:00am).

Day of the week	Time block
Sunday	
Monday	
Tuesday	
Wednesday	
Thursday	
Friday	
Saturday	

	#		#		#
How many hours daily?		Weekly?		Monthly?	

If your goal is to sell books yet your total # of promotion hours is less than 15 hours monthly, we strongly encourage you to consider getting assistance with your book promotion efforts. In order for the water to flow, you first have to prime the pump. After some effort, your book sales will flow! Once you make decisions on promoting your book, create your own book promotion calendar so hold yourself, and others, accountable! Your goals is to keep the book visible.



2. BUILD YOUR LISTS

“It’s not who you know, it’s who knows you!” This quote was designed for the business owner and salesman; however, it applies well to book promotion as well. In this case, “it’s not who you know, it’s who knows about your book!” Building a list will ensure people know about your book.

The earlier this list building is started, the better. It’s important to understand the value of an email list for book promotions. Consider: (1) developing a permissioned email list (people opt-in to receive information from you) allows you to communicate directly with people interested in the subject of your book. (2) You can create a warm market by providing excellent content related to the topic of your book to your readers. Engage them, tantalize them, help them want more of your content. (3) You can let readers know when your book is launched, when you are holding an event, when you have a book promotion, when you are releasing a new book, and more. (4) You can ask your readers questions that you can then develop into content to deliver or even to add to your next book. (5) With all these things, you are building credibility as an expert and getting your name known and trusted.

To help you build your list, identify relevant target markets and niche industries below. For example, if you are writing a children’s book, you might identify elementary school teachers, teacher associations, assistant principals and principals, school superintendents, parents, parent associations, education stores, education associations, youth groups, etc. – this is a small sample!

List all the relevant target niche markets, organizations and associations you can think of:

_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____

From the list you generated above, now think even more specifically to further funnel and identify who the specific individuals you will approach within these groups. You don’t contact a business; rather, you contact a person so you must find out who that person is.

For example, if you are writing a book for business leaders, who are specific target groups, organizations and companies within that niche? Then search to identify who the best contact for you is within that group. On the next pages, we will lead you to identify those specific individuals and begin your funnel.

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Now think of any individuals you have not already listed. This list could be comprised of friends, family, mentors, previous clients, other aspiring authors you have met, etc. List them all below and continue to add to any of these lists as you think of new contacts!



Individuals

Name	Relation	Email / Phone	Date Contacted	Comments

How Should You Reach Out?

Have a plan before you start to send emails to friends and associates. Know what you want them to do as a result of your email. Sometimes you will be requesting reviews, testimonials or endorsements. You might make a friendly announcement that you have got a book coming out, or even a more direct “my-book-is-for-sale-would-love-it-if-you-bought-it” note to family! You will want to keep a record of what you are asking whom and tracking that you have thanked them. One very important thing you will want to do is entice them to join your book email list

Getting Readers and Prospects on Your List

Ultimately, you want to be able to reach out to readers via group emails and deliver wonderful content to them and occasionally market to them. This requires thought and planning. While you can occasionally mail friends and colleagues as in reaching out above, you would be in violation of the FCC CAN-SPAM law to market to this “un-permissioned” list. If, on the other hand, you build an email list by affording readers the opportunity to get something of value by giving you their email address for more information in the future, you now have a “permissioned” email list. You will need a place for this list to live—a contact capture—like MailChimp, Constant Contact, iContact, or AWebber. MailChimp has a forever-free option for up to 2000 subscribers!

Your Gift to Your Subscribers

One of the most important things to do in your reaching out efforts is to offer the opportunity to get something complimentary in return for them giving you their email address. This could be a checklist, a tip sheet, access to a subscribers-only type interview with information that would be helpful to them. Consider tailoring this to the groups you are inviting to your list. What would be interesting or useful to them? Use easy to add opt-in forms and ‘thank you’ pages to your website to capture the email addresses and then to deliver their digital gift automatically. Now, you can communicate with them! And perhaps one early communication might be to announce your official book launch!

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List below influencer colleagues, strategic connectors, and those experts respected in your niche industry who might provide a review, testimonial or endorsement for you:

Name	Relation	Email / Phone	Date Contacted	Comments

Print this sheet 3, 4, 5 times and more! Better yet, make your own spreadsheet in Excel! This list is just a start. Your goal should be for 50 people. Provide everyone with a time frame you would like a response and provide them a reason to comply with the time frame. For example, you've set an official launch date or you're introducing your book at an industry gathering. Then, and this is important, simply follow up sharing your appreciation for their help and how important their contribution will be for you and then thank them sincerely and specifically when they do send you their endorsement.

Your target # of **testimonials** from Influencers: _____

Target # of Amazon.com **reviews** before hard launch date: _____

Hard Launch

Quite simply, the hard launch for your book begins once you feel satisfied with the soft launch, have met your soft launch goals, and are ready to begin promotion to the masses. Or perhaps you have a deadline when your book must be live and available.

When will your **hard launch date** begin? _____

The remaining pages will assist you in a successful, efficient hard launch strategy!



4. INTRODUCTORY AND SPECIAL PRICING

Your book announcement is a special event and offering introductory pricing adds excitement and urgency to making the purchase! Furthermore, by occasionally providing seasonal and special pricing, you can continue offering “opportunities” throughout the year. People love a special opportunity or a special deal, and it gives you something to announce.

But first, determine the normal price for your book. Do not overprice or underprice it. A high price will turn people off and a low price will undervalue your content and effort. You must know the *price range* of similar books in your genre. You can accomplish this quickly and easily with a little Amazon or Barnes & Noble research! List below the price of 10 books you feel are comparable to yours in topic, number of pages, and format (print and/or digital):

Print

Average print price above: _____

Digital

Average digital price above: _____

Based on these averages above, set your normal book price

Print: _____ *Digital:* _____

Based on the normal book prices you set, consider offering a lower introductory book price for pre-orders and for a short period of time when first released online. Whether your introductory pricing is for the first day, week or month, consider something special. For direct sales pre-orders you can take payment in advance, and then you can mail them an autographed copy of the book once available.

Furthermore, think ahead to a seasonal time of year when your book aligns with that theme. Offer a special discount just before the season. For example, if you wrote a book on relationships, then the weeks leading up to Valentine’s Day would be ideal. If you wrote a book that ties into a certain awareness day, week or month, such as week *Employee Appreciation Week*, outreach before then!

Your normal book price	\$
Pre-order price	\$
Introductory price	\$
Seasonal Theme 1:	
Seasonal Theme 2:	
Seasonal Theme 3:	

List below any additional special occasions that your book promotion could be aligned.



5. HOST A BOOK LAUNCH PARTY

Your book launch is a celebration! Whether your book launch is part of your soft release, hard launch strategy, or both, a focused book launch plan should be a component of your promotion strategy. Of course it might feel a bit odd or uncomfortable hosting a party to celebrate your book, but don't think about it that way. Rather, think about you sharing your content with them and thanking them for their support. You might want to ask a small group of close friends or business colleagues to help plan a book launch party with, or for, you.

Launch Locations: Would it be appropriate to hold launch events in more than one location? Do you have significant connections in more than one geographical area? Does your book offer any connection to any particular geographical areas? This applies to fiction settings, non-fiction geo-references, client bases, family influence locations, former residences, etc.

There are many elements to consider for a well-planned, organized book launch party:

- Intimate venue such as someone's house
- Unusual or interesting location
- Invitation only with RSVP or open
- Food and perhaps some spirits
- Agenda
- Sample readings or not
- Autograph copies as gifts
- Share testimonials
- Share on social media
- Guest of honor or host

List below who you could ask to help you plan a book launch party:

_____	_____	_____
_____	_____	_____
_____	_____	_____

There are many different ways to organize a book launch party. A few questions to consider:

- Do you want to provide a complimentary book for attendees or have books for sale?
- What will the agenda for the event look like?
- How much should you expect to pay for a venue, food, decorations, etc.?
- Who will be invited?
- Will you ask them to write a review of your book?
- Will media be in attendance?
- Will someone be doing live social media postings?

List below any additional questions you have about your book launch party:

Ultimately, the purpose of your book launch is to generate awareness and excitement about your book. You will want to ensure the party is organized, promoted, and executed properly. This will be your book's first impression. Allow for plenty of time for your books to ship!



6. Reviews and Testimonials

Online reviews of your book, such as on Amazon.com, testimonials inside your book and on your book cover, and comments posted on your website cannot be underestimated.

Envision this scenario: you are visiting Amazon to look for a book on a particular topic. You don't have a title or author in mind. Through your search you identify several books that might give you the information you want. You notice that one book has 50 four and five-star reviews, another has 13 reviews all in a two day period months ago, and one has no reviews. What is your immediate impression of each book? Is there an assumption made based on reviews alone? Answer: yes!

Reviews

You may think of reviews and testimonials as the same thing, but they aren't. It's similar to "a square can also be a rectangle but a rectangle is not a square." Amazon and Barnes and Noble reviews are similar to testimonials, but they are also different. Reviews are how people score, or rank your book online, such as one-star through five-star reviews. Comments will also be made aligning with that score. Those comments may not be included in your book or on your website without the writer's permission. You have little or no control over who posts those reviews or their content. You always want to build your reviews and there are many ways to do this successfully.

Testimonials

Testimonials on the other hand are those comments you can list in the first few pages *within* your book. You have permission to include testimonials because you have asked for them in advance. Testimonials are usually followed by name and title of the person making them. Perhaps a testimonial could also lead to an additional online review, but most influencer endorsements will stand on their own. Testimonials are best obtained both before and during your *soft release*. You will add testimonials into the book before the final copy is uploaded and the book is launched.

By completing the prior sections, you know who your contacts are for your *soft release* and you have already *built your list* and have dozens of potential individuals whom you can outreach to for reviews and testimonials. Go back to these previous pages and review those individuals.

Strategies to help you obtain reviews and testimonials:

- Ask for them. Be humble. Be appreciative. People who value the content shared through your book will be happy to write a review to support both you and your book.
- Keep a list of anyone you know who has a copy of your book. Follow up with them about a review/testimonial.
- Consider adding a page in your book about how to provide a review.
- Provide a complimentary PDF copy of your book to strategic individuals in exchange for a review. Be very specific on the agreement and that you will be happy to provide an (autographed) print copy.
- If you do a KDP Promotion Day (free download), mention that you'd appreciate a review after they read the book.

List below any additional questions you have about reviews and testimonials:



7. FREE ADVERTISING OPPORTUNITIES

There are numerous, FREE ways to promote your book and have others help you do the same. Some marketing does require an investment (next section) but we will help you identify outreach efforts that should only require a penny of your *time!*

Organizations

Colleges and universities absolutely love hearing from alumni. So do many other organizations, such as fraternity and sorority groups, that keep in touch with alumni. You will want to contact these alumni departments/groups and inform them about your book announcement. Often they will be proud to include you and a link to your book in their next alumni newsletter! Their announcement has the opportunity to reach thousands of people.

List any institution or organization you that keeps in touch with its alumni:

Name of organization	Contact name or link to their update form

Your local newspapers and magazines also have sections to post announcements, community events, and news. If you are having a book launch party or book signing, these would be ideal avenues to list your book/event announcement.

Obtain a print copy of your local news media and look online. Do they provide upcoming events and/or announcements in a specific section? Who do you send a Press Release to? List below:

Name of newspaper, magazine, media	Contact name or link to their update form

Organizations you are a member are prime opportunities to announce your book accomplishment. When you attend their meetings, do they provide time on the agenda for member announcements? Do they have a newsletter that spotlights member achievements?

Name of organization	Who do you contact?

Radio or Podcast Interviews

Local radio shows, blogtalkradio.com, and podcasts are good ways to get your book noticed...but you need to make sure you are reaching your target market so be selective!

Create a Book Trailer

This does not have to be live-action! Use Vimeo or a PowerPoint Slide deck to capture interest about your book via short videos—what it’s about, why someone should read it. Post it on your website or your book sales page. Yes, this can be done for free! And you can add music!



Add your Book Link in your Email Signature

Every time you send an email, there is a visual reminder that you are a published author!

Create your own Media/Press Kit

Be ready at a moment's notice to provide a media rep with information about you and your book. While it's nice to have printed materials, these days it's better to have your kit digital—a page on your website. It should contain downloadable files for a short author bio, longer author bio, high quality book cover image, book information (# of pages, available formats, link to sales page, identify target market, provide short summary, etc.)

Speak About Your Book or on Your Book Topic

(i.e. Rotary groups, target industries, Meet-up events, etc.)

Are you comfortable speaking about your book? If so, list below any groups below:

EBook Promotions

Have an eBook? Amazon's Kindle Direct Publishing (KDP) platform provides numerous promotion opportunities for you to take advantage of.

Kindle Countdown allows you to offer a special introductory price that leads up to the normal price. The longer anyone waits to purchase your book, the more they will pay.

Kindle Promotion Days allow you to offer your book for free or at reduced pricing on designated days you select. Both these opportunities give you a reason to communicate with your market! WWPC can help you select which option matches your goals.

List below any additional ideas you have to obtain free advertising and promotion:

8. SOCIAL MEDIA AND BLOGGING



Being active on social media and blogging can become a full-time job if you're not careful. It can be confusing to determine which social media platforms and blog sites to use. The good news is that regardless of your current familiarity with social media and blogging, it is easy to learn with the 'write' mindset and resources to lean upon. If you are not interested in learning, that's OK, but you'll need to invest in having someone do this for you – perhaps your children!

Question: Should my book be available on social media and have a blog site?

Answer: Absolutely!

Question: But which social media platforms should I be active?

Answer: It will depend on your target market – go where your readers are!

Question: What should I post and blog about?

Answer: You have written a book haven't you? Parse content and you already have dozens of posts and messages!

Social Media

Our recommendation is that your book be visible, and more importantly, have consistent postings on at least two social media platforms. *Circle below* which two you feel are most important on your market:

- Facebook
- Instagram
- Google+
- Twitter
- LinkedIn
- LinkedIn

Circle below whether you will be the one making social media posts or will you need to have someone do that for you?

(1) I will make social media posts or (2) I will need to have someone do that for me.

Blogging

Our recommendation is for you, or your book, to have an active, and more importantly, consistent blog site. *Circle below* the blog platform you feel your book should be on:

- WordPress.com
- Blog.com
- Tumblr.com
- Weebly.com
- Blogger.com
- Medium.com

Circle below whether you will be the one making social media posts or will you need to have someone do that for you?

(1) I will make social media posts or (2) I will need to have someone do that for me

Question: How should I start?

Answer: **Drip. Drip. Drip!** The Drip approach is a simple way to post content. Within the book, you likely have dozens of posts for both social media and your blog. Each post should have a theme and be content rich. **What you are really doing is sharing content** rather than promoting your book. Every 3rd-4th social media post you can include a book link and at the bottom of each blog, you can include a "To read more ..." link at the bottom.



9. BUDGET FOR PAID MARKETING OPPORTUNITIES

Of course some marketing opportunities will require an investment, but the intent is for that investment to have return on investment (ROI) in book sales. As long as your outreach is focused and intentional, your marketing efforts should result in positive cash flow! Let's make your marketing efforts worth it.

Below we have listed several options to help potential buyers become aware of your book. The options you take advantage of will likely be determined by budget and your level of familiarity and interest. Do not rule any idea out simply because it is new or you are not familiar with it. In fact, marketing opportunities you are unfamiliar could be one of the best ideas for you! Talk with us.

Do you have a budget allocated for book promotion efforts? What would you be willing to invest?

\$ _____

Completing the following sentence should determine where your marketing monies go:

1. My ideal reader would know about my book because they

Saw it where?

Heard about it how?

Set up an Author/Book Website

Your book listing on Amazon.com should not be your website. You want to have a dedicated site or landing page that helps people learn about you and your book. If they like what they read and see, they will feel more confident to then click the link to purchase your book! Your options include having a full website dedicated to your book, a single page located on an existing website, or a landing page for your book on its own. The key is to have a platform for people to become aware of your content.

Your website should have the following elements, at minimum:

- About the book
- About the author
- Social media/blog links
- Book's importance
- Reviews/testimonials
- Link to purchase!

Additional Marketing Opportunities

- Social media ads (Facebook, Twitter, etc.)
- Goodreads ads
- Other forms of online ads
- Create postcards and fliers
- Create business cards and bookmarks
- Festivals and events where you can sponsor or host a table
- Consider sponsoring an association conference or event your topic aligns

List any other ideas you would consider to help promote your book:

A large, empty, rounded rectangular box with a blue border, intended for listing promotional ideas. The box is vertically oriented and occupies most of the page below the text prompt. It has a thin blue outline and rounded corners at the bottom.

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We hope you enjoyed reading, and of course working through, this “Book Promotion Guide” to become clear on how to design your marketing plan. You are well on your way! We have presented the best and brightest ideas that have proven successful for authors we have worked with. Technology and new opportunities rapidly evolve and so should your book marketing.



Do not hesitate to contact us for support and guidance. We love not only helping authors sell books, but also cheering your success along the way.

Visit us at www.WriteWayPublishingCompany.com and send us an email at Info@WriteWayPublishingCompany.com



@WriteWayPublishing