

What is Marketing?

- Not hype, spam and pressure.
- Not intrusive self-promotion
- Not selfish – it's generous.

It's giving people who will enjoy and perhaps be changed by your books the chance to find them, read them, and know you.

"Marketing is creating lasting connections with people through a focus on being relentlessly helpful." Tim Grahl

Build Your Author Platform

Your author platform is usually mostly focussed on developing an effective online presence. Offline live events are also part of developing your platform but try to also make them a way to have ongoing contact with your customers.

Your Website - Your home on the web

Domain name – probably your author name rather than a book title.

Own it and Pay for it – Buy your domain name and pay for hosting with a reliable host. Include – Your bio, your books, a privacy policy, possibly a blog, links to social media, evergreen stuff

Most important – Email list sign up.

Email List

This is the #1 platform building tool. Email is more effective at selling books than all social media and various offline efforts combined. In fact most of your effort on other channels should be directed to building your email list. You own your list and can take it with you.

Recommended services - Mailerlite or Convertkit. Don't start without some sort of service that handles your list.

Reader Magnet - Offer some sort of generous gift to people who sign up. Could be a novella, the first book in a series, background behind the scenes notes. Deliver your reader magnet. Use a service like funnel or prolific works.

Send emails regularly not just when you have a new book. People do want to get to know their fav authors. Give behind the scenes stuff, recommend books from fellow authors who write similar books.

Automation Sequences and Systems

Newsletter Ninja by Tammi Labrecque

Social Media

Facebook Page -

- huge, has started to be pay to play for the most part.
- use link to website for email sign up.
- Groups, facebook live are good avenues. Your posts last about 2 to 5 hours.
- Facebook ads

Twitter

- good for reaching out to fellow authors
- Tweets last 18-27 minutes

Instagram

- your followers will see posts once - no links allowed except in your profile

Pinterest

- search engine with keywords
- boards can be used to develop your ideas visually, shared gives behind scenes look
- pins last indefinitely and can link directly to your book on amazon

Forums like Quora

- If you participate on forums you will get known but need to put in your time to engage first.

Your Book

Front Pages - people have the chance to look inside your book to see if they want to buy it. Don't waste too many of those pages with dedications, acknowledgements, etc. etc. move those to the back. Possibly include a teaser about your reader magnet for the email signup but do not include the link. Just say details at the end of the book.

Back Pages - Have your full email sign up with a description of your gift and a link to a dedicated page on your website. Also include your other books. Also ask for reviews and explain why you would appreciate them. Check out Mark Dawson's books to see how he does it.

Cover - Should fit the genre. Probably you should hire this out. You need to give your designer the genre, format dimensions, character descriptions, relevant places, cities, scenes, important objects, comparative and competitive titles and a synopsis.

Blurb - Five times more likely to bring new readers. Should be short 100 - 300 words and include a 1-2 sentence hook, explain the best, most interesting part of your book and asks for the sale.

Other Stuff

Facebook and Amazon Ads

Book Bub

Keywords - KDP Rocket

Niches - hot or not

Amazon Exclusive and KU

Wide - and the world

Ingram Sparks and libraries plus bookstores round the world

Formats - paperback, large print, hardcover, audio and ebook

Launch teams from your email list