



BOOK PROMOTION & AUTHOR BRANDING

CREATE YOUR AUTHOR BRAND

- Image
- Expertise
- Quirks/fun stuff

PLATFORM BUILDING

- WHAT IS IT?
- HOW TO START
- BLOGGING
- ARTICLES
- FREE SHTUFF
- APPEARANCES (LOCAL/INTERNET)
- HARO
- BLOW YOUR OWN HORN!



- Blog (your own or guest post)
- Social Network
- E-Newsletter
- Personal Website
- Author Central page
 - Sign up with KDP account
- [BookBub Partners page](#)
- [GoodReads](#) author page
- Host a topic-specific site
- Regular column
 - Great advertising! Worth it even if no pay
- Byline/bionotes
 - INSIST on these in all your work
- Be quoted
 - www.helpareporter.com
 - Connect with local media



SOCIAL

- 1/3 comments/shares of other content
- 1/3 general interest about you/your day/life
- 1/3 about THE BOOK.
- Your Face, Your Name, NOT Each Book
- Build relationships
- It's SOCIAL not Sales

- Reciprocate
 - engage with comments, likes, follows, shares
- Connect
 - common interests
- About YOU, not your WORK
 - If readers/potential clients like YOU, they'll read you & recommend

- Editors, publishers, agents
- Other Writers
- Book Bloggers
- Colleagues in your field/expertise
- Experts/resources from interviews
- Join professional associations
- Attend professional conferences
- Build a TRIBE!

TRIBE SUPPORT

- Saves time
 - Save \$\$
 - Collaboration trumps competition
 - Relieves the pressure of BUY MY BOOK!
 - Multiplier/Amplification effect
 - Resource for early/ongoing reviews
- Real life connections.
 - Real life social relationships
 - Virtual relationships
 - Fans/readers & “street team”
 - Blog followers
 - Multiply with [Triberr](#) twitter ap
 - YouTube subscribers
 - Newsletters



NEWSLETTERS

-
- Direct communication with readers
- Automation options
 - Blog posts to list
 - Ethical “bribes” to subscribe
 - Novella, short story, nonfiction how-to info, etc.
 - Sumo.com
 - LeadPages
- Grow 100 rabid fans

- Set up pre-orders **at a discount**
 - Amazon = up to 90 day
 - D2D = 90 day to a year
 - Tease newsletters (cover reveal, synopsis, preorder links)
- Send ARC five months out
 - Digital or print
 - Advance readers, bloggers, etc.
- Reedsy Discovery program
 - Submit three months out
 - \$50 to upload ARC
 - Readers read/post reviews

- Schedule six weeks out
 - Plan to post week before/after pub
 - Offer guest post
 - Excerpts
 - Interviews
- Send book for review
 - Include cover jpg
 - Include “buy” links
 - Author pix & bio
 - Offer give-away
- Publicize each post
 - Answer each comment
 - Thank the blogger!

• NEVER
TOS

- Insist on review disclosure for ARCs
 - “I received an ARC and have chosen to post my honest review.”
- Share positive reviews
- Ignore negative ones, unless...
 - Is the reviewer right? Can you update to correct/improve?
- Don't read if it derails your writing
- Legit review services limited
 - [Midwest Book Review](#) (free but selective)
 - [Kirkus Indie Reviews](#) (pricy!)

ABOUT REVIEWS...



- Book stores
 - Link to “event,” they want media attention, too!
 - Not about selling, but connections
- Church, Garden supply, Hallmark card shops, Coffee shops

BOOK SIGNING?

THINK OUTSIDE THE
LITTER-ARY BOX!



- A week ahead...
 - Remind readers to have honest reviews ready to post
 - Email newsletter
 - Blog about it!
 - Touch base with tour bloggers
 - Ask social connections to share
 - Press release to local media
- Publication Day
 - Share buy links everywhere!
- Week after . . .
 - Interact/share blog tour posts
 - Host a book give-away ([KingSumo](#) has a free option)

SHOUT ABOUT IT!



REACT OUT TO MEDIA

TRADITIONAL TELEVISION

TRADITIONAL RADIO

HYBRIDS—BRAVE NEW DIY
WORLD

YouTube

Webcasts (FB Live, Webinars, etc.)

Skype

Podcasts

Don't forget print!

Newspapers need a week+ lead time

Magazines need three-to-six months

- Pitch “event” not just book
- Schedule a talk
- Partner with local org.
- Offer a benefit to audience



TRADITIONAL TELEVISION

- A-MARKET NATIONALS
- B-MARKETS
- LOCAL & CABLE
 - BE VISUAL!!!
 - TAKE PHYSICAL BOOK
 - SIGN BOOK FOR HOST

TRADITIONAL RADIO

- SMALLER AUDIENCE
- MORE NICHE SPECIFIC
- FLEXIBILITY
 - LIVE OR TAPED
 - MORE ON-AIR TIME

- YELLOW PAGES
- GOOGLE LOCAL TV/RADIO
- WATCH/LISTEN
- READ BIOS—KNOW WHAT THEY WANT
- LOCAL MEDIA LIKES LOCAL SUCCESS STORIES
- PRACTICE WITH SMALLER MARKETS
 - Write a “ready-to-print” release/story for local paper, with pix
- GREAT STORIES CAN “GO NATIONAL”



- WANT “GLOBAL” OR NATIONAL STORY
- “NEWS” ANGLE VITAL
- ACCESS DIFFICULT
- “WOW” STORIES CAN WORK
- PREFERENCE FOR EXPERTS WITH PLATFORM

- HUNGRY FOR GUESTS
- NEW/UNKNOWN OK
- GOOGLE “PODCAST” OR “WEBCAST”
- SEARCH FACEBOOK
- DIY YouTube
- ASK OTHER AUTHORS
- Podcasts, webcasts & more
- Audience hard to predict
- Quality varies
- Niche-driven
- ASK FOR “GUEST PAGE”
- REQUEST LINKS FOR PROMO
- OFFER GIVE-AWAYS
- EXCHANGE SERVICES (many hosts also want promotion)

BY PHONE

- Think “editor/agent pitch” or elevator pitch
- You have 30 seconds to pique interest
- Write a script—practice so it doesn’t sound “read”
- Have details ready to send by email IMMEDIATELY!
- Follow up (if asked) or if time-sensitive deadline

BY EMAIL

- Use great newsy SUBJECT
- Simple/catchy is best
- Offer pitch as bullet list
- Think soundbites
- Tie to local event
- Pitch ahead of time Note cool “visuals” if TV
- Be available immediately!
- Follow up once (if asked).

- Why should audience care?
- Will you make them laugh/cry?
- Inspire them to act?
- For TV, what's your visual? (your book, and what else?)
- WHO ARE YOU?



- DECIDE what to say (2-3 minutes tops for TV)
 - Your name
 - Book title
 - Where you can get the book/attend event
 - “Elevator pitch” what book covers, why audience should care
 - Note: host should cover some/all of above but be prepared!
- BRING the book and/or other visuals!
 - Talk/look at HOST not camera
 - Concise & conversational
 - Sound bites/water cooler cool
 - Why should audience care/take away from spot



- May be 3 minutes to full hour—find out in advance!
- No visuals so paint mental pictures with words (you're a writer, it's what you do!)
- Provide sample Q&A for host
- Legal to have notes—just don't sound scripted
- If host fails to mention, you offer info
- Mention book at beginning/middle/end

WHAT TO WEAR

- Be yourself—and be comfortable
- Bright solid colors
- Avoid busy prints, white or black
- Layer top (jacket or sweater over blouse/shirt) for ease of mic
- Focus on you & book/event—not your clothes (or jewelry)
- Simple makeup, heavier than everyday



AFTER PUBLICATION

Marketing Never Ends . . .

- Media
 - Host
 - Regular guest
 - Cable Access
- Lecture
 - Church
 - Schools
 - Community Clubs



FURRY MUSE
Publishing
www.SHOJAI.com

- FREE to COSTLY
- Boosts sales
- Know WHY you're doing it
 - Promote series or stand-alone
 - Promote your "brand" or platform
 - Increase sales or reviews or both
 - Increase fans/subscribers
- Learn what works for your genre
- Plan promos wisely
- Kindle Unlimited promos (amazon)
- Promo sites for discounted Ebooks
 - Free to low-cost, modest return
 - Very expensive/selective, high returns
- AMS pay-per-click ads (amazon)
 - Work best for nonfiction
- Facebook ads (expensive!)
- Multi-author promos for newsletter list building
 - <https://booksweeps.com/>
 - [AuthorsXP.com](https://authorsxp.com)