

You Can Indie Publish & Market Your Book

Part 5
Marketing Your Book:
The Essential Ingredient



You Can Indie Publish & Market Your Book



Instructor: Sarah Bolme



Marketing Your Book

"Books do not sell themselves;
people sell books."
—Dan Poynter



Marketing Your Book

Truth: Selling Books is Hard Work

- The reading rate in America has remained steady since 2012. Pew Research Center reports that about 73% of Americans read a book each year.



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Truth: Selling Books is Hard Work

- The number of books published in the United States has grown exponentially since 2010. The number of self-published titles has grown from 133,036 published in 2010 to 1,009,188 published in 2017.



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- The competition for readers' attention and time is stiff!
- Over 90% of self-published books sell less than 100 copies.
- According to Nielson, the average nonfiction book sells 250 copies in its first year of print and 3,000 copies over its lifetime.



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Most Books Are Purchased Online:

- 69% of all books are purchased online.
- Only 31% of books are bought in brick-and-mortar stores.
- Less than 17% of Christian products are purchased through Christian brick-and-mortar stores.



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Marketing and Selling Books is a Long Journey!

- Think of it as a marathon, not a sprint!
- Drip after drip the sink will eventually fill!



Marketing Your Book

In this seminar, you will learn free and low-cost book marketing techniques including:

- How to Launch a Book
- How to Grow Your Audience
- How to Maximize Your Amazon Presence
- How to Pursue Book Awards



Marketing Your Book

Launching Your Book



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Announce Your Book with a Press Release



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Press Release:

- Make it Newsworthy
 - Over 1,200 new books are published every day in U.S.
- Grab Attention with Your Headline
- Keep in Mind the WIIFM Question
- Include Facts and Statistics
- Include a Quote



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Sample New Book Press Release:

FOR IMMEDIATE RELEASE:

Trapped in the US Embassy in Kuwait!

Castle Rock, CO / March 28, 2017— Have you encountered a situation where God seems to have deserted you? Do you wonder where God is in your troubled time? Jim and Shirley Carroll share their story of being trapped by the invading Iraqi army while in Kuwait in their new book, *Faith in Crisis—How God Shows Up When You Need Him Most*.

Jim and Shirley Carroll were living in Kuwait when Jim was trapped in the US Embassy in Kuwait by the invading Iraqi army. Shirley was home on leave with their seven children and no money. Find out how God entered these circumstances. Learn how Jim and Shirley, with the Lord's help, battled depression and discouragement. *Faith in Crisis* will lift your spirits as you see how God interacted with the couple. And learn how God can relate to you in your condition.

"This exciting account of captivity in the Middle East will draw you in, and you will not be able to put it down. This book's refreshing honesty about feelings of fear, depression, hopelessness, and the challenges of trusting God in uncertainty will boost your faith," says Laurie Myers, author of *The Shepherd's Song, The Lord is Their Shepherd, and Be Strong in the Lord*.



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Sample New Book Press Release:

Faith in Crisis – How God Shows Up When You Need Him Most (ISBN: 978-1-63357-089-4, Trade Paper, 224 pages, \$17.95, INSPIRATIONAL), from CrossLink Publishing, is available on Amazon, Barnes & Noble, and wherever fine books are sold. The book features a Foreword by W. Nathaniel Howell, US Ambassador in the Kuwait Embassy during the siege.

About the Authors:

Jim is a medical school professor at Augusta University, and Shirley is a homemaker. They have eight children and fourteen grandchildren. When the Iraqis invaded Kuwait in August 1990, Jim and Shirley were tent-making missionaries in the little Gulf coast country. After much urging from friends and family, they finally summoned the courage to write about their experiences. They are active in their local First Presbyterian Church. Their website is <http://www.jimandshirleyonline.com>.

Contact:

Rick Bates, CrossLink Publishing
888-697-4851
publisher@crosslinkpublishing.com

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Resource for Press Release Formatting:

- www.mediacollege.com/journalism/press-release/format.html

Submitting Press Releases to the Media:

- CSPA offers a service for our Members
- www.christiannewswire.com
- www.christiannewsservice.com
- www.prweb.com



Marketing Your Book

Host a Book Release Party



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Book Release Party

- Bookstore Party
 - Partner with another entity.
 - Nonprofit organization
 - Musician
- Facebook Party
 - Offer advice.
 - Offer door prizes.
- Be Creative



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Growing Your Audience



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Consumers generally buy books written by people they trust:

- Personally know the author
- Have heard the author speak
- Have read other books by the author
- Have a friend or family member recommend the book or author
- A publication or organization they trust recommends that book



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Three Ways to Grow Your Audience:

- Through Sharing Your Content
 - Blogs
 - Articles
 - Email Newsletters
 - Social Media
- Through Media Appearances
- Through Speaking Engagements



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1. Reach Readers Through Sharing Your Content



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Share Your Content through Blogs



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Blogs require new content regularly.
Material for your blog can include:

- Repurposed Content
 - Memes with Quotes
 - Excerpts from Your Book
- Thematic Articles
- Book Reviews
- Guest Posts



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Include a Visual (Photo) with Your Blog Posts

- Researchers found that colored visuals increase people's willingness to read a piece of content by 80%.
- Use free photos with Creative Commons Zero License.
 - <https://pixabay.com>
 - www.pexels.com



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Create Free Visuals at:

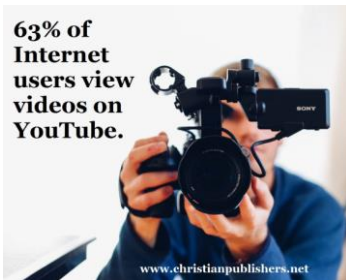
- <https://canva.com>
- <https://spark.adobe.com>
- <http://quotescover.com>
- <https://piktochart.com>



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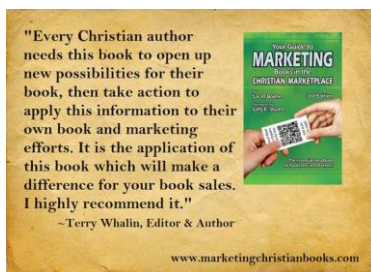
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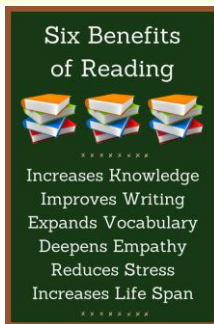
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Marketing Your Book



Marketing Your Book

- Follow the 80/20 rule
 - 80% should be useful information that enriches people's lives
 - 20% can be personal or off-topic entertainment



Marketing Your Book

Grow your blog's audience:

- Add your blog URL to your signature line in your email address and on your business cards.
- Guest post on other blogs reaching your target audience.
 - MyBlogGuest.com
 - Guestposttracker.com
- Participate in Link Parties or Blog Hops.
 - Bloggerlinkup.com



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Grow your blog's audience:

- Join the conversation: make insightful comments on other blogs that reach your target audience.
- Use blog directories to find other blogs speaking to your audience.
 - www.faithfulbloggers.com/blog-directory
 - www.biblegateway.com/blog/bloggergrid
 - www.blogcatalog.com



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Grow your blog's audience:

- Connect your blog's RSS feed to your profiles on:
 - GoodReads
 - Amazon Author Page



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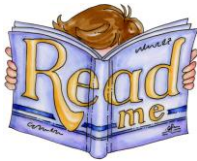
Grow your blog's audience:

- Join the conversation. When readers make comments on your blog, be sure to respond and be part of the conversation.
- Share your blog posts on your social media sites.



Marketing Your Book

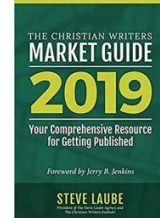
Share Your Content through Articles



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Magazines and journals are always looking for content.

- Excerpts from your book.
- Thematic articles.
- Resource: *Christian Writers Market Guide*



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Share Your Content through Email Newsletters



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Email is alive and well.

- 91% of all U.S. consumers still use email daily.
- Every hour 122,500,453,020 emails are sent worldwide.
- Email is 40 times better at acquiring new customers than Facebook or Twitter.
- In fact, emails prompt purchases at a rate of at least three times of social media.
- 66% of consumers have made a purchase online as a result of an email marketing message.



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Building an email list takes some time.

- Experts say that it takes at least six months using multiple techniques to acquire a solid list of email contacts.
- Studies show that email lists degrade about 24% a year, meaning that you lose about one-fourth of your email list each year to unsubscribes and closed accounts.



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Three techniques to build an email list.



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1. Host a "Subscribe" button on your website.
 - This button encourages your website visitors to subscribe to your "free" email newsletter or your blog.
 - Note: Many companies are no longer using the term "newsletter" to attract subscribers, rather the trend is now to offer "weekly tips" or "advice on (your topic)".



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2. Offer a Freebie.
 - Offer your existing and potential customers a free product in exchange for an email.
 - A short story
 - A list related to the topic in your book (i.e. "10 Effective Parenting Tips")
 - An ebook (especially if you have a series or a novella that is a prequel to a story)
 - Resource: BookFunnel.com



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3. Host a Giveaway.
 - Host a giveaway where you offer not just a copy of your book for free, but include a gift card with it.
 - Potential winners give you their name and email in exchange for the chance to win.
 - Theme the gift card to the book.
 - Hobby Store, Sports Store, etc.
 - Coffee shop or Chocolate store.
 - Be creative.



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Conducting email marketing campaigns:

- Don't send emails more than once a week.
- Offer some content, not just products or services.
- Offer discounts or coupons regularly.
- Include a clear call-to-action.
- Use a bulk email service.
 - www.mailerlite.com
 - www.mailchimp.com
 - www.verticalresponse.com



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Share Your Content through
Social Media



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Social Media Requires content regularly.

- How often should you post?
 - Facebook: one to two posts per day
 - Twitter: up to 15 tweets per day
 - Pinterest: up to 11 pins per day
 - LinkedIn: no more than once per day
 - Instagram: one to two posts per day



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- What types of things should you post?
 - Repurposed Content
 - Quotes from Your Book
 - Tidbits of Wisdom from Your Book
 - Thematic Articles
 - Share from your Own Blog or Blogs You Follow
 - Trending News Related to Your Topic



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Posting Tips:

- Keep information to bite-sized chunks with links to where people can get more information.
- Social media posts need visuals.
 - Visual content is more than 40X more likely to get shared on social media than other types of content.
 - Tweets with images get 150% more retweets.
 - Facebook posts with images account for 87% of total interactions.



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More Posting Tips:

- Social is not about selling. It's about forming relationships with consumers and gaining their trust by providing information that enriches their lives.
- Good rule of thumb for social media posting:
 - 40%—content from your brand / books.
 - 50%—curated content. Support others in your social community by sharing their content.
 - 10%—promotional.



Marketing Your Book

2. Secure Media Appearances



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Radio is a Great Way to Reach People:

- 57% of Americans 12 years of age or older have listened to online radio in the past month.
- 91% of Americans ages 12 and older listen to traditional radio each week.



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Media Appearances Include:

- TV Interviews
 - Publicist
 - Radio-TV Interview Report (www.rtir.com)
- Traditional Radio Interviews
 - Radio-TV Interview Report
 - HARO (www.helpareporter.com)
 - Gordon's Radio List (www.radiopublicity.net)
 - National Religious Broadcasters (www.nrb.org)



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Media Appearances Include:

- Internet Radio Interviews
- Podcast Interviews
 - www.blogtalkradio.com
 - www.iheart.com
 - www.stitcher.com
 - www.blubrry.com



Develop an Audience

3. Schedule Speaking Engagements



Marketing Your Book

Maximize Your
Amazon Presence

amazon



Marketing Your Book

You Can't Afford to Ignore Amazon

- Amazon accounts for over 74% of all U.S. ebook purchases.
- In 2016, Amazon sold 42% of all U.S. print books.



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Optimize Your Author Central Page

- Authors can register for an Author Central Page for free at <https://authorcentral.amazon.com>
- Upload a Photo
 - Having a good photo increases your recognition factor for readers and helps provide a connection for the reader to the author.
- Write a Biography
 - If you have an author website, be sure to include the URL for your website in your biography.



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Optimize Your Author Central Page

- Complete the Bibliography
 - Make sure that all your titles are listed on your author page.
 - Listing all your titles on your author page helps introduce readers to your other books, potentially leading to additional sales.
- Videos
 - Upload any book trailers you have made of your books, as well as any videos featuring author interviews.



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Optimize Your Author Central Page

- Import Your Blog
 - Just plug in the RSS feed from your blog.
 - Each blog post that appears has a link to take the reader directly to your actual blog page to read the complete entry.
- List Your Events
 - You can add events you are hosting or appearing at to your author page.



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Resource:

- List of articles for further reading to learn how to make the most of Amazon:

<https://goo.gl/TvTJhh>



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Pursue Book Awards



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Five Reasons to Pursue Book Awards:

1. A book award gives you another opportunity to receive media coverage.
2. A book award provides your book a seal of approval creating interest in your book, which can lead to more sales.
3. A book award can give your book an edge over other books in your genre / subject matter.



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Five Reasons to Pursue Book Awards:

4. If you win a book award, you get to bill yourself as an award-winning author.
5. Entering award is a low cost marketing endeavor.



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Christian Book Awards:

- Christian Indie Awards www.christianaward.com
- Carol Awards (ACFW) www.acfw.com/carol
- Christy Awards www.christyawards.com
- Illumination Book Awards www.illuminationawards.com



Marketing Your Book

Remember:

Marketing is Essential for Selling Books

- Use a Press Release to announce your book.
- Host a book launch party.
- Share your content through blogs, articles, email newsletters, and social media.
- Secure media appearances.
- Schedule speaking engagements.
- Maximize your Amazon Author Central profile.
- Pursue book awards.



Marketing Your Books

Additional Resources:

