

# How to Market Your Book

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# How to Market Your Book

The Two Types of Marketing  
Trade versus Consumer Marketing

# How to Market Your Book

## Trade Marketing

You have to get your book in front of the bookstore buyers.

Traditional publishers and independent publishers have sales forces

# The Goal of Consumer Marketing

To create awareness and demand for  
your book.

# Consumer Marketing

Myth #1 - If I go with a traditional publisher, they are going to do all of the consumer marketing for my book

# Consumer Marketing

When do I begin my marketing?

Myth #2 - I should wait until my book is available to begin my consumer marketing.

It's never too early to begin marketing your book.

# Consumer Marketing

Awareness- Consumers have heard of the book.

Demand- Consumers want to buy the book.

# Consumer Marketing

Does awareness always translate to demand?

How we create awareness?

How we create demand?



# The Four Pillars of Marketing

Platform

Publicity

Social Network Marketing

Paid Advertising

# Platform Marketing

What platform can the author stand upon to tell people about their book?

Website

Followers

Organizations and Associations

# Platform Marketing

- Buy a copy of Platform: Getting Noticed in a Noisy World by Michael Hyatt

# Create a killer website

Includes the name of the book in the URL

Shows the book prominently on the Home page

Gives the author bio on the Home page or on a tab

Provides an excerpt of the book for the reader to download

# Create a killer website

Provides the book trailer and the author video

Provides an opportunity for the reader to communicate with the author

Provides a way for the reader to order the book (i.e. Amazon or direct to author)

# Create a book trailer

Polished and professionally done

About 2 minutes

Professional narrator, music and imagery

Uploaded to YouTube, Vimeo, Godvine, etc.

Provided to publicists for use in press kit

Included on website

# Create an author video

Author tells backstory about the book

About 2 minutes long

Can be very rustic, filmed on smart phone camera

# Leverage your organizations and associations

Do a Google search to determine all organizations related to your book genre

Join those organizations

Check in to selling your book at their conferences and events

Look in to buying ads in their publications and in-house communications organs



# Take advantage of all speaking engagements

Consider joining a speaker's bureau.

Leverage relationships with individuals in Kiwanis, Rotary Club, Elks, etc.

Offer to speak at organization's conferences and events.

# Set up a signing at a local bookstore

Choose your best local general and Christian (if appropriate) bookstores. Don't do two of the same type of bookstores in the same general area.

Be careful in doing signings in other cities. It's embarrassing if you have one and no one shows up.

Contact the bookstore and ask who coordinates author signings. They usually have a title like "Community Relations Manager".

# Set up a signing at a local bookstore

Their signings are booked months in advance. Get a good lead time.

Don't set up the signing until after the publication date.

The stores will want to know how many people you will get to come (i.e. friends, neighbors, relatives, coworkers, etc.). Then they will add more for walk-ins and order from the distributors.

The store will do some publicity. But you should do your own promotion.

# Publicity

**Publicity is the act of telling the public about your publication. They all come from the same Latin word. It means “to tell the people”.**

# Publicity

**Reviews-** An independent writer reads your book and writes a review (either good or bad) about your book for publication in a magazine or newspaper.

**Interviews-** A magazine, newspaper, radio or television person asks you a series of questions and publishes or broadcasts that in the form of an article or story.

# Publicity

**There are two types of reviews**

**Trade**

**Consumer**

# Publicity

**Interviews-** A magazine, newspaper, radio or television person asks you a series of questions and publishes or broadcasts that in the form of an article or story.

# Publicity

**There are two basic types of media**

**Print – Newspaper and Magazine**

**Broadcast – Radio and Television**



# How to do your publicity

**Traditional Publicity-** A publicist is not cheap. The average campaign is three months long. The cost is \$2000 per month. For this price, the publicist does all the work. They prepare the press releases, EPK's, mail the press kits and galleys, follow up, book reviews and interviews, coach you on how to deal with the media, and, generally, twist arms on your behalf.

# How to do your publicity

**Alternative Publicity-** A company like Special Guests is hired to book radio and television interviews. It is “Pay for Performance”. They only get paid for actual interviews.

# How to do your publicity

**Do It Yourself Publicity-** In order to prevent you from making mistakes and to increase your effectiveness, contact a publicist who will counsel you on what to do. Publicists will coach you for about \$100 per hour.

# How to do your publicity

**What are you going to need to do  
your publicity?**

**Press Release**

**Videos**

**Galley copies**

**Sample questions**

# How to do your publicity

What's a Galley?

An uncorrected proof copy of your  
book

Physical copy versus electronic copy

# How to do your publicity

## Physical Galley

Have your designer create a version with a banner that says “Advance Reading Copy – Not for Resale”

Get copies printed using Print on Demand at about \$5 per galley

# How to do your publicity

Electronic or Digital Galley

Use [Netgalley.com](http://Netgalley.com)

Cost is \$399

Create “Widget” that can be embedded in emails

List in Catalog for six months

# Social Media Marketing

If you do your own blogging and tweeting, that's your platform. If you want to get retweeted, reposted, and reblogged, that's social media marketing.



# Social Media Marketing

Nowadays, more books are sold off of social media marketing than any other traditional form of marketing. If you don't have a Twitter account, you need to set one up.

# Social Media Marketing

If you are not Justin Bieber, you don't have enough followers.

The trick is to tweet, post and link in such a way that others retweet, repost and relink.

# Social Media Marketing

The most common forms of Social  
Media

Twitter

FaceBook

Pinterest

Instagram

LinkedIn

Tumblr

# Social Media Marketing

Tips for Social Media Marketing

Create separate accounts for your  
book

But link them in with your regular  
account

Tease with bite-sized pieces

Avoid too much repetition

# Social Media Marketing

The best company we have found to help you with this is SuzyQ. Suzanne and Shawn are former bookstore owners. They understand what makes consumers tick. But they understand what appeals to bookstore buyers. Check them out at [www.suzyq4u.com](http://www.suzyq4u.com).

# Social Media Marketing

Sign up for BookGrabbr

Set up your book on BookGrabbr site

Place link to BookGrabbr on all of  
your social media.

Direct people to BookGrabbr to read  
excerpt and immediately purchase

# Paid Advertising

Most authors can't afford lots of paid advertising.

But there are some advertising opportunities that are affordable and effective

# Paid Advertising

Ads in organization and association publications



# Paid Advertising

Ads on websites and publications for Book Clubs. The Book Club Network has a monthly emagazine with a circulation of over 200,000 people in over 50,000 book clubs.

You can get a full page ad, article of 750 to 1500 words, list of bloggers in your genre, possible review in their magazine, chat room and nominated for “Book of the Month”.

# Paid Advertising

## Ads in Bookstore Catalogs.

Parable and Munce member store catalogs. The cost is \$1,000 to \$3,000, depending on the catalog. Christmas and Spring/Easter are the biggest. The circulation is 400,000 to 750,000 households who have shopped in that store in the last year.

# Paid Advertising

## Ads in Bookstore Catalogs.

The number of stores distributing the catalogs ranges from 50 to about 300.

Not only do you get a very targeted consumer ad, but, if the book is in the catalog, the member stores are obligated to buy your book and put it in their store. So, it's a great way to "buy shelf space".

# Paid Advertising

Display your product and do an author signing at trade shows.

Three major trade shows a year.

The biggest is the Book Expo America (BEA). Held in May in New York City, it is the large general bookstore show.

# Paid Advertising

Display your product and do an author signing at trade shows.

The biggest Christian show is the International Christian Retailer Show (ICRS). It is held in June or July at different cities.

# Paid Advertising

Display your product and do an author signing at trade shows.

The Muncie Consumer Product Expo (CPE) is held twice a year in January (Hershey, PA) and September (Murfreesboro, TN).

# Paid Advertising

Advertise in the major trade  
magazines

Publishers Weekly

Christian Retailing

CBA Market

# Paid Advertising

Buy a mailing list that reaches the target audience for your book

Mega Church Pastors?

Denominational Churches?

Youth Pastors?

Christian Counselors?



# Paid Advertising

Where do you buy mailing lists?

Tri-Media

How much do they cost?

\$45 per 1000 names

Format?

Physical address, email, sorted

# Paid Advertising

How do you reach the church market?

Place ads on the websites that the pastors and church leaders go to.

[www.frontgatemediacom](http://www.frontgatemediacom)

# Paid Advertising

How do you reach the church market?

Contact Inspire

Sent a weekly email blast to pastors  
at over 25,000 churches

\$699 for one ad per week for a  
month

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