



Baldwin Book
P U B L I S H I N G

Self-Marketing Guide for Self-Published Authors

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You've spent months, maybe even years, crafting your manuscript. You've run it by friends, colleagues, and acquaintances for what may have seemed like never-ending rounds of feedback. You've worked with your editor to revise your manuscript and make it the best it can possibly be. Congratulations! All your hard work has paid off: You now have, or are on the way to having, a complete manuscript that represents your unique vision and distinctive message to the world.

Now what?

Depending on your publishing package, you may have certain marketing tools at your disposal, including a customized media kit and press release, a search-engine-optimized website and blog, and set up of important retailing tools like Amazon *Search Inside!*, Google Books *Preview*, and Barnes & Noble *See Inside*.

But how can you use these tools to reach your readers? What other tools and services should you be considering? And if you haven't purchased any marketing services, what can you do on your own to reach your readers?

Below you will find a comprehensive list of methods for promoting your book. Some may work well for your particular book; others may not be the right fit. We've included a wide array of initiatives so that, if you encounter one of these methods in your own research, you will have insight into how effective we believe it to be.

You'll also notice a heavy focus on online initiatives. There are a couple of reasons for this. First, as many newspapers are shrinking and TV and radio are heavily focused on celebrity and political news, it is becoming increasingly difficult for a new author to gain exposure through traditional outlets. But many websites and blogs are looking to review or feature books and authors—including new and self-published ones.

Second, the Internet allows you to *target* your efforts. Yes, you can spend money advertising in a newspaper that covers an entire city. But it is certainly cheaper--and we think more effective--to write a guest post on a blog that is read by people interested in your exact subject matter, and that includes a link to your website or your book's product page on Amazon.

Why Are We Giving This Information Away?

So why are we suggesting you do these things on your own, instead of charging to do them for you?

We always want to provide our authors with real value. We don't want to charge you an additional fee for a smorgasbord of services—only some of which you may want, and only some of which may work.

But most importantly, many of these efforts are things *you should be doing on your own*, because they involve participating in communities, sharing information, and building relationships—all things that require your unique expertise, voice, and passion for your book and your subject matter. These are the kinds of contributions *only you can make*, and that, with time and continued effort, will ideally pay off in buzz for your book and a loyal following for you, the author.

A Word About Sharing Content

Many of the marketing efforts described below involve providing content--through blogs, tweets, Facebook, and more. Should you provide content--including content from your book--for free? The answer, we believe, is yes! Michael Stelzner, in his breakthrough book *Launch: How to Quickly Propel Your Business Beyond the Competition*, discusses the "**elevation principle**"--focusing on others and providing great content without expecting anything in return. This, according to Stelzner, will draw people to you, make you a go-to resource, and propel you past the competition. Whether you're a new or seasoned author, by providing outstanding content and useful resources to potential readers, you will develop trust, generate interest in you and your books, and build traffic to your website and blog. So start sharing!

And a Word About Costs

While many of the marketing strategies and tools described in this guide are free, some do cost money. For instance, you may need to order books for reviewers, bloggers, or other members of the media. You can order review copies of your book through BBP. The cost per copy is \$0.90 plus \$0.015 per page. In addition, you will pay shipping and handling for the order. Handling is currently \$1.50 per ship-to address and per ship method. The cost of shipping is based on the published rates of the shipping partners of our printer (Lightning Source).

Also, while costs provided for services by third parties are current as of the time of publication, they may be changed without notice. Always consult a vendor's website or contact a company directly to confirm the current cost of a service.

Marketing Strategies A-Z

Below are strategies for marketing your book, with a brief description, pros and cons, and an effectiveness rating from 1-5, with 5 being highly recommended and likely effective, and 1 being not recommended at all and highly unlikely to work. We've also factored your time into these ratings, weighing the amount of time you'll need to spend on each effort against likely results.

Amazon Tools for Authors. Amazon offers various tools to authors to promote their books. The ones you may want to consider are Author Pages, Listmania lists, and Tagging.

- **Author Page:** Your Amazon [Author Page](#) is a convenient place for readers to learn about you and your books. Your page may contain a biography, photos, blog feeds, videos, and event listings (for virtual and in-person events). Your page also contains images and links to the product pages for all of your books sold on Amazon.

<ul style="list-style-type: none">✓ Pros: Easy to set up, great way for interested Amazon customers to learn more about you and see all your books and information in one place.✓ Cons: No foreseeable cons✓ Cost: Free✓ Overall rating: 4

- **Listmania:** Creating a [Listmania](#) list allows you to include your book on a list with other relevant and popular items. When someone searches for an item on your Listmania list, the list will appear on the resulting product details page, increasing your visibility. Your list can appear on many pages, including a competitor's product page. Give your list a descriptive title ("10 Books to Plan Your Dream Wedding"), and place your book at the top of the list. Make sure your list includes items of real value to the reader. As with all good marketing, you're providing a service, not just promoting your book.

<ul style="list-style-type: none">✓ Pros: Easy and quick to do; increases your book's visibility on Amazon✓ Cons: With so many Listmania lists, it's hard to predict if yours will get lost in the shuffle. (Try to include well-reviewed and popular items on your list so it comes up in more searches.)✓ Cost: Free✓ Overall rating: 4
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- **Tagging:** An [Amazon tag](#) is a keyword or label that helps readers find your book through searches. For instance, if you've written a book about researching your family tree, relevant tags might include "genealogy" or "family history." When users search for these terms, books with these tags will come up higher in the search results. Communities and discussions even exist for popular tags.

- ✓ **Pros:** Easy to do; improves search results and exposure on Amazon
- ✓ **Cons:** This method is most effective if you have many people tagging your book with the same tags, so you may need to enlist others to help until your book has some momentum.
- ✓ **Cost:** Free
- ✓ **Overall rating:** 4

Amazon Top Reviewers. Customer reviews are more credible when they come from [Amazon Top Reviewers](#). These reviewers have written anywhere from dozens to thousands of quality reviews, and have badges next to their names such as “Top 10” or “Top 50” reviewer. Many top reviewers list their email addresses in their profiles, as well as the types of books they prefer to review. Before contacting an Amazon Top Reviewer about reviewing your book:

- **Do your homework:** Read some of the person’s reviews, and see just how “brutally honest” the reviewer tends to be. Assess how well-written, thoughtful and fair his reviews are—you want your book to get a fair shake.
- **Stick to type.** Consider the types of books the reviewer tends to focus on; someone who generally reviews romance novels may not get your post-apocalyptic zombie saga. To speed up your search, find books that are similar to yours, and focus on top reviewers who have provided compelling and balanced reviews of those titles.

Note that a June 2011 [Cornell University study](#) found that 85 percent of top reviewers had received free products from publishers, agents, authors and manufacturers. The only free product you should provide an Amazon reviewer is a complimentary copy of your book. If a reviewer asks for or expects other merchandise, move on.

- ✓ **Pros:** Reviews tend to be thoughtful and well written compared to general customer reviews; they also are more credible in the eyes of potential customers.
- ✓ **Cons:** Negative reviews carry more weight, potentially affecting sales.
- ✓ **Cost:** The cost of a book (\$0.90 plus \$0.015 per page) + shipping (unless you send a digital file)
- ✓ **Overall rating:** 4

Blog. Maintaining a blog is a great way to build a following of people who are interested in your subject matter, your book, and you. You can blog about anything that will be of interest to others—just keep in mind that people are most likely to read and recommend your blog if you provide useful information they can apply to their lives, or if your content is entertaining or newsworthy. For instance, if you’ve written a travel book, you might offer tips for vacationing on a budget. Or, if you’ve written a novel, you might blog about your experiences publishing and marketing it. A few tips:

- Wordpress allows you to share photos and videos in your posts—a great way to add visual interest to your blog.

- Make sure to keep your blog fresh by updating it at least 3-4 times per week. Nothing drives away readers quicker than stale content.
- Recommend that readers subscribe to your RSS feed, which will allow them to receive content when you update your blog. You can optimize your RSS feeds by running them through [Feedburner](#) (see [below](#)).
- Include a link to your book's website, so that people who are interested can learn more about and purchase your book.
- Avoid the "hard sell," but do share exciting news related to your book, such as a favorable review, details of an upcoming interview, or a contest you're running.
- Encourage comments—after all, ideally, you're building a community of interested readers.
- Once you gain some traffic, invite other experts in your field to guest post on your blog. This way you'll have even more great content to offer your readers—and you can bring in some new readers, too. Make sure to provide a bio and link back to the guest blogger's own blog.

Whether your Wordpress blog has been created for you by BBP or you've started it on your own, you can learn how to maintain it by consulting our Wordpress guide.

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| <ul style="list-style-type: none"> ✓ Pros: A great way to build an audience, share news about your book, and establish relationships with other bloggers ✓ Cons: Time-consuming, lots of blogs to compete with ✓ Cost: Free ✓ Overall rating: 4 |
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Blog Carnival. A blog carnival is a collection of blog posts on a specific topic, hosted by a particular blogger. You can submit to or host a blog carnival at sites such as [BlogCarnival.com](#).

By **submitting** to a blog carnival, you can:

- Increase traffic to your blog, from a site relevant to your own (providing high-quality backlinks that can improve your Google rankings).
- Encourage visits from other bloggers, which is great for building relationships and providing potential for guest blogging.
- Gain credibility. Ideally carnival hosts choose the best of all submitted content, so your post will appear next to other well-written, relevant posts.

By **hosting** a carnival, you can:

- Attract even more traffic to your site by offering a variety of content.
- Develop relationships with bloggers who write about subjects similar to yours.

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| ✓ Pros: Exposure to another blog's audience or new content for yours, valuable backlinks, boost in credibility |
| ✓ Cons: Time-consuming (especially if you host) |
| ✓ Cost: Free |
| ✓ Overall rating: 3 |

Blogger Kit. Similar to a press kit for the media, a blogger kit includes sharable content about you and your book for bloggers and others who may promote you online. Your blogger kit may contain:

- Your author bio and headshots, along with a link for downloading compressed images of your headshots and book cover
- Book description and interesting facts
- Links to your book's website, your blog, your book's page on Facebook, your personal Facebook account, and Twitter
- Links to your book's product pages on Amazon and Barnes & Noble.com
- Links to blog posts about the book, or posts you've written about your subject matter that other bloggers may reuse
- Images and videos that are easy to embed and disseminate on the web
- A link to your press kit
- Details of your blog tour (if applicable)
- Sample tweets and emails for people who want to help spread the word about your book (use [clicktotweet](#) to make these tweets easy to share).

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| ✓ Pros: All of your images, book info, and sharable materials are in one place that bloggers can easily access |
| ✓ Cons: Time-consuming; hard to predict how many people will use it |
| ✓ Cost: Free |
| ✓ Overall rating: 3 |

Blog Tour. A blog tour is a virtual book tour, where, for a set period of time, you appear on different blogs by writing guest posts, Q&As, or other material for each blog on your tour. During this time the host will ideally feature your author bio, a book description, and links to your website, blog and/or Amazon page. You can either organize your own tour, or, if you don't have the time to do so, you can hire professional blog tour organizers. (One such example is [TLC Book Tours](#), which organizes 10- and 15-blog tours for \$549 and \$699, respectively.) When setting up your blog tour:

- Determine the time frame for your tour (for example, one month, beginning on the book's pub date). Begin reaching out to bloggers 2-3 months in advance.
- When seeking blogs to participate, approach book-related blogs and blogs related to your subject matter. Also try these networking tips:
 - Ask friends who blog to introduce you to other bloggers.

- Post on your blog that you are seeking bloggers to participate in your tour.
- Spread the word to discussion groups and online communities in which you participate, as well as any professional organizations to which you belong.
- Offer Twitter followers who blog review copies of your book.
- Ask bloggers on your tour to put you in touch with other bloggers who might want to join.
- Send free copies to the participating bloggers, and consider providing extra copies for giveaways. Also send a blog kit (if available).
- Manage expectations: Decide what you can handle on your blog tour, and make bloggers aware of what you are offering. If you are only touring 10 blog sites, or touring blogs with very different audiences, then you may want to offer original guest posts or interviews to each one. If you're touring many blogs, or blogs with similar readerships, then you may want to offer a set number of identical (non-exclusive) guest posts, or one pre-written Q&A, to all participating bloggers.
- Decide what material the bloggers should post. For example, each participating blogger must write a review that includes the book's cover linked to your website or your book's product page at an online retailer.
- Post links to your guest posts on your website, your Facebook wall, and tweets.

- ✓ **Pros:** Reach new audiences; develop relationships with other bloggers, potentially leading to more guest blog opportunities and venues for promoting future books.
- ✓ **Cons:** Blog tours are extremely time-consuming to organize yourself. Using a professional service can be expensive, and there's no guarantee the blogs included in your tour will be the right fit for your book.
- ✓ **Cost:** If you organize the tour yourself: book + cost of shipping to blogger. If you hire a service, the cost will vary depending on the company and the package you choose.
- ✓ **Overall rating:** If you organize the tour yourself: 4; if you hire a professional: 2

Book Trailers. Book trailers are a new trend in book promotion. They are similar to movie trailers, in that they are designed to give readers a preview of the book and build excitement around its publication. Book trailers range in their presentation from simple footage of the author reading from her book to more elaborate productions complete with special effects and licensed music.

Book trailers do not provide a lot of bang for the buck. They require a heavy investment of time and often money, should you decide to retain the services of a professional. Depending on how elaborate you want your trailer to be, a professional may charge you hundreds or thousands of dollars. Should you decide to go it alone, you will need to:

- Acquire and learn to use movie-editing software. To save money, you may want to use software that comes with your operating system, such as Windows Movie Maker or iMovie for the Mac.
- Clear and pay for any applicable permissions. If you are using copyrighted music or images, you may need to license this material for your trailer.
- Consider how much to show in your trailer. If you include images of characters or act out a scene from your novel, then you might disappoint readers who prefer to imagine for themselves what characters and places look like. In this way, your trailer may detract from the reading experience.

All of this time and expense may yield little in the way of return on your investment. With more and more book trailers appearing on YouTube, your trailer can easily get lost in the crowd. And while images work well to promote movies and television shows, people interested in buying a book actually *like* to read. Why create a movie when your reader is just looking for a good book?

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| <ul style="list-style-type: none"> ✓ Pros: Creates a buzz around your book; engages visitors to your site; gives you a presence on YouTube ✓ Cons: Time-consuming and expensive to create ✓ Cost: Varies ✓ Overall rating: 1 |
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Contests. You can generate some excitement and buzz around your book with an online contest. Offer to send a free copy of your last book to the first 50 people who tweet about your new one. (A great use of any extra inventory sitting in your garage!) Or, create a short ebook on some aspect of your subject matter, and offer it for free to the first 50 people who “Like” your new book on Facebook. Other ideas for contest prizes and giveaways include:

- Signed books
- Signed bookplates
- Webinar or virtual workshop
- Access to an in-person workshop you are offering
- One-one-one Skype call
- Additional worksheets or other bonus material

Announce your contest on your website or blog, Facebook, and Twitter. Or, you can offer other bloggers extra (or signed) copies of your book to use in their own contests.

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| <ul style="list-style-type: none"> ✓ Pros: Create buzz; attract visitors to your website or blog; good excuse for sending out newsletters to your mailing list ✓ Cons: It can be time-consuming to organize a contest and then select and communicate with the winners. |
| <ul style="list-style-type: none"> ✓ Cost: Depends on the cost of the prize(s). ✓ Overall rating: 4 |

Customer reviews. Customer reviews can influence a reader’s decision as to whether or not to purchase your book. This is especially true if you are a new author. Be sure to send your friends, family, and colleagues copies of your book (or, even better, ask them to buy it), and to write objective customer reviews on Amazon and Barnes & Noble.com. Remember: the key word is “objective”; if an acquaintance can’t be honest, then don’t ask him to do it. If readers see a string of glowing reviews that all look as though they were written by your mother, they are likely to develop a distrust of you and your book.

- ✓ **Pros:** Great customer reviews can persuade readers to purchase your book.
- ✓ **Cons:** Negative reviews can have the opposite effect (although your friends, family, and colleagues are unlikely to bash your book).
- ✓ **Cost:** Cost of book plus shipping to people whom you approach to review your book (unless they purchase the book themselves).
- ✓ **Overall rating:** 5

Expert contributions: There are websites that specialize in connecting journalists with subject-matter experts who can provide quotes or ideas for stories. This is free exposure that boosts your credibility and gets your name out there. Some sites that allow you to position yourself as such an expert include:

- [HARO](#)
- [FlackList](#)
- [Reporter Connection](#)
- [NewsBasis](#)

The reporters who use these resources work for media ranging from national newspapers, TV, and radio to smaller local papers and blogs. If you have no media experience or connections, this can be a good way to get your name in the news and become a “talking head” about your subject matter.

- ✓ **Pros:** Gain exposure; build your media portfolio; increase credibility
- ✓ **Cons:** Pitching to reporters takes time and may not lead anywhere
- ✓ **Cost:** Free
- ✓ **Overall rating:** 3

Facebook: With a population of users larger than many countries, Facebook is a perfect place to promote yourself and your book. If you publish with BBP, we will do the initial setup for you. If you don’t use our services, you can still set it up yourself. After that, we recommend that you use this guide and continue posting and expanding your social media influence via Facebook.

Likes

The best way to garner ‘likes’ and page views initially is to reach out to your own network. Request that all of your Facebook friends ‘like’ your page, and that they send it

to their friends. Include links on your personal website (if you have one). Create exposure for yourself in any way you know how and are comfortable doing. Don't pester your social media friends, however; asking once is enough. You don't want them to deliberately avoid 'liking' your page just because they are annoyed with your constant requests. Trust us, it happens. Once you do that, it is up to your content to speak for itself, and hopefully that will encourage more people to share your page, and your 'likes' to steadily grow.

Incentives are another way to potentially get 'likes' and gain popularity. For example, you could run a giveaway on your page, offering to give away 10 free copies of your book randomly once you reach 500 followers.

Facebook Ads are another option you may choose to pursue for bringing traffic to your page. The price for a Facebook ad changes depending on how many keywords you include, and how often you run your ad.

Tabs

- Tabs are the links to different parts of your profile that appear underneath your profile picture (i.e. 'Wall', 'Info', 'Photos')
- Use a custom landing tab, if possible, usually one that encourages people to 'like' your page. A landing tab is the first thing that people will see when they visit your page. Usually the "default landing tab" is your 'Wall'. This can be changed by clicking "Edit Page < Manage Permissions < Default Landing Tab". (example: <http://www.facebook.com/redbull>)
- If you can't have a custom page made for you, here are some good examples of pre-made tabs that you can easily install via Facebook:
 - <http://apps.facebook.com/rssgraffiti/>
 - <http://apps.facebook.com/tabpress/>
 - <http://iframes.wildfireapp.com/>
- Your 'Info' tab should always include up-to-date information, including but not limited to: you or your business' location, a brief history/biography, general information about you/your service, and your contact information/website.
- Create custom tabs when necessary. For example, you may want to do some vlogging by adding a youtube tab. You can find this option and more here: <http://www.involver.com/applications/>

Posting

- Posting is the most important part of this entire process. You want posts that are both informative and engaging. Social (media) sites have a very short attention span, and little willingness to engage in things they don't already love. It is your job to make posts that can maintain interest and keep people reading and commenting.
- The more people that engage with your posts, the higher your EdgeRank will become, and more people will end up seeing what you post. EdgeRank is Facebook's way of ranking posts' visibility. The more you interact on Facebook,

- and the more people interact with you, the higher your EdgeRank. So make sure you make posts that encourage interaction.
- Make at least one post a day, no more than five. You don't want to over (or under) saturate your readers.
 - Best times for posting are around 11am, 3pm and 8pm, however morning posts are usually the most effective. Wednesday sees the highest amount of usage, with Sunday seeing the lowest.
 - Write posts that sound like headlines.
 - Make it visual; use a thumbnail image always in metadata. Metadata is the information that Facebook calls when you make a post with a link, whether it's a news story, video, blog, etc.. Facebook will pull up a title, body description and thumbnail image. The thumbnail image will sometimes have multiple choices, so make sure to pick the one that pertains to what you are posting.
 - Add photo content whenever possible
 - Create Word Clouds (www.wordle.com)
 - make 180x540 profile pic with INFO (example: SME Facebook)
 - Types of posts:
 - Blog
 - Questions
 - Polls
 - Infographics
 - Photo/Video
 - Quotes/Factoids/Anecdotes (where appropriate)
 - Relevant news/stories
 - Q&A
 - Events

Monitoring

- Get a bit.ly account. Bit.ly is a custom link shortener and analytics site. It will gather stats about the links you post, letting you know how many people are clicking, etc. It also allows you to create QR codes for your links.
- Facebook Insights is Facebook's native analytics page. It measures many useful stats, including how many people are interacting with your different types of posts, which will allow you to see which posts are effective, and which are not.

- ✓ **Pros:** Exposure to new audiences who are interested in your subject matter; increased credibility; almost a necessity to join the world's 1 billion Facebook users.
- ✓ **Cons:** It takes time to maintain.
- ✓ **Cost:** Free.
- ✓ **Overall rating:** 5

Feedburner: Feeds allow people to subscribe to regular updates from a website or blog, which they can read through a feed-reading application such as Google Reader. Many

popular blogging platforms, including Blogger and Wordpress, allow you to publish feeds automatically. [Feedburner](#) allows you analyze and optimize your feeds, as well as include ads by activating Google AdSense for feeds. The analytics are useful, providing subscription data, a breakdown of feed readers and aggregators accessing your content, and other valuable insights. However, as an author, your time may be better spent creating frequent, quality updates to your blog, as opposed to focusing on the appearance of your feeds and number of subscribers.

- ✓ **Pros:** Useful analytical data, ability to customize feeds
- ✓ **Cons:** Potential distraction from focusing on the content of the blog itself.
- ✓ **Cost:** Free
- ✓ **Overall rating:** 2

Google AdWords. With [Google AdWords](#), a type of online search advertising, or pay-per-click (PPC) campaign, you set a budget and bid on specific keywords. When users search for these keywords, they see ads for your website on Google search results pages. You may opt to set up your own Google AdWords campaign, or to hire an experienced professional. Should you decide to go it alone, follow a few basic guidelines:

- Consider your content. A Google AdWords campaign does not make sense for every book. This tool works best if your book is nonfiction, topical, and highly relevant to the keywords you choose.
- Use your keywords in your ad text, where they will appear in bold and attract the searcher’s attention.
- Make sure your ad points to a relevant landing page (the page to which the ad links). The keywords in your ad should appear on the landing page. If your homepage does not include the keywords, then consider creating and linking to a new keyword-rich page, such as an interview, news item, Q&A page, etc. Relevancy between the ad and the landing page improves your ad’s placement on Google search results pages.
- Test, test, and test again. Google allows you to create multiple ads and rotate them, so you can determine which ones give you the best click-through rate (CTR) and ensure you spend your money efficiently.

- ✓ **Pros:** Exposure on Google; ability to set your own budget, test strategies, track results, and make changes as necessary.
- ✓ **Cons:** Not necessarily effective for fiction or all types of nonfiction; can become expensive if you bid on popular keywords.
- ✓ **Cost:** Varies, depending on whether you hire a professional and the budget you establish.
- ✓ **Overall rating:** 3

Google + Launched in June 2011, Google+ is a social networking service that focuses on targeted sharing with subsets of your social network, known as circles. Also included are features for sharing multimedia and “hanging out” (a form of chatting). A related tool is

Google's +1 button, which is similar to Facebook's "Like" button. By clicking on +1, users can choose the "Share on Google+" option and then comment and share with their networks.

Although Google + is still relatively new, it's become abundantly apparent that its effectiveness as a promotional tool is without question. It provides the ability to share with highly targeted subgroups of your network, allowing you to focus your marketing on those people who are the likeliest audience for your book. Google + allows you to setup multiple pages under your own profile page. Thus, you can create very effective promotional material for your book.

- ✓ **Pros:** Targeted sharing of links, news about your book, and connection to a wealth of Google features. Also, never underestimate the importance of going along with the Google program, so to speak, since Google rules the internet.
- ✓ **Cons:** Time-consuming
- ✓ **Cost:** Free
- ✓ **Overall rating:** 5

Guest Blogging. Writing guest posts for other blogs allows you to reach new readers, grow your reputation, and create backlinks to your own blog or website (which will improve your rankings on Google). You can reach out to bloggers on your own, or join a community like [My Blog Guest](#), which connects guest bloggers with bloggers seeking content.

When approaching bloggers about guest posting, keep in mind a few basics:

- Reach out to bloggers who share your passion and to blogs whose readers are the target market for your book. For example, if you've written a book on making your own baby food, a blog aimed at new moms would be a better fit than a general cooking or nutrition blog.
- Make sure to provide unique content that offers real value to the blog's readers (don't simply pitch your book). For nonfiction writers, coming up with relevant subject matter may be more clear-cut than for fiction writers. For example, a guest post on a personal finance blog could explore how the debt crisis affects the average taxpayer. A novelist may have to get more creative: Try blogging about the future of publishing in your genre, tips for developing memorable characters, or the legacy of a classic novel beloved by the blog's audience. You can also provide a review of a current book or an excerpt from your own, if the blog runs book excerpts.
- Include a brief bio at the end of your post that mentions your book and features a link to your website or blog.
- Reciprocate: Feature guest posts from bloggers who have hosted you as a guest. You'll gain fresh content and new readers—some of whom will hopefully return to your site or subscribe to a feed.

- ✓ **Pros:** Exposure to new audiences who are interested in your subject matter; increased credibility; backlinks.
- ✓ **Cons:** It takes time to write content for someone else’s blog—time that you are not creating content for your own blog or pursuing other initiatives.
- ✓ **Cost:** Free.
- ✓ **Overall rating:** 5 for nonfiction authors; 4 for novelists

LinkedIn. Create or join a LinkedIn Group. According to LinkedIn, their groups are “communities of like-minded professionals who share a common experience, passion, interest, affiliation, or goal.” They are a great way to meet other people interested in your genre or subject matter, and who have their own networks to whom they can spread the word. As with all online communities, be sure you provide value to members, rather than just pushing your book. To learn more, visit the [LinkedIn Learning Center](#).

LinkedIn Today

Once you’ve set up your LinkedIn profile, utilize the ‘LinkedIn Today’ feature: <http://www.linkedin.com/today/>. One of the best ways to grow your social influence is to consistently curate and share timely, relevant content with your connections so you stay visible and valuable. Share articles from LinkedIn Today on your page. It’s customizable, so that you read/share news of your own choosing.

- ✓ **Pros:** Exposure to new audiences who are interested in your subject matter; increased credibility; backlinks. If you’re a professional, you’re expected to be on LinkedIn. Period.
- ✓ **Cons:** Time consuming
- ✓ **Cost:** Free.
- ✓ **Overall rating:** 5

Local Media. Unfortunately, not everyone can make it into the pages of the *New York Times* or *USA Today*. However, local newspaper, television, and radio editors and producers are frequently looking for interesting stories about members of the community. While the publication of your book may not generate much excitement at the *Wall Street Journal*, it may prove extremely newsworthy to an editor needing to fill a spot in your town’s weekly paper.

Once you’ve appeared on several TV or radio programs, you can put together a reel, and then you can begin pitching bigger (perhaps even national) programs. To build your reel, follow these steps:

- Send a press kit to local editors and producers, and be sure to follow up. Focus on local affiliates of big networks like ABC, CBS, or NBC.

- Pitch story ideas that are of particular interest to the community. For example, if you've written a book on parenting tips, and you're heading into a cold suburban winter, offer to discuss fun things to do with your child at home.
- Take some advice from bestselling author [Tim Ferriss](#), who offers the following tips for pitching TV and radio:
 - Find topics that are controversial and topical to discuss. Read newspapers and subscribe to RSS feeds for ideas.
 - Call the station's main number, request the newsroom, and start your pitch. Keep your pitch to twenty seconds or less, and have it written in front of you.
 - Before your interview, prepare talking points and sound bites. Prepare three to six main points you can convey in twenty seconds or so per point.

To reach local readers, also consider location-specific news sites such as [Patch](#), which reports on local news and events in towns and cities around the country.

- ✓ **Pros:** Exposure in local markets; material for your reel
- ✓ **Cons:** Time-consuming; may not lead anywhere.
- ✓ **Cost:** Free.
- ✓ **Overall rating:** 4

Newsletters. If you have an email mailing list (even a mailing list of family, friends, colleagues, and acquaintances), use a service like [MailChimp](#) to send digital newsletters and announcements about your book. You can send newsletters both before and after your book is published. Examples of newsletters may include:

- An announcement about your book's publication (this can include ways for recipients to help spread the word about your book)
- A "behind-the-scenes" report of your experience with the publishing process
- Exclusive content for newsletter recipients, such as additional recipes, photos, tips, and so forth.
- Special contests or giveaways
- Updates about your book, including blog tour dates, noteworthy reviews and endorsements, or the publication of a new edition.

Try to send the newsletter only to those people who have opted to receive it, and always promptly remove anyone who asks to no longer receive updates.

- ✓ **Pros:** A way to repeatedly communicate with potential book buyers.
- ✓ **Cons:** Time-consuming; some people do not like receiving "junk email."
- ✓ **Cost:** Varies (MailChimp charges approximately \$0.03 per email or you can purchase a monthly subscription).
- ✓ **Overall rating:** 3

Online communities These virtual communities allow you to interact directly with people who love books or are passionate about a particular subject. Some sites cater to a general population of book enthusiasts, such as Goodreads and Shelfari, and others are more specific, such as Figment.com, a site that is popular with writers and readers of young adult books. When participating in an online community, remember to:

- Target your search. Look for online communities that are as specific as possible to your genre. Not only will you have more to contribute, but you'll also develop relationships with passionate people who may be active on multiple sites.
- Participate. Set up a profile page, find or start groups, join in discussions, and comment on others' blog postings.
- Avoid the hard sell. Not every interaction in an online community has to (or should) be about promoting your book. Be yourself and make a real contribution.

Below are summaries of a few of the more popular sites:

Goodreads: The social book site Goodreads claims to have more than 5 million members. It also has an [author program](#) with various free features, including a free giveaway contest of your book, author-led Q&A discussion groups, and announcements of upcoming author events. Goodreads also offers pay-per-click advertising (\$0.50 per click), allowing you to market your book to the Goodreads community. While nonfiction authors are probably better off with a [Google AdWords](#) PPC campaign, Goodreads provides a viable PPC alternative for fiction writers who want to advertise to an audience of book enthusiasts.

Shelfari: Amazon acquired social book site Shelfari in 2008. Shelfari allows you to build virtual bookshelves (which can be filled based on your previous Amazon purchases) of titles you own or have read. Members can review, discuss, and recommend books, as well as create groups in which others can participate.

Squidoo: Founded by bestselling author Seth Godin, Squidoo launched with the tagline "Everyone's an expert (on something)." Squidoo allows you to create a page called a "lens" on any subject you please, which can then be seen by millions of Squidoo users. One of the benefits of Squidoo is the sheer amount of users: as of October 2010, more than 1 million people visited Squidoo every day. Squidoo is free to use, and people who create lenses (called "lensmasters") can participate in affiliate marketing programs and either keep the proceeds or donate them to charity. Squidoo is a good way for authors to become part of active online communities while also making a little extra money on the side.

Online networking and participation involves time and effort. While these sites provide opportunities to reach out directly to readers, how many of those readers take the next step—clicking over to Amazon or venturing to a bookstore—is uncertain. Thus, the payoff is hard to quantify.

- ✓ **Pros:** Communication with readers interested in your subject matter or genre; potential discussions about and recommendations of your book
- ✓ **Cons:** Time-consuming; uncertain how many sales the effort will translate into
- ✓ **Cost:** Free.
- ✓ **Overall rating:** 3

Press kit. When approaching the media about interviews and other features, it is useful to send a press kit that includes information about you and your book. Your press kit can be both digital (accessible via your website as a downloadable zip file) and printed (for mailing to targeted media, giving away at networking events, etc.). BBP will create one for you or you can hire someone else to do so, if you like. Your press kit should include the following:

- Press release
- Author bio listing your accomplishments, qualifications, and publicity platform
- Author photograph (your online press kit should include a high-resolution photo for printing and a low-resolution photo for online use)
- Q&A or “news story” busy editors can plug into their publications or blogs (for example, for a book on designing websites, this could be “The Top 10 Mistakes New Website Designers Make”)

You may also want to include:

- Book reviews
- Interviews or features about you or books you have written
- A sell sheet that includes cover art and relevant information about your book such as a description, ISBN, specifications (trim size, format, page count), retail price, pub date, brief author bio, key selling points, and ordering information

If you are sending a press kit to a specific media contact, you will also want to include a pitch letter customized to that contact or media outlet, offering a concise summary of your book and expertise, and what you could offer in an interview or feature.

Consider sending pitch letters and press kits to the following:

- Local news media: newspapers and relevant radio and television programs that originate from or serve the listening or viewing audience in your current town or city, the town where you grew up, or a town or city where you spent many years
- Your college or university alumni office
- Regional or national media outlets that focus on topics relevant to your book. Even if they would not accept your book for review, they may appreciate a short, newsworthy excerpt of your book.

- Radio or television programs where you have made an appearances previously. When you contact them, indicate specific shows, dates, and the reasons for your appearance; then tie the book in to those previous appearances if possible.
- Bookstores where you are known personally, that are in your current town or city, the town where you grew up, or a town or city where you spent many years. Also include regional bookstores that may specialize in your book's subject area.
- Book clubs (local, regional, or online) that might be interested in the book as a selection
- Organizations (local, regional, or national) that might be interested in the subject area of your book

- ✓ **Pros:** Includes all the information an editor, producer, or blogger needs to feature you or your book
- ✓ **Cons:** Time-consuming to create; expensive to print (if non-digital)
- ✓ **Cost:** Free, if you create a digital press kit and generate all materials yourself. Otherwise, add printing, photography, and sell sheet design costs as appropriate
- ✓ **Overall rating:** 4

Press release distribution. Once you have a press release, you need a way to send it to the masses. There are various services that will distribute your release to online and offline media, with different bells and whistles. Most companies will also provide you with reports so you can see if and where your release has been picked up. Services range in price from free to hundreds of dollars.

Free sites: A popular free service is [PRLog](#), which distributes press releases to numerous news sites and search engines and provides social media integration. For authors on a budget, this is a great no-frills option.

Paid services: Of the paid distribution services, one of the more affordable is [PRWeb](#), which releases your story to major news sites like Google News and Yahoo! News, as well as more than 250,000 subscribers and 30,000 websites, bloggers and journalists. Prices range from \$80 to \$350 per release depending on the package you choose. Another popular service is [OnlinePRMedia](#), which places a heavy emphasis on social media—in fact, the company offers a social media distribution package for only \$22. They also offer a free package with more limited online distribution and ads that appear in the release.

Consider your content carefully before spending money on press release distribution. You are most likely to succeed with this method if your book is nonfiction, topical, groundbreaking (for example, offering a breakthrough business strategy), or controversial in some way. This is an excellent example of efficiency vs. effectiveness. For a relatively small expenditure, you can send news of your book's publication to thousands of news sites, bloggers, and journalists, making this a very efficient form of marketing. However,

if your book does not fit the above criteria, few of the sites will run the story, and it will generate little interest among readers—making this method ineffective for many authors.

- ✓ **Pros:** Relatively cheap way to get the word out to thousands of channels
- ✓ **Cons:** Only works if your book is genuinely newsworthy
- ✓ **Cost:** Varies from free to hundreds of dollars
- ✓ **Overall rating:** 4 for nonfiction authors; 2 for fiction authors

PW Select. A quarterly supplement to *Publishers Weekly*, [PW Select](#) provides self-published authors the opportunity to be listed and potentially reviewed in the trade magazine read by literary agents, booksellers, publishers, librarians, and the media. For a registration fee of \$149, you can have your book listed in the supplement; listings include author, title, subtitle, price, pagination and format, ISBN, a brief description, and ordering information. At least 25 books are chosen for each supplement to receive a review by PW staff. If you currently subscribe to PW, you get one free listing. A positive review in PW Select can assist your marketing efforts and help you in approaching agents and publishers if you are looking to sell the rights to your book. A listing without a review is less useful; while your book’s listing will appear before influential people within the publishing and bookselling community, it will be on a page with many other listings and may easily be overlooked. However, if you have a subscription to *Publishers Weekly*, there is no reason not to take advantage of the free listing.

- ✓ **Pros:** Exposure in *Publishers Weekly*; possibility of review
- ✓ **Cons:** Registration fee; if your book is not reviewed, it may easily be overlooked
- ✓ **Cost:** Free for PW subscribers; \$149 for non-subscribers
- ✓ **Overall rating:** 3

Radio tour. If you’ve written a topical book or one on a specialized subject, then you may want to consider a satellite radio tour. With these tours, you can give multiple interviews, often around twenty in one day, either from your home or at a studio. While you can reach a large audience this way, make sure that your book is conducive to radio: It should either be tied to a current news story or address a specific subject (such as business, cooking, or health) relevant to radio audiences. These tours can get very expensive—in the thousands of dollars—so if your book isn’t a good fit, then this strategy will just burn through your budget. You’ll most likely need a professional to set up a tour; one company known for radio is [Planned Television Arts](#), but many other book publicists offer this service as well.

- ✓ **Pros:** Exposure; convenience of giving multiple interviews in one day
- ✓ **Cons:** Expensive
- ✓ **Cost:** Varies, but likely in the thousands of dollars
- ✓ **Overall rating:** 3

Reviews. A favorable review can do wonders to build an author’s reputation and persuade readers to click “Buy” on the book’s product page. Reviews are especially important for novelists; readers of fiction expect a well-written, compelling story, and—especially with new, untested authors—may rely heavily on reviews for guidance. Consider sending copies of your book to book reviewers, newspapers, magazines or journals, websites or blogs, newsletters or periodicals. Especially, you should consider sending copies to those that have reviewed any of your previous work or published your articles.

If you are a new author, consider approaching websites and blogs that are devoted to books and can provide thoughtful, engaging reviews of your work. A few of these include [Blogcritics](#), [The Midwest Book Review](#), and [Bookslut](#). However, there are many others that may be more relevant to your book. And remember:

- Follow the rules. Before contacting a reviewer, read any book submission guidelines listed on the site, and make sure your book is eligible and that you submit the proper materials within the time frame indicated.
- Be selective. As always, try to assess if the reviewer or site has reviewed books like yours, to give your book the best chance of receiving a positive review.

- ✓ **Pros:** Builds an author’s credibility and reputation; may convince a customer to purchase your book
- ✓ **Cons:** Sending review copies can get expensive and time-consuming
- ✓ **Cost:** Cost of book: \$0.90 plus \$0.015 per page, plus shipping and handling
- ✓ **Overall rating:** 4

Social bookmarking sites. Social bookmarking sites allow users to rate and share links to websites, blog pages, videos, and more. Popular bookmarking sites include [StumbleUpon](#), [Digg](#), [Delicious](#), and others. Use these sites to bookmark your particularly insightful or relevant blog posts, and include buttons for visitors to bookmark your blog posts as well. The more links you get back to your blog or website (backlinks), the higher it will be ranked on search engines such as Google, Yahoo! and Bing.

- ✓ **Pros:** Attract traffic to your site; improve rankings on search engines
- ✓ **Cons:** Time-consuming to bookmark articles on multiple sites
- ✓ **Cost:** Free
- ✓ **Overall rating:** 4

Speaking Kit. Workshops, seminars, and speaking engagements can be great promotional tools and venues for selling your book, especially for nonfiction authors. If you plan to offer these events, then consider creating a speaking kit that you can provide to organizations interested in your services. Your kit should include:

- An author bio and your contact information
- Suggested presentation topics and descriptions
- Praise from attendees of past presentations (if available)
- A description of your book
- A speaking reel featuring clips from previous speaking engagements

Once you have created this kit, post the digital files on your website, so that interested parties can easily download and share this material.

- ✓ **Pros:** Can help you book events; saves time as you don't have to communicate the same information repeatedly to different parties.
- ✓ **Cons:** Only applicable to authors who offer these events
- ✓ **Cost:** Free (if digital; otherwise, add cost of printing and DVD for reel)
- ✓ **Overall rating:** 5 (for applicable authors)

Twitter. If you publish with BBP, we'll do the initial setup for you. Otherwise, you can fairly easily do it yourself. After the initial set-up of your new Twitter page, we recommend that you use this guide and continue posting and expanding your social media influence via Twitter.

Helpful Tips

- Create Lists (Click Lists < Create New List)

This is an easy and great way to keep track of tweets and tweeters that might otherwise get lost in your ever-expanding Twitter feed! Create lists for Authors, Influencers, News, Friends, etc. To add people to your list, go to their profile and select "add to list".

- Anticipate and join twitter conversations (as they are happening); respond to everything positive or negative
- Use tweets to set up meetings
- Reach out, just say hello
- Make your bio personal
- Make tweets personal

Daily Tasks

- Check followers every day, follow back your new followers, and tweet them a message of interest or thanks
- Follow 10-15 new Twitters a day, but no more. It is very important that you don't go overboard with following since this can be flagged as spam and cause Twitter to suspend or even delete your account permanently.
- Use a site like www.friendorfollow.com to:
 - Make sure you are following every one of your followers (that aren't spam)
 - Unfollow accounts that are not following you
 - Unfollow spam accounts
- Go through your feed and lists and:
 - Reach out. Tweet 5-10 followers with a message
 - Retweet 3-5 relevant tweets in your own feed
- Check Trending Topics and top news stories. Trending Topics are the words, phrases, and hashtags that are the most popular on Twitter at the time. It is a good

strategy to Tweet about Trending Topics daily, as people will click on the topic, and see the real-time results. The top 10 Trending Topics will appear in the middle, right-hand side of your Twitter feed.

Tweeting

- Tweet at least once a day, but we recommend one to two custom tweets, and one retweet. The best times for tweeting are early morning and evening/night. Middle of the day is not as effective because people are at work. You can also try an experiment and retweet your tweet at multiple times during the day, to increase exposure on it.
- Write Tweets that sound like headlines
- Types of Tweets:
 - Links
 - Questions
 - Photo/Video
 - Quotes/Factoids/Anecdotes (where appropriate)
 - Relevant news/stories
 - Q&A

Hashtags

The # symbol, called a hashtag, is used to mark keywords or topics in a Tweet. People use the hashtag symbol # before relevant keywords in their Tweet to categorize those Tweets to show more easily in Twitter Search. Clicking on a hashtagged word in any message shows you all other Tweets in that category.

- Hashtags can occur anywhere in the Tweet.
- Hashtagged words that become very popular are often Trending Topics
- ALWAYS try to include a hashtag in your tweets
- Hashtags should be relevant to what you are posting. For example, when posting about your novel, include “#fiction” and “#novel” in your tweet.

Monitoring

- Use Bit.ly link shortener. Bit.ly links are customizable and provide analytics on how many clicks your links are getting. (<http://bit.ly>)
- Use Tweetdeck (or others) as a resource to see what the top tweets/tweeters are in all different categories <http://www.tweetdeck.com/directory/>
- Use a real-time Twitter search engine to find relevant tweets; use as another tool to reach out (www.kurrently.com)
- Use Twilert.com to set up alerts for different keywords in Twitter. Similar to Google Alerts, it allows you to see what people are saying about certain topics in real time.

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| <ul style="list-style-type: none">✓ Pros: Many. Like posting on Facebook, if you're not tweeting on Twitter, you're not joining the social media conversation that 1 billion others are. You're a dinosaur—at least in that sense—and not as involved, active, and (yes) even “cool” as those who <i>are</i> tweeting.✓ Cons: Time consuming |
|---|

- ✓ **Cost:** Free
- ✓ **Overall rating:** 5

URL Shortener. Tired of including that lengthy link to your Amazon page in your Facebook posts or newsletter? Sign up for an account with a URL shortening service, such as [Bit.ly](#) or [TinyURL](#). These services allow you to generate concise and permanent links to your book's product pages on sites such as Amazon, Barnes & Noble.com, etc. These abridged URLs are perfect for sharing via social networking sites, email and newsletters. Twitter offers automatic link shortening, so if your primary goal is to use a shorter link in your tweets, then you may not need to rely on a link shortening service. However, Twitter does not provide analytics, so if you want traffic data, then a Bit.ly account is a useful tool.

- ✓ **Pros:** Easier to share URLs via email and social networking tools
- ✓ **Cons:** Not necessary for Twitter
- ✓ **Cost:** Free
- ✓ **Overall rating:** 5

Website Since so many of your marketing efforts direct readers to your book's website, it's important that your site makes a good first impression. BBP can create you an excellent 5 page website for merely \$350-500. However, you can do it yourself or select from a wide variety of companies on the internet to do it for you. Whoever creates it, your book's website should have an attractive, professional design and be easy to navigate. Unless you have experience with web design, you may want to work with the professionals at BBP or hire someone else to create your site for you. At a minimum, your page should include:

- A "book shot" displaying your book in its jacket or printed cover
- A brief description of your book
- Your author bio
- Links to e-tailers where visitors can purchase your book (or an order page if you are selling books directly from your site)
- Information for retailers interested in purchasing copies of your book

You should also consider including on your book's website:

- A table of contents (especially for nonfiction books)
- An excerpt that draws readers into your book and leaves them wanting more
- A link to your blog
- Reviews, endorsements or news about your book (such as speaking engagements or book signings)
- Social sharing buttons for sites such as Facebook and Twitter, as well as social bookmarking sites like Digg and StumbleUpon.
- A way of contacting you regarding media questions, ordering queries, etc.

- An author interview or FAQ page (if you are running a [PPC advertising campaign](#), consider creating a page relevant to your ad to serve as a landing page)
- Videos or other multimedia (see [below](#))

Discuss your ideas with any professional you are considering hiring. Ask to see samples of her work, and make sure you establish how updates can be made to your site after its initial creation.

- ✓ **Pros:** Includes all of your book’s information in one place, as well as links to order your book and additional material such as interviews, videos, and excerpts
- ✓ **Cons:** May require a professional to create an effective site
- ✓ **Cost:** Varies from \$200 or so to \$10,000+, depending on the complexity, the company you hire, and the “bells and whistles” you select.
- ✓ **Overall rating:** 5

Workshops and Speaking Engagements. There’s plenty you can do from your keyboard, but sometimes nothing beats going out and meeting potential readers face-to-face. Even if you’re not a professional speaker, you can still create an event that makes an impression and generates demand for your book. When setting up events:

- **Provide value:** Make it worth people’s while to attend your event. If you’ve written a book on knitting, offer a free workshop at your local yarn or craft store. If you’ve written a personal finance guide, invite members of the local media to participate in a workshop on retirement planning (and give away free copies of your book).
- **Consult a speakers bureau:** A speakers bureau can connect authors with audiences. Newer authors may want to consider a site such as [Maestro Market](#), an online marketplace connecting talent with people planning events.
- **Alert the media:** Notify local TV, radio, and news sites of the event. Depending on the size and scope of your event, you may receive some publicity.
- **Back to school:** Your relationship with your college or university didn’t end when you tossed your cap in the air. Consult your university’s speakers bureau about being added to the bureau's speaking list. Announce book signings and events in your alumni magazine or newsletter.
- **Q&A conference calls:** If you prefer to stage your event from home, consider hosting a Q&A conference call. Be sure to reference material from your book so readers get a taste of what they can expect if they purchase it.

You can sell or give away books at your event, or, if you prefer not to invest in having books on the premises, you can leave event attendees with visual reminders of the event—such as business cards, postcards, or bookmarks. You can design and order these items using various websites, including [Moo.com](#) (where a package of 20 postcards starts at \$20), and [PrintSafari.com](#) (with 250 bookmarks starting at around \$25).

- ✓ **Pros:** Direct interaction with potential customers or media; opportunity to sell books on the spot; potential for publicity around the event
- ✓ **Cons:** Time-consuming to set up and run; possible travel costs or other expenses
- ✓ **Cost:** Varies
- ✓ **Overall rating:** 3

Videos. While book trailers may not be worth the time and expense required to create them, other types of videos can serve as effective promotional tools. Videos allow you to speak directly to readers, offer more information about yourself and your book, and provide a more personal experience for visitors to your website. Also, in the absence of a reel of prior media appearances, videos can demonstrate to potential interviewers that you are mediagenic and a compelling speaker. Here are some simple videos you can create and post to your book’s website and to YouTube:

- Chapter videos, offering summaries, tips, background, or other information from specific chapters of your book
- A short clip explaining why you wrote your book or the origins of the story or characters; if your book is based on a historical event, you can elaborate on this bit of history and why it inspired you.
- Video testimonials from readers
- A Q&A where you answer questions submitted by visitors to your site

While you can of course hire a professional to assist with this endeavor, you can save money by doing this on your own or enlisting a friend to help you. You will need a video camera and possibly editing software to create polished, professional-looking clips.

- ✓ **Pros:** Provides a more personal experience for website visitors; demonstrates your speaking abilities in the absence of a reel
- ✓ **Cons:** Time-consuming to create; danger of videos looking amateurish if you create them on your own
- ✓ **Cost:** Without professional assistance, you can create videos for little or no cost, provided you have the proper equipment; professional costs vary
- ✓ **Overall rating:** 3

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Which Strategies Are Right for Your Book?

As you can see, there are many ways to promote your book, and which strategies you choose will be individual to your budget, your experience, and your content. Below are some *very general* suggestions for several types of books:

If you’ve written a novel, you may want to try...

- ✓ Reviews: Print and online; Amazon Top Reviewers and other customer reviews; submission to PW Select
- ✓ Social media including Facebook, Twitter, and LinkedIn

- ✓ Social bookmarking
- ✓ Online communities for book enthusiasts

If you've written a book on current events or business, you may want to try...

- ✓ Blogging and guest blogging
- ✓ Social media including Facebook, Twitter, and LinkedIn
- ✓ Press release distribution
- ✓ Google AdWords campaign
- ✓ Radio tour
- ✓ Approaching local media and sending out press kits
- ✓ Newsletters
- ✓ Reviews: print and online; Amazon Top Reviewers and other customer reviews

If you've written a how-to book or craft book, you may want to try...

- ✓ Blogging and guest blogging
- ✓ Videos (with step-by-step instructions, images of finished products, etc.)
- ✓ Workshops and events
- ✓ Social media including Facebook, Twitter, and LinkedIn

If you've written a book on history or the humanities, you may want to try...

- ✓ Reviews: Print and online; Amazon Top Reviewers and other customer reviews; submission to PW Select
- ✓ Social media including Facebook, Twitter, and LinkedIn
- ✓ Approaching speakers bureaus (especially colleges and universities)
- ✓ Blogging and guest blogging
- ✓ Social bookmarking

Remember that these are very basic guidelines and your individual promotional plan should be tailored to your specific book and budget. Keep track of other books like yours that are experiencing success in the marketplace, and see how those authors and publishers are promoting their books. Monitor what keywords pop up in their press releases or web copy, and which blogs and reviewers have featured them. But most of all, commit your time to promoting your work, and developing your own personal brand. Ultimately, the followers you gain and relationships you build will help you to sell not just this book, but many more to come.