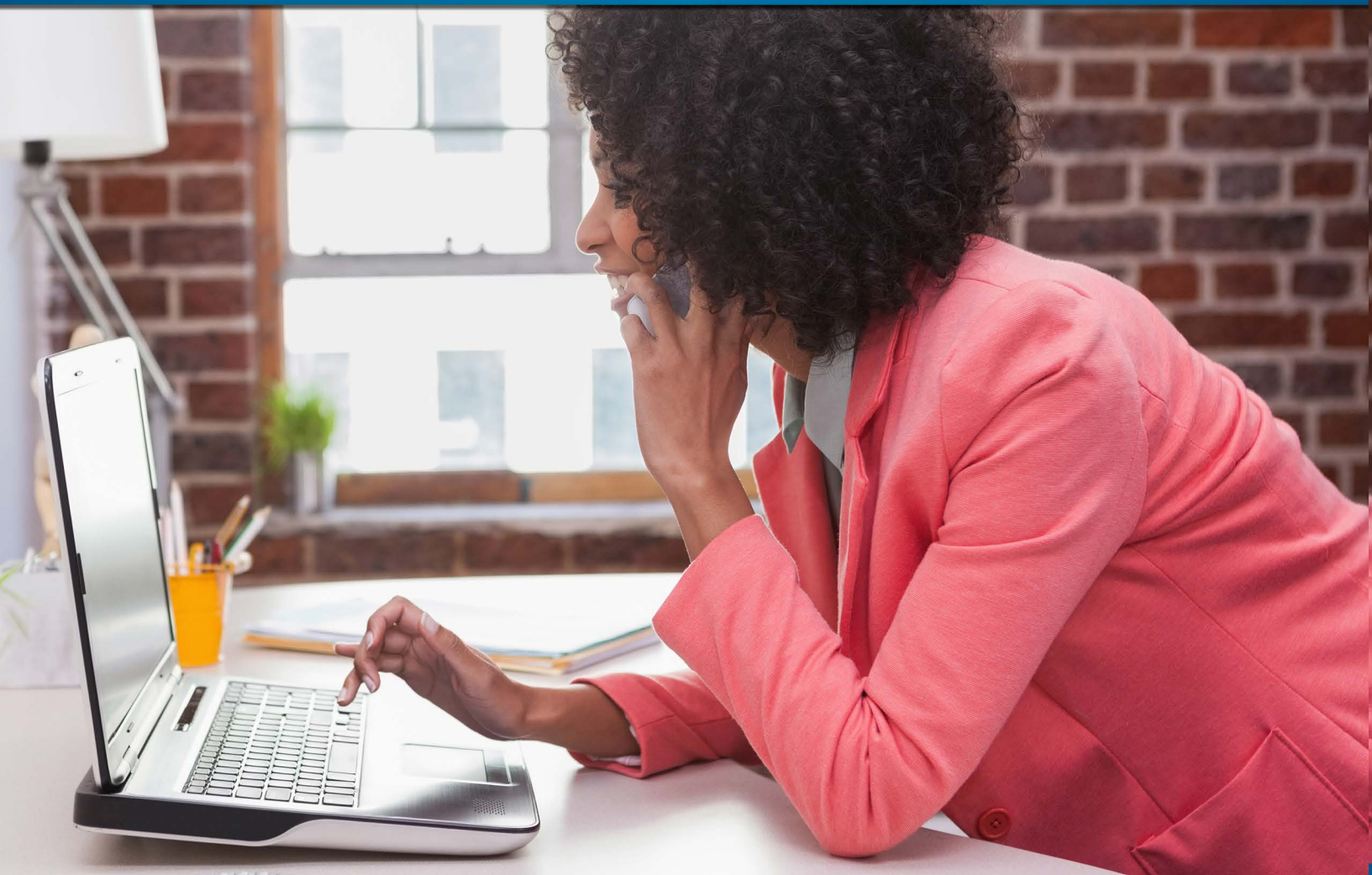


- THE 52 WEEKLY -  
**BOOK MARKETING TIPS**  
- COLLECTION -

PLUS 10 BONUS TIPS



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## Welcome to 52 Weekly Book Marketing Tips!

Congratulations on investing in your success as an author!

For many years I've shared book marketing tips with a circle of colleagues, social media contacts, and subscribers to my lists. I'm excited about the opportunity to now share these great tips with a wider audience of writers and published authors.

Since we are all at different stages of the writing and publishing process, the tips will apply to various stages of the process, so they are listed in no particular order. Although traditionally published authors can benefit, the tips lean toward the indie author who has more freedom and flexibility to act on them.

**The tips cover a variety of marketing topics, such as:**

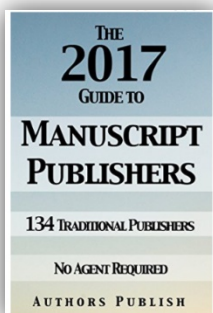
- using holidays and observances in your marketing plan
- increasing your visibility in affordable ways
- employing tools and techniques for marketing your book
- using social media in your marketing strategy
- engaging with readers locally and globally
- using photos and videos effectively
- building your email list
- and more

**To get maximum benefit from these tips:**

- **Use these tips from your computer, since this document is loaded with links to websites and online resources.**
- Try the tips that resonate with you and fit into your strategy.
- Try one marketing tactic at a time; then track how it worked.
- Expand your knowledge by subscribing to the industry leaders, sites, and associations

In this welcome message, let me share two valuable references that are not marketing tips but resources I suspect you'll appreciate.

1. Even if you are a committed indie author, I know you have probably wanted to submit your book to traditional publishers but hesitated to approach what we once called The Big Five.



If this is the case, consider submitting your manuscript to traditional publishers who don't require agents. This guide is loaded with useful tips, information, and resources for approaching these publishers. The authors did a thorough job of verifying the publishers they list, and the guide includes useful tips, information, and resources: [\*2017 Guide to Manuscript Publishers: 134 Traditional Book Publishers That Don't Require Agents\*](#). The author makes it clear in the introduction that with changes in the industry, she's sure that some listed in her book will not continue to offer their services as before. Her 2018 will be available later in the year.

2. Before you hire a service for your indie publishing, do your homework to learn as much as you can about their practices and reputation. The Alliance of Independent Authors has made this a lot easier by preparing this list, [\*Best and Worst Self-Publishing Services Reviewed & Rated by the Alliance of Independent Authors\*](#)

### **Know someone who can benefit from these tips?**

Send them to

<http://coloryourlifepublished.com/landing/bookmarketingtips>

where they can get them as a weekly subscription or as a collection of all the tips in one download.

**Thank you!**

## About the Author



Hello,

I'm Flora Morris Brown, Ph.D., an author, publishing coach, and certified Guided Autobiography Facilitator and Trainer. I confess to being a coffee snob and having an unhealthy love of British murder mysteries.

It gives me great pleasure to help writers navigate the choppy waters of publishing and also give courage and guidance to people who want to capture their life stories to leave behind for their families.

I earned a B.A., M.S., and Ph.D. from the University of Southern California and began my career teaching English/Reading in junior high school in Los Angeles. I soon began training teachers at California State University, Northridge. Later I enjoyed a 20-year teaching career at Fullerton College. Now Professor Emeritus, I have published 13 books, the most recent of which are [\*Color Your Life Happy: Create Your Unique Path and Claim the Joy You Deserve\*](#), followed by a coloring book for adults and a gratitude journal.

I'm the proud mom of four children, three grandchildren, and three great grandchildren, at last count.

To learn more about what I've been up to, visit [florabrown.com](http://florabrown.com), where you'll have access to free downloads.

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[facebook.com/coloryourlifepublished](https://www.facebook.com/coloryourlifepublished)

<https://amzn.to/2OfLi5E>

Every effort has been made to give accurate information. If you spot errors or broken links, please email me at [florabrown@gmail.com](mailto:florabrown@gmail.com) so I can correct them.

If you know someone else who can benefit from these tips, send them to get their own copy at <http://coloryourlifepublished.com/landing/bookmarketingtips>

*Disclosure:* Some of the links I share in this series are affiliate links, meaning, at no additional cost to you, I will earn a commission if you click through and make a purchase. While I only recommend products/services that I have used or believe will be of value to you, I urge you to verify any claims, statistics, or prices with the manufacturer or service provider.

To your success,

Flora M. Brown, Ph.D.

[florabrown.com](http://florabrown.com)

[coloryourlifepublished.com](http://coloryourlifepublished.com)



## Week 1 Tip: Connect with fellow authors and industry professionals online and offline

Writing may be a solitary pursuit, but to learn to market and promote your book, it's beneficial to connect with fellow authors, publishers, and industry professionals. They can be a rich source of knowledge and experience, saving you time, energy, and money. There are so many ways to do this online and offline that I can't list them all, of course, nor can you possibly act on all of them. Read through the choices below and pick what resonates with you. Once you join/subscribe, engage with the other members and build relationships. You'll learn more about book marketing from them than you ever could on your own.

- [International Directory of Writing Workshops, Conferences, Festivals, Fairs and More](#)
- [Author Groups to Help You Write, Publish and Promote Your Books](#)
- Join [Meetup.com](#) to find local writing and/or publishing groups.
- Network with responsive and positive writing/publishing/book marketing groups on social media. This [Social Media Examiner article](#) tells you how to find them on Facebook.

## Week 2 Tip: Customize your email signature

Make it easy for people to find you and your book by putting your contact information at the bottom of every email. [WiseStamp.com](#) enables you to easily do this. You can add a photo of yourself or your book and links to your social media accounts. WiseStamp has a free account that you can upgrade to premium for more features if you wish. I change my email signature periodically to announce events and specials.

Here's one of my email signatures I created in a [WiseStamp.com](#) premium account.



**Flora Morris Brown**  
Guided Autobiography  
facilitator, author

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**Address:** 5753-G Santa Ana Canyon Rd., #360, Anaheim, CA 92807



### **Week 3 Tip: Complete your profile when you create social media accounts**

This may seem obvious, but when you join Facebook, Twitter, LinkedIn, and other social media accounts, complete your profiles immediately. Who wants to connect with someone who hasn't made time to complete a simple profile? Not me, and certainly not a prospective reader who wants to buy your book or an event planner who wants to invite you to speak.

To make it easy on yourself, create a file on your computer with your photo, brief bio, description of your book, and a link to your book sales page. Now you can copy and paste these when you need them. And don't worry about being perfect. You can change/update your profiles whenever you wish.

Not sure about all this?

- Learn how to create your profile [here](#).
- Get loads of advice on improving your profile in this [Hootsuite article](#).

### **Week 4 Tip: Create a book marketing plan**

Trying new tools and techniques can be loads of fun, but not very effective without a plan. Do you have a book marketing plan? Don't worry. Sandra Beckwith has you covered with her [free book marketing plan template](#), available as a downloadable pdf.

**BONUS TIP:** Follow businesses and entrepreneurs who are more successful than you. Check your insecurity and intimidation at the door, and watch Social Examiner's episodic video documentary following their journey, aptly called [The Journey](#). Although they are a social media company, there is much you can learn from them about marketing your book.

[Download this free ebook to help you beat procrastination before it beats you](#)

## **Week 5 Tip: Piggyback on holidays, observances, and events to call attention to your book and boost sales**

I hope you're not one of those people who grumbles about stores rolling out their displays and items many weeks before a holiday or observance.

If you want to call attention to your book and stimulate sales, you can't afford to think like the average consumer. Instead, take a lesson from the retailers and find a way to tie your book into holidays and special days throughout the year.

For example, my friend and fellow author, Lynette Smith, actively markets and promotes her book [\*How to Write Heartfelt Letters to Treasure: For Special Occasions and Occasions Made Special\*](#). She doesn't miss a chance to post announcements tying her book into relevant observances. She uses World Gratitude Day, September 21, to urge her subscribers and readers to express their appreciation to another person in tangible, written form. Then she directs followers to her site, [GoodWaysToWrite.com](http://GoodWaysToWrite.com), for the best tools available.

Want more great ideas? Comb through the many ideas in my [post](#) here.

## **Week 6 Tip: Build your email list without buying ads**

If you have an ample budget, buying ads on Facebook and other social media can be a great way to get subscribers onto your mailing list. If your marketing budget is limited, however, you must look beyond buying ads to convince strangers to sign up on your mailing list. Discover the 10 ways [this author](#) built her book marketing list without buying Facebook ads.

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## **Week 7 Tip: Set up your Amazon author page at Author Central**

After you publish a book on Amazon, set up your author page at <https://authorcentral.amazon.com/>

Remember to complete your profile, but also take advantage of the many features such as creating a unique URL, posting videos, announcing your upcoming book events, and linking to your blog. In addition, you can track sales and get great support. Be sure to customize the URL to make it easy to remember and share.

You can see my author page at <http://amazon.com/author/florabrown>

## **Week 8 Tip: Sell more books with Amazon book ads**

When people visit Amazon, they are actively looking to buy. Amazon Marketing Services is a pay-per-click advertisement program that puts your book in front of eager readers already looking for books like yours. As with any ad program, however, you must learn how the program works and research how best to set up and run your own campaigns. Fortunately, we don't have to guess. Dave Cheeson has created a free 5-day course, [Sell More Books with Amazon Book Ads](#).

## **Week 9 Tip: Drive traffic to your website and book events with free press releases**

Some argue that press releases are no longer effective, but that's not true. They are still an effective way of alerting the media of newsworthy events, new products, promotions, and recent publications. They provide reporters and other media with the content for their news articles and broadcasts.

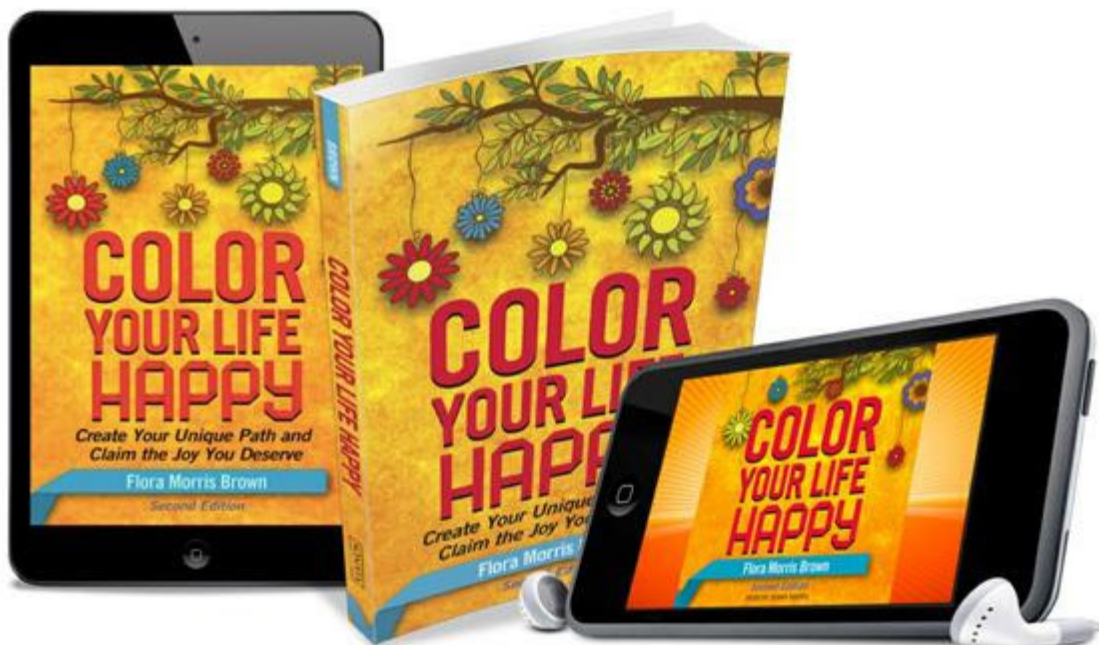
Two helpful sources:

1. Unfortunately, paid press release services can be costly. This article identifies the [Top 5 Best Free Press Release Distributors](#), and includes tips on writing press releases.
2. You cannot depend on the media alone to spread your news. Here are some ways to amplify your own releases: [6 Tips for Using Social to Amplify Press Releases](#)

## Week 10 Tip: Make your book available in multiple formats

Readers often have a preferred book format. If you offer only a print version, for example, you may lose sales from people who buy only eBooks or audiobooks.

Once you have multiple formats available, announce it in your mailings and ads, on social media, and even in your email signature.



I created the image above to let readers know I have three formats of my book available: eBook, paperback, and audio.

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## Week 11 Tip: Submit your book to BookLife for a possible free review on *Publishers Weekly*

Here is what BookLife's About Us page says:

BookLife is a website from *Publishers Weekly* dedicated to indie authors. The site provides a free and easy way to submit self-published books to *Publishers Weekly* for review, and offers editorial content—success stories, interviews, author profiles, how-to pieces, news, and features—geared toward helping indie authors achieve their goals. Whether an author is focused on writing and editing, art and design, or marketing and distribution, BookLife has valuable resources that can help along the way.

To submit your book, go to [their site](#) and set up your account. Then submit your book for consideration for a free review.

My BookLife account page is here at <https://booklife.com/profile/flora-brown-19065>

I was fortunate to receive one of their free reviews on *Publishers Weekly*. Read the full review at <https://www.publishersweekly.com/978-0-9772183-1-8>. Here's an excerpt from the review:

*Brown's joyful exuberance, evident throughout, makes her book an inspiring and worthwhile addition to the self-help field. ~Publishers Weekly*

## Week 12 Tip: Jump on board the Instagram bandwagon

Have you hesitated to join Instagram because you couldn't figure out how an author can use it? Check out [How to Use Instagram as an Author Plus 10 Ways to Grow Your Account Organically](#) and then decide if this fast-growing platform is for you.

I created the poster at right for my Instagram account.



**Week 13 Tip: Add the PCIP block to your copyright page before publication to increase your chances of selling to libraries**

I was finishing the 2nd edition of my book on happiness when a guest speaker at a publishers and writers meeting told us about the importance of adding the PCIP block to our books. I had gotten the Library of Congress Control Number but hadn't heard of the PCIP block. This block of information contains the data purchasing librarians need to quickly add your book to their collection. This data must be created by professional catalogers. Learn more in [this article](#) by Amy Collins.

I hired a cataloger to create the PCIP block below and was able to add it to my copyright page before it was published.

Brown, Flora Morris.

Color your life happy: create your unique path and claim the joy you deserve / Flora Morris Brown. -- Second edition. -- Anaheim Hills, CA: Sonata Press, [2015]

pages : illustrations ; cm.

ISBN: 978-0-9772183-1-8 (print) ; 0-9772183-1-7 (print) ; 978-0-9772183-0-1 (ebook)

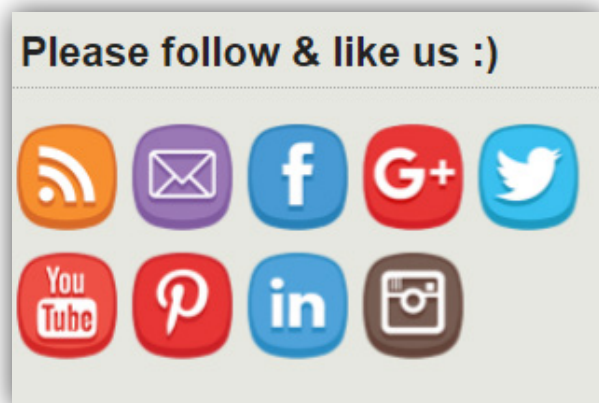
Revises the 2009 edition published by Aviva.  
Includes bibliographical references and index.

Summary: This guide reveals skills and tools to help you create a happier life amidst stress and adversity. Practical advice and powerful insights are drawn from positive psychology, teachings from seekers of spiritual enlightenment, and inspiring relatable stories. --Publisher.

1. Happiness. 2. Joy. 3. Self-actualization (Psychology) 4. Success. 5. Quality of life. 6. Conduct of life. 7. Self-acceptance. 8. Self-realization. 9. Self-esteem. 10. Work-life balance. 11. Well-being. 12. Positive psychology. 13. Attitude (Psychology) 14. Change (Psychology) 15. Mental health. I. Title.

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## Week 14 Tip: Make it easy for visitors to share content on your site



When visitors arrive on your site and enjoy an article or other information, make it easy for them to share it or follow you on social media. I use the plugin Ultimate Social Media Icons, pictured on the left. Once you set up your social media accounts with each button, visitors just click to like, follow, etc.

## Week 15 Tip: Get publicity for your book and yourself at [InterviewGuestsDirectory.com](http://InterviewGuestsDirectory.com)

Radio hosts, podcasters and other media are looking for guests to interview. Complete the expert profile submission form, select your category, and soon you'll receive invitations. Here's the description of Lynette M. Smith, author of [How to Write Heartfelt Letters to Treasure](#), that has landed her many radio and video interviews.

### Lynette M. Smith: Gratitude Letter Expert & Author



**Too many people live out their lives never knowing the positive difference they've made to others.**

Lynette M. Smith, award-winning author of *How to Write Heartfelt Letters to Treasure*, shows your listeners how easy it is to write a meaningful letter of appreciation.

Whereas spoken words, texts, and emails are fleeting, a gratitude letter is tangible and long-lasting. It is world-changing to its recipient, it's saved and savored every time it's read, and it can even become part of family legacy. Write on!

**Interview this Expert About: \***

Heartfelt letters of appreciation... \* To friends \* To family members  
\* To/from brides, grooms, and their parents \* To military service



## Week 16 Tip: Toot your own horn every chance you get

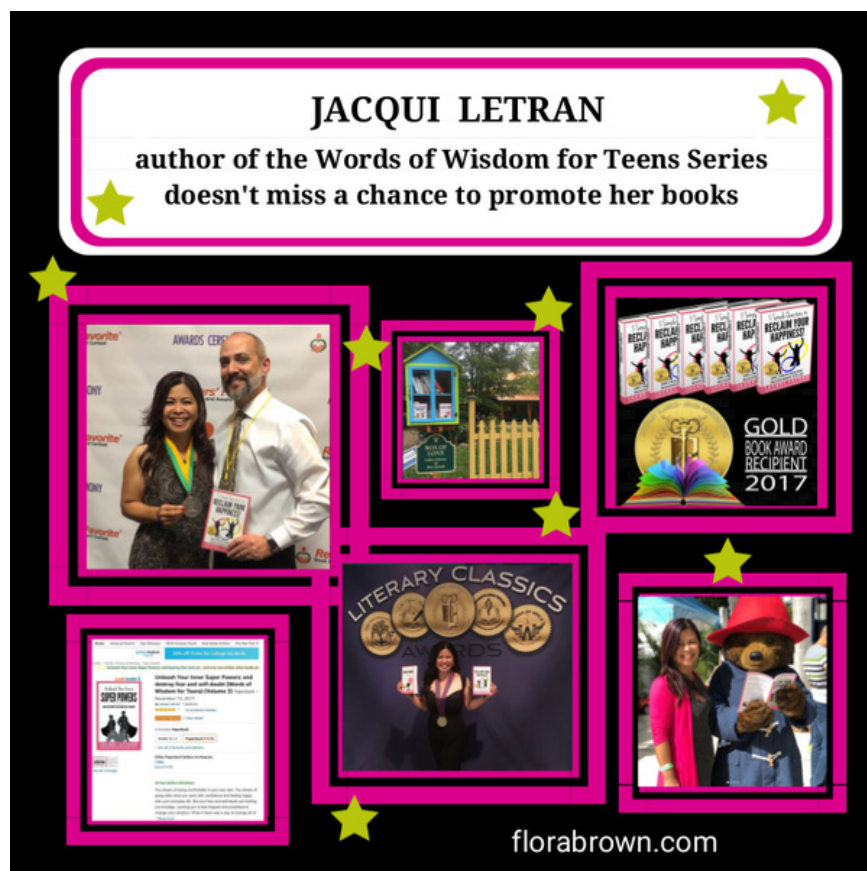
Did you launch a new book? Do you want to add new life to a previously-published book? Are you in the process of writing a book? Did you just publish the ebook or audio version of your print book?

Did your book receive an award? Did you complete a successful interview? When you visit places, do you photograph your book and yourself to use in future promotional material?

All of these are occasions for which you can toot your own horn.

That's what Jacqui Letran, author of the [Words of Wisdom for Teens Series](#) does. She lets her readers and fans know about her awards, but she also makes time to showcase good reviews. When she stops to add her book to one of the Little Free Libraries or is working on a new chapter for her next book, she documents those moments too.

In the image below, you'll see a few of the ways Jacqui markets her books.



Readers love to know about your writing process and ways your book and personal life intersect. Jacqui's marketing is a wonderful mix of serious, funny, and sometimes whimsical images and mentions in photos, videos, and now a podcast. Her branding shows clear commitment to her values, understanding her audience, and even dedication to design elements such as color in her book covers and other materials.



Jacqui always has copies of her books with her so she can seize photo opportunities whether she's on vacation, enjoying a latte in a coffee shop, spending time with her pet, or visiting a library to reminisce about how they were sanctuaries in her younger life. Her marketing department never closes. In what ways can you give your book more visibility by tooting your horn?

[Customized coaching can help you market your book](#)

## Week 17 Tip: Participate in Indie Author Day

In 2016 libraries across North America and Canada gave self-published/independent authors the recognition and validity they deserve with the launching of Indie Author Day. On the second Saturday in October, libraries bring together aspiring writers, published authors, library professionals, publishers, and literary marketers to create community around local, independent authors.

Participation is free, and a wonderful opportunity to market to your local community. You display your books and promotional information and, best of all, you may sell your books and keep all your profits. Most libraries feature a panel discussion or other type of program as well.

Get details at <http://indieauthoraday.com>. Check to see if your local library is participating. If not, ask them to get involved or find another nearby library that is.

Here's [an article](#) I wrote after the first Indie Author Day, sharing the views and experiences of participating indie authors. Below you'll see the flyer created by my local library promoting the 2nd Annual Indie Author Day.

**Indie AUTHOR DAY** Meet 30 local Orange County authors on **Indie Author Day**

**Saturday, October 14th**  
1:00pm to 4:00pm  
Anaheim Central Library

**Panel Discussion 1:00 - 2:00pm**  
**Book Fair & Signing 2:00 - 4:00pm**

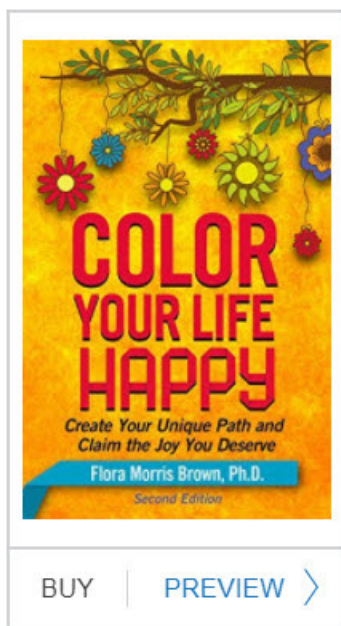
500 W. Broadway | Anaheim, CA 92805 | (714) 765 - 1880 | [anaheim.net/Library](http://anaheim.net/Library)

Call 714-765-1880 at least 72 hours in advance if special ADA accommodations are needed.



## Week 18 Tip: Add an instant preview of your Kindle book to your website

Preview the Kindle version of  
Color Your Life Happy



Amazon's "Look inside" feature helps push many visitors from browsers to buyers. You can now enable visitors to preview and buy your book from your website. This is only available for self-hosted websites.

Go [here](#) to learn how to add this great feature to your website.

I put the instant preview pictured here at the bottom of my [florabrown.com](http://florabrown.com) home page.

## Week 19 Tip: Make it easy for people to leave you a voice message with SpeakPipe

Visitors to your website who prefer to leave you a message would usually have to leave your site and call you from a phone.

With the free widget, [SpeakPipe.com](http://SpeakPipe.com), visitors can leave you a message while they're on your site without any cost to you or them. Once you install the widget, it shows up on the right side of your page. Then the visitor records a message, you get notified, and you record a response to their message or question.

Want to try it out? Check out their demo or visit my <http://coloryourlifepublished.com> and leave me a question or comment.

Did I mention it's free?

Here's what it looks like on one of my websites.



**BONUS TIP:** Whenever you make changes to your website, in addition to viewing it on your computer, view it on your mobile device. That way you experience it the way visitors from these devices will.

## Week 20 Tip: Get free exposure for your book on Hometown Reads

Network with your fellow authors and connect with your local community by setting up an author page on [Hometown Reads](#). Started in 2016, this site is dedicated to serving local authors across the country by connecting you to readers in your hometown through what they call the [Read Local movement](#).

Readers can search for you by city or county and/or genre and buy your book. On your author page you may submit up to seven books, edit your books, and participate in their Ambassador program. They invite and encourage your input on helping this site grow.

Hometown Reads also has an active Facebook page and encourages you to participate there as well.

Visit my author page by clicking on the image below or go to it on Hometown Reads [here](#).

Hometown READS™ BOOKS JOIN LOGIN MORE | f t



## Color Your Life Happy – Create Your Unique Path And Claim The Joy You Deserve

Flora Morris Brown | Anaheim, California

Is it possible to create a happier life amidst real-life challenges and woes? Absolutely! Learning to say “yes” to yourself is the key. Steering clear of the expected shame and “shoulds” of self-help books, Brown cleverly weaves engaging personal vignettes and practical advice with powerful insights drawn from positive psychology, ancient wisdom, and the teachings of seekers of spiritual enlightenment.

Drawing from her baby boomer experiences growing up in a segregated USA inner city, she takes us through the path she created and punctuates her narrative with laugh-out-loud stories of raising her kids, some of her favorite poetry, and actionable tips on how to live an authentic life full of laughter, curiosity, and gratitude. Brown encourages us to give up on perfection and recognize the gift of discontent. Finally, she suggests ways to connect the dots of all the advice she and others have shared, and reassures us that there is no single, one-size-fits-all path to create happiness, just our own path.

“Brown’s joyful exuberance, evident throughout, makes her book an inspiring and worthwhile addition to the self-help field.”—Publishers Weekly

Self Help  
372 Pages  
Sonata Press  
ISBN 978-0977218318

[BUY NOW](#)

### About Flora Morris Brown (Orange County, California Author)

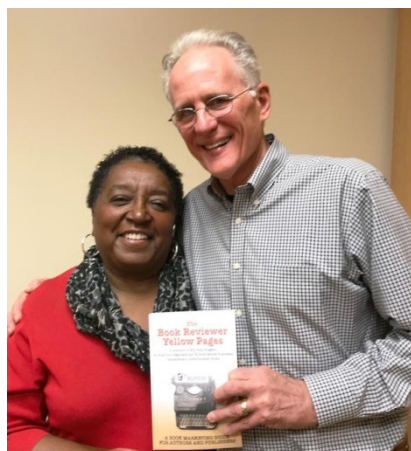


Flora Morris Brown is an author, publishing coach, certified Guided Autobiography facilitator, and coffee snob with an unhealthy love of British murder mysteries. She helps indie authors navigate the choppy waters of publishing, and blind writers capture their life stories to leave behind for their families.

## Week 21 Tip: Get book reviews from book bloggers in your genre

Book reviews are one of the most influential factors in a reader’s decision to buy your book. If you are a first-time or unknown author, book reviews will not magically appear on your author page. As a matter of fact, you must take massive action to ensure reviews are posted, preferably on the day your book is available online.

Before their books are published, experienced authors approach ideal readers who are a good match for reviewing their books. Then they send them advance reader copies (ARCs) and ask them to post an honest review on the day of launch. In keeping with Amazon rules, the reviewer must disclose they received a free copy or ARC, and you may not attempt to influence the review in any way.



One way to find potential reviewers is to approach book bloggers and book tour organizers in your genre. It was my pleasure to meet David Wogahn, who has made the task of finding these bloggers a lot easier with his [The Book Reviewer Yellow Pages](#). It contains

- Introduction/how to use
- Quick start guide
- Sample query email
- Author etiquette
- FAQs
- 200 detailed listings

You must continue to get reviews even after your book is published. There are many other ways to find reviewers, of course, but since book bloggers are always on the hunt for great new books to review, starting with them is a smart idea.

### ***Week 22 Tip: Create a book trailer with a free video creation platform***

Book trailers, like movie trailers, are intended to interest viewers in reading your book. If hiring a professional filmmaker is out of the question, you may want to create your own book trailer using a free video creation platform like [Lumen5.com](http://Lumen5.com)

This program was originally intended to use your blog post or article to generate the video content, but you may copy and paste any content you wish. Although images and even background music are available within the program, you may upload your own instead. If you use the free version, their credits will appear on the last slide. There is a paid version if you want a higher definition video, but the free is more than adequate for most needs. You can visit their website or check out the tutorial on YouTube [here](#).

Enjoy the following 58-second trailer on Lumen5 I created to promote my life story workshop.

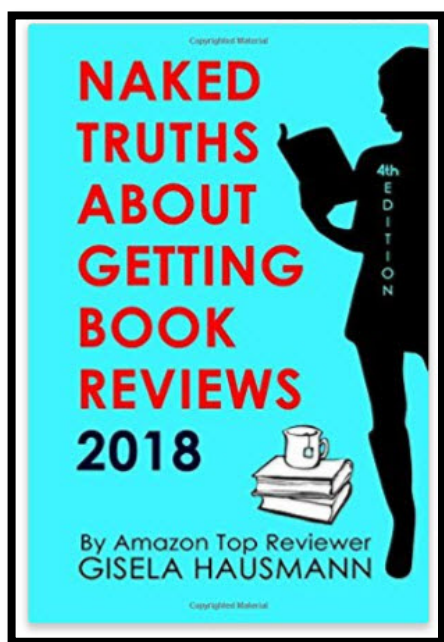


Here are two bonus tips:

1. You are not Martin Scorsese, and no one expects you to be, so keep your video simple and short, preferably under 2 minutes. If you plan to share it in an Instagram post, it'll need to be no more than 1 minute.
2. Before you start, read this article by Jeff Goins to find out all you need to know and do to create a great trailer: [Most Book Trailers are Awful \(But Here's How Yours Can Be Different\)](#)

## **Week 23 Tip: Let your readers help promote your book**

Readers who love your book are fans. They are glad to show off your book.



### **Ask them to**

1. take your book with them on vacation and send you a photograph holding your book while standing at famous sites or monuments.
2. submit a short video testimonial featuring your book. Display these on your website and social media and ask other followers to vote on the best one.
3. submit a video book review on Amazon instead of a written one. [Click here](#) to see a video review that Gisela Hausmann received for her book, [Naked Truths About Getting Book Reviews 2018](#), available in Kindle and paperback.

When your readers do any of the above, be sure to post the images on your website or social media accounts.

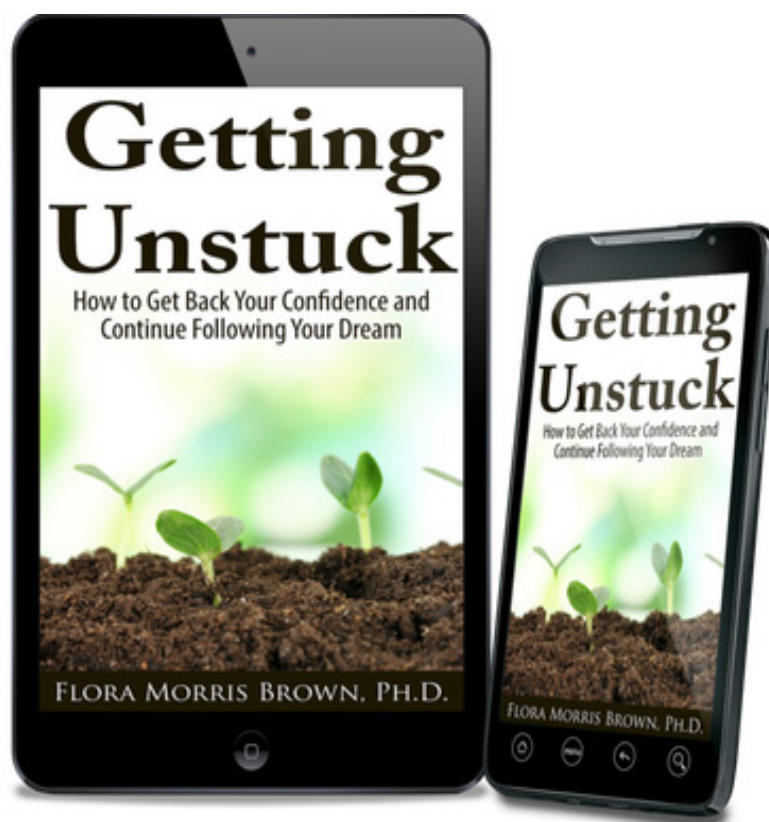
Where do you find these folks? They are your email list and social media followers. Send them a short request via email, blog, or social media asking them to share in one of the suggested ways above. (Let me know how it works out.)



## Week 24 Tip: Create impressive graphics of your most important image

Images grab the attention of visitors to your site, blog, and social media posts. Your most important image is your book cover. You've already invested in it, so show it off to market your book. Attractive views of your book cover increase the chances your potential readers will engage with you and buy from you.

Since most indie authors don't have a graphic artist on staff, it's helpful to learn to create your own images. There's no need to try to be super fancy, but it does help to have a tool that does the heavy lifting for you. Click on [BoxShotKing](#) to see the tool I use to create images such as the following:



By showing this ebook in an iPad and a smartphone, it helps make it clear that it's available as a digital book, not a paperback. Showing it standing with a transparent background makes it attractive when added to various settings.

**Bonus tip:** Don't miss a marketing opportunity. Every time you show your image, insert the URL where people can buy it. To see what I mean, click the image above.

## **Week 25 Tip: Get Amazon book reviews without breaking the rules**

If you have ever consulted restaurant reviews on Yelp or another site to decide which restaurant to visit, you know how much you are counting on the honesty of the reviewer. You certainly are counting on the reviewer to have patronized the restaurant, eaten one of the dishes, and made time to give an honest opinion about that dish. Potential Amazon buyers consult book reviews with similar expectations.

The key to getting honest book reviews is to understand Amazon's rules. Click [here](#) or on the following image and then follow Dave Cheeson's great advice in his video, and you'll be surprised how easy it is to get honest reviews within the rules.



## Week 26 Tip: Make your book signing a festive event

You often don't have control over where your table or booth will be located at the venue, so make it as eye-catching as possible. If you are one of many authors at a fair or festival, you want attendees to spot your display as soon as they walk through the door. It's tough to sell books to people who never stop by your table.

Here are a few ways to make your display festive.

- ✓ Set up a cluster or two of helium balloons that color-coordinate with your book cover. These are sold at party stores and often in the floral department of large grocery stores.
- ✓ Display your books in a three- or four-tier rack rather than laying them flat on the table. My favorite rack is available as a two-for-one price offer [magazine or book unit](#) at Amazon. If you don't want two racks, split the order with a fellow author. It's a great deal.
- ✓ Put out a dish of wrapped mints or chocolates. Few can resist grabbing a free treat.
- ✓ Invest in a tabletop or retractable floor banner. These are available at some office supply stores and occasionally on sale at [Vistaprint.com](#).



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## **Week 27 Tip: Use Goodreads as part of your marketing plan**

According to Wikipedia, Goodreads is a “social cataloguing” website that allows individuals to freely search its database of books, annotations, and reviews.

It was created by Otis Chandler and Elizabeth Khuri in 2006. Their stated mission was “to help people find and share books they love... [and] to improve the process of reading and learning throughout the world.”

Goodreads was acquired by Amazon in 2013 and is still a site to primarily help readers discover books, not a place for authors to promote their books. And yet, you can list your book and use other ways to make your book discoverable.

Get more information from these three sources:

1. An article [Leverage Your Author Central and Goodreads](#)
2. A [Goodreads teleseminar with guest speaker Cynthia Shannon](#)
3. A blog post [How Authors Can Engage with Readers and Reviewers on Goodreads](#)

## **Week 28 Tip: Go beyond your book to make money from Amazon**

Marketing your book to increase your sales is certainly top of your mind. But along with your own book, there are many other ways to make money from Amazon by recommending books and products from other people.

When you recommend your book or someone else’s or other products, you can earn passive income by becoming an Amazon affiliate. You are not likely to get rich quick this way, but it’s a great way to bring in passive income with minimal effort.

Learn how [here](#).

[Enjoy the many benefits of expressing gratitude](#)

## Week 29 Tip: Help a reporter out, and yourself too

Reporters and other media are always under deadlines, so a service like Help a Reporter Out (HARO) is a tremendous tool in getting the sources they need for their stories. When YOU are the source they need, you help yourself too because you get exposure for your book, business, or service. This popular sourcing service connects journalists, bloggers, and other writers with relevant expert sources to meet their demanding deadlines and enable brands, like you, to tell their stories.

There are five reasons you should use HARO:

1. They distribute more than 50,000 journalist queries from highly respected media outlets each year.
2. Their pitching process is straightforward, allowing you to find topics related to your expertise, industry, or experience, while allowing journalists to spend more time writing and less time sourcing.
3. It's free.
4. You have lots of chances to find a relevant story because they post frequently—sometimes three times a day.
5. When your entry is published, you get massive exposure, sometimes to major media.
6. Visit my blog post [here](#) to see examples of my article and another that were published because of HARO.

## Week 30 Tip: Increase your book sales by telling great stories



One of your most powerful opportunities to sell more books is when you speak to an audience at a live event. If you can capture their attention and bring them into your story, you are likely to sell more books after your talk.

In this video, listen to award-winning speaker, Craig Valentine, tell you the secret to telling great stories. As you listen, make notes about how you can use this technique to talk about your book.

## Week 31 Tip: Promote your book with press releases

A press release has traditionally been news provided by a company or business that can be shared on various **press release sites**. Typically, after sharing news to press release submission sites, a website will get huge traffic and sales, but not always.

Although surveys of news journalists show many of them no longer rely on press releases for their stories, there are several reasons you can benefit from press releases:

1. Position yourself as an expert in your field
2. Point out the news angle of your book or when you are in the news, such as [fitness author participating in fitness challenge](#)
3. Inform your local/regional media about your speaking or book-signing events. When I launched my first book on happiness, I contacted the reporter who covered local stories in my area. She even attended my book launch brunch and wrote [this piece](#).
4. Provide useful tips, a cheat sheet, a list of your informative videos, and other useful content for your target audience. If you've written a fiction book with characters who were adopted, bullied, or multiracial, you could create tips, advice, and resources for these populations.
5. Help your website visitors learn about you by posting press releases on a Media page on your website.

**Press release submission is available in two types, paid and free press release submission sites. What is the difference?**

Paid vs. Free Press Release Submission Sites Lists

- Free press release submission sites will let you submit only plain-text content rather than image, video, or rich text format.
- Paid press release submission sites have the option to submit content in a rich format with images and video in content.
- Free press release sites provide no-follow backlink to your website only.
- Paid press release sites provide do-follow backlink, which helps your website optimization.

[Top ranked press release services](#)

[Free press release submission sites](#)

## **Week 32 Tip: Increase Kindle and other sales by doing keyword research**

There are two ways to find profitable keywords: Do a manual research or use a tool. This article can help you get started with finding and including keywords in your content <https://www.entrepreneur.com/article/231333>

**If you prefer to invest in a tool to boost your Kindle sales, [KDP Rocket](#) makes it easier and faster.**

## **Week 33 Tip: Submit your book to the *Library Journal***

If you can plan and get your galley or other bound proofs to this prestigious publication three to four months before publication, your book may be selected for a prepublication review.

There are few genres they will review a few months after publication, so visit their website for details. They review most genres, except textbooks, children's books, very technical or specialized works (particularly those directed at a professional audience), and books in languages other than English.

Visit them at the [Library Journal website](#).

## **Week 34 Tip: Use Google Alerts to research your topic and more, all for free**

Google Alerts is a free tool that tracks a keyword or phrase and sends every mention from the news, books, videos, and blogs to your mailbox. To get the best results and make the best use of your time, decide your goal for setting up an alert. Here are some of the common alerts I set up to be notified about every mention of

1. my name, indicating different versions
2. my book title
3. key terms in my industry (to keep up with trends and new products)
4. keywords about a new product/service I'm creating
5. competitors' names (to see what major blogs, videos, and the news are saying about them)

Follow these steps to get started:

1. Go to [google.com/alerts](https://www.google.com/alerts) and set up with the Google account you want to use.
2. Choose your keywords, making them as unique as possible. To track for my name, for example, I listed “Dr. Flora M. Brown,” “Flora Morris Brown, Ph.D.,” “Flora M. Brown,” and other variations. Be sure to enclose a phrase in quotation marks to avoid getting results for every single word in the phrase.
3. Select the frequency. Choose whether you want to be notified just “once a day,” or “as it happens.”
4. Choose the sources.
5. Select the language.
6. Choose the region.
7. Choose between “only the best” and “everything.”
8. Select the email address where you want your alerts delivered.
9. Press Create Alert.

**Good news:** If you discover you’ve created a monster and are being overwhelmed with an avalanche of alerts, you can go back to make changes and even delete alerts you no longer want.

### **Week 35 Tip: Seek free images to create promotional material**

When you create promotional material or post on social media, adding images is important to get attention and boost engagement. Some report that articles, blogs, and other written material with images get 94% more total views. Before you add images to promote your book, there are a few things to know.

1. Check for copyright rules and permissions before copying and pasting any image. Just because you can Google images doesn’t mean you can use them.





2. Even images you purchase have limitations, so read the license agreements and restrictions. Some sites, for example, will allow you to use a purchased image in a blog post according to their standard license, but required that you buy a more expensive and extended license to use the image for a book cover or as an image on a t-shirt.
3. Avoid using photos you've taken of your students in classes or workshops unless you've gotten signed releases from each of them.
4. Seek free images, but read the rules that come with those too. Sometimes they are free to use with attribution, and other times they don't require attribution.
5. Be aware that others are using the same images. Whether you use paid or free images, you cannot control where they'll be used by others, so don't expect exclusivity.
6. Even though you may not be required to give attribution, it's a kind thing to do. The image in this tip is from pikwizard and is attributed to [photo by Authentic Images](#)

Many sites offer free images; here's a listing of six to get you started:

<https://www.techradar.com/news/the-best-free-stock-photo-sites>

### **Week 36 Tip: Get acquainted with your local public librarians**

Many authors visualize getting their books into bookstores, but libraries offer benefits that bookstores can't match. Libraries are dedicated to promoting reading. Books are their business. They are devoted to serving readers and have a budget for doing just that. Modern libraries lend not just print books but also eBooks and audio books. Many host book clubs, book signing events, and bring in speakers on topics that interest children and adults.



In the image above I'm conferring with a few participants who remained after a workshop I had just finished at one of my local libraries.

Librarians have been professionally trained and are ready to help you find the books you seek as well as help you learn to research a topic. They also help decide which books the library will buy. Just as they help readers, they also can help you as an author learn more about your genre and understand how to sell to them. Unlike bookstores, libraries are loyal. Once they've bought your book, it's available for as long as it's in print and has readers.

The easiest place to begin is your local library. If you haven't used the library for a while, it's time to renew your card and begin to use their services again. As you build a relationship with the librarians, you will discover that most are very open to having you in as a speaker or workshop leader in your genre or field of expertise. Even if your library doesn't have a budget to pay you to speak, they are usually willing to allow you to sell your book to the audience without expecting a share.

If your library is part of a library district, you will have even more opportunities to promote and sell your book. Get acquainted with their website and social media to discover the range of services available to you. One library district near me, for example, has a form online for suggesting books for them to purchase. I submitted my book to them and within a few months they ordered my book from one of the distributors where my book is available. Libraries don't typically buy from Amazon, so you will need to make your book available through one of their preferred vendors. Find out who those are at <http://www.ala.org/tools/libfactsheets/alalibraryfactsheet09>

To find libraries in your area, visit <http://www.lib-web.org/>

### **Week 37 Tip: Use Linktree in your Instagram profile**

On Instagram you can only place one live link in your profile. If you have a variety of places you want your followers to visit, use <https://linktr.ee/> It is a free tool for optimizing your Instagram traffic by allowing you to use one link in your bio to house all the content you want to send your followers to.

When my Instagram visitors click <https://linktr.ee/florabrown2u> they are taken to a number of possible places I've set up for them to visit, instead of just one.

*[Skip to Bonus Tip 1:](#)  
[Keep your camera handy for capturing one-of-a-kind images](#)*

## **Week 38 Tip: Protect your online content**

Like most authors, you probably post content online in blogs, articles, and other places to promote your book. The last thing you want to discover is that you inadvertently plagiarized someone's work or worse, someone lifted material from your website, ebook, or somewhere else and posted it online as their own.

One of the best ways to steer clear of or be alerted to such problems is to use a plagiarism detection tool like [Copyscape.com](https://www.copyscape.com). It checks the originality of new content and identifies duplicate content wherever it appears on the internet. If you discover duplications of your content on sites that don't belong to you, Copyscape even tells you what to do about it. They also provide a variety of banners to choose from that you can post on your site to alert visitors that you are protected by and use a plagiarism detection tool.

Copyscape provides a [free version](#) that will check two articles or web pages against each other for duplication. However, I recommend the very affordable Premium version which checks the entire internet. Their rate is three cents per search (up to 200 words) plus one cent per extra 100 words. You may pay as you go or buy a minimum of \$10 worth of credits.

## **Week 39 Tip: Use hashtags to help people find you on social media**

You may not be familiar or comfortable with hashtags, but they are one of the ways you can help readers and contacts find you on social media.

### **What is a hashtag?**

It's a word or phrase preceded by a hash mark (#). When you use it within or at the end of a message, it identifies a keyword or topic of interest. It is indexed by social network and makes it easier for folks to find your article or post.

### **When should you use a hashtag?**

Hashtags are not as popular on some social media as on others. Using more than two hashtags on Twitter can drop your engagement or be ineffective on Facebook. Instagram users enjoy a great advantage of using multiple hashtags.

### **How do you decide on the right hashtags for you?**

Check out [Hashtagify](#) to find hashtags right for your book or topic.

### Where can you learn more about hashtags and where to use them?

Start with [this article](#) perfect for beginners, but continue to research if you want to learn more.

You may choose to not use hashtags, but once understood and used properly, they can make your content more searchable and discoverable.

## Week 40 Tip: Get featured by your alma mater



The college, university, or even high school where you received a degree or certificate is a great place to be featured when your book is published. Like proud parents, they are eager to spotlight achievements of their graduates. You'll need a write-up, preferably a press release, and perhaps a high-resolution photo of you and your book.

If you've stayed in touch with your alma mater through alumni organizations, volunteer activities, and/or campus events, you may know to whom to submit your announcement. If not, contact the Office of Alumni Relations to see how to submit announcements. Some schools also have a submission process for baby pictures and other family announcements. Be sure those babies are wearing the school beanie, of course!

Many colleges have very active alumni on LinkedIn. Connect with fellow alumni to keep abreast of their achievements and your school's activities and advancements, as well as to learn about other opportunities to promote your book.

[Make your life story part of your marketing](#)

## Week 41 Tip: Plan events at sideways venues

Whether your book is fiction or nonfiction, think of where you could stage a talk or book signing at a venue that is not typical but is connected to your book's theme or genre. I call these *sideways venues*.

Best-selling author, Melissa Guzzetta, wrote [Private Lucky](#), a true story of Hank Gillebaard, who as a boy wanted nothing more than to fly like the fighter pilots he admired in the skies over Amsterdam. When the lives of Dutch citizens were turned upside down with the Nazi occupation of Holland, his dreams had to wait as he witnessed the tragic unfolding of events affecting those around him before finding himself in a fight for his own life. He went into hiding before his sixteenth birthday even though he was not Jewish.

In the book, two central themes throughout Hank's life were World War II and his love of flying. Guzzetta was able to take her book to two venues that tied in with these themes.

She reached out to the World War II Museum in New Orleans, Louisiana, and was invited to give a presentation and book signing. She had a successful time of selling her book and expanding her reader base. (See photo at right.)



Focusing on the flight theme of her book, Melissa has presented two different events at the Long Beach Airport: one was the Festival of Flight, and the second was a book signing at the CNBC News store (pictured at left).

What sideways venue could tie in with your book's theme, genre, and/or characters?

## Week 42 Tip: Find local opportunities to promote and sell your book

Your community has many places where you can promote your book if you are curious and resourceful.

You have already thought about approaching your church, so let's consider other places where you are a member or frequent customer.

1. Shortly after I joined a local fitness center, the owner learned I was an author and immediately invited me to do a book signing. She allowed me to leave flyers on the counter to announce my event. I was quite happy to sell and autograph books that day. (The photo shows my table set up in front and gym members working out in the background.)
2. Coffee shops are increasingly popular places to set up a book signing event, especially if you're a frequent customer. When the manager of my local Starbucks saw me working on my first book on happiness, she invited me to do a book signing before my book was even published. Since then, I've had two other book signings there. Don't count on the foot traffic for sales, though. Even though the store allowed me to post a flyer on the door and bulletin board, I still had to do my own marketing to let fans know I was there.
3. Are you a member of a Toastmasters or other club? They are often delighted to feature and support a member.
4. Are you a member of a sorority, fraternity, synagogue, ethnic association, or Chamber of Commerce? They are usually pleased to spotlight members, sometimes building a program, panel discussion, and book signing for local authors.
5. Even if you no longer have children of school age, schools may welcome you to speak to classes or parent groups if your book is relevant to a topic that interests them. College professors are eager to have in-class speakers on relevant topics. Even if you are unable to sell your books in these settings, be sure to have flyers, postcards, or other material with contact information and places where your book is available.



6. Many organizations need speakers every month. Although many don't pay speakers, they usually allow you to sell your book, and if you're fortunate, may even video the event for you. Consider approaching non-profits, Rotary Clubs, lunch-and-learn events sponsored by your city or utility companies, Parks and Recreation groups, senior centers, and community centers.
7. Dig deep to think of community business owners who would be open to hosting you in their businesses. I've done a book signing in a lumber warehouse, and other authors have been featured at pet stores, hardware stores, and more. Your dentist, chiropractor, lawyer, realtor, and other professionals may have wonderful office/conference space that's sitting empty in the evenings or on weekends where they'd be willing to host a book talk and signing.
8. Ask friends and/or neighbors to host a book party at their home. They invite their friends and prepare a light meal. People who attend these events are predisposed to buy, since they were invited by a friend or neighbor. These work well, especially during holiday seasons when people are actively looking for gifts.

Local opportunities are all around you. Get creative and find them.

### **Week 43 Tip: Create a meetup group focused on your book/theme**

If you want a dedicated group to explore and enjoy your book, consider starting your own group through [meetup.com](https://www.meetup.com). It's like having a book club where your book is the only book discussed.

To shine the spotlight on the first edition of my book on happiness, I created a meetup, *From Overwhelmed to Overjoyed*. I set it up on [meetup.com](https://www.meetup.com) and decided we would meet at a local Panera Bread from 6:00 to 8:30 p.m. monthly on Thursday evenings. I chose Panera Bread so that folks could order their own food if they wished, and we wouldn't have to deal with a waiter's taking orders. I got to the restaurant early each time and staked out our table, posting on our table the sign that Meetup.com provides. For the first meeting, eight people showed up. At the end of that meeting, the members were so pleased that they asked if we could meet more frequently. We agreed to meet on the 2nd and 4th Thursdays.

We didn't discuss my book nonstop. I required that each member buy a copy of my book when they joined, but I brought worksheets about setting goals, dreaming big, etc., that weren't based on my book. I asked them to share anything from my book that helped them with completing the activities we did each week. We bonded so well that the restaurant setting was no distraction.

Before you rush off to start your own group, let's go over a few basics.

1. **Decide how your group will benefit members.** It's not enough to start a group just to sell your books. What would motivate people to attend an in-person meeting? What would be the benefit to them? Equally important, what are you passionate about? That's what you must decide first.
2. **Check [meetup.com](https://www.meetup.com) to see if there's already an existing group serving this need in your community.** If a group already exists on your topic, consider joining or asking the organizer if you could become a co-organizer.
3. **If you decide to proceed with organizing your own group, now you'll have to decide on your topic.** There are many topic categories on [meetup.com](https://www.meetup.com), and you'll have to decide where yours fits in. Come up with a catchy title, and be sure it's narrow enough to be of interest. Remember, the members will be drawn to topics that benefit, uplift, inspire, entertain, inform, and/or transform them. Browse the many groups available to get ideas.
4. **Decide on the venue and format.** You'll need this information for your description to help prospective members know if your group is right for them. You have a wide variety of choices as to where to meet. Most organizers set their own town or country as the "hometown" of the meetup, but that's up to you.

Group members will be attending in person, so your meeting place needs to be conveniently located, especially if people will be attending in the evening after work. Many groups meet in restaurants, bars, libraries, or an available conference room. You could meet outdoors at a park or beach, depending on the nature of your group. If you're starting a hiking group, you'll likely meet at the location where the hike begins.

The format can be very informal or structured. It's up to you and, of course, what your group prefers.

5. **Set up your account and complete the description and other details.** [Meetup.com](https://www.meetup.com) is free for participants but charges a fee for hosts. Start with the lowest fee, since you can always increase it later if your group grows. With the fee you get many tools and ideas for growing and announcing your group.
6. **Begin to grow your membership.** Your meetup page will be discoverable for prospective members, and you'll want to invite folks you already know from your mailing list and social media contacts.

Visit [meetup.com](https://www.meetup.com) to learn more and decide if this is for you.



## Week 44 Tip: Tie your book into every presentation

What do you talk about when you are asked to speak at your church, Toastmasters Club, business network, or other event?

Many times, the organizers allow you to choose the specific topic because they mainly just want a speaker to fill the time. Your job as the primary cheerleader for your book is tie your book/service/course into every presentation you give from this day forth.

To do this, think about the audience, their main concerns, and what you offer through your book/service/course. The point at which these intersect is your ideal topic.

When I was asked to speak at a SCORE Women in Business breakfast meeting, I wanted to give the audience information they could use in their businesses. But I also wanted to tie in my book on [happiness](#) and highlight the benefits of writing life stories, since I had just begun offering life story workshops.

In my presentation, “5 Amazing Ways Sharing Your Personal Story Promotes Business Success,” I talked about how sharing the turning point that led them to start their businesses built trust and made customers want to do business with them. I also shared from my book how overcoming adversities builds resilience and contributes to personal and business success. Of course, I also sold and autographed my books after the event. (The promotional flyer appears to the right, and the next page shows selected photos from the event.)

No matter what the venue or event, tie your book into the presentation the next time you’re asked to speak. You’ll be glad you did.

*Featured Speakers*

**Flora Morris Brown, Ph.D.**  
 Author, Speaker, Publishing Coach, and  
 Guided Autobiography Facilitator  
 FloraBrown.com  
 ColorYourLifeHappy.com  
 ColorYourLifePublished.com

**5 Amazing Ways Sharing Your Personal Story Promotes Business Success**

Most of us were raised to downplay our weaknesses, keep a stiff upper lip, and at all costs, not air our dirty laundry.

In this fake-it-until-you-make-it climate, you will be amazed how revealing instead of concealing your struggles, setbacks, and failures will make you memorable and build trust with your ideal customers. It is how you handled these unwanted events and how they transformed you that matters.

H. Jackson Brown, Jr. shared this quote from a 52-year-old: “I’ve learned that you can tell a lot about a man by the way he handles these three things: a rainy holiday, lost luggage, and tangled Christmas tree lights.”

**REGISTER TODAY TO TAKE AWAY**

- How to uncover your powerful personal story by digging for treasure and value in that scraggly line called your life path
- Why your personal story has an impact on potential customers
- Why becoming transparent makes people want to do business with you
- How sharing your personal story has a positive ripple effect on your business

**Network** and share ideas, experiences and advice with other women in a variety of service and product businesses

**Discover** the variety of available services and resources provided by SCORE and their partners to enhance or help you start your business

**Share** your knowledge and experience through the opportunity of exhibiting at the breakfast

**The Women in Business Breakfast Series**

**SCORE**  
 Celebrating 25 Years of Women in Business  
 Join Us!

**Date:** Friday, Feb. 3, 2017

**Time:** 7:30 AM–10:30 AM  
 (REGISTRATION/NETWORKING STARTS AT 7:30, EXHIBIT TABLE SETUP AT 7:00)

**Where:** **The Center Club**  
 650 Town Center Drive  
 Costa Mesa, CA 92626

**Note:** Parking is **FREE** at the club.

See the Valet—located just past the ticket office for the OC Performing Arts

**Cost:** **\$35** Advance registration (\$40 after 2-1-17 and at the door) Valet parking included. Exhibit table \$75 includes the table attendance fee for ONE

Sponsored by: **WELLS FARGO**

[www.score114.org](http://www.score114.org) **SCORE** SEATING IS LIMITED!



## Week 45 Tip: Take memorable giveaways to your book signings and presentations



In an earlier tip I suggested making your book signings a festive occasion. One way to make visitors remember you, even if they don't buy a book, is to have a memorable giveaway.

One that my visitors always enjoy and remember is a popcorn wrapper I customized with a photo of my book on the face-up side and contact information on the back flap. I wrap it around a microwaveable popcorn packet. You can find a template online if you'd like to create your own.

If you prefer to have a professional create a customized popcorn wrapper or other unique gift to promote your book, visit Susan Placek's [The Creative Gift Shop](#)

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## **Week 46 Tip: Give the exact URL when you refer folks to your book**

An author excitedly announced to her Facebook friends that her new book was available on Amazon. She posted Amazon's home page URL.

On Amazon's home page the reader would have to enter the author's name and/or book title. Unfortunately, the author had used her less familiar initials for her first and middle name on her book, instead of spelling them out.

Don't make readers struggle to find your book. Give them the exact URL that takes them to your book page. Otherwise, they may give up and move on.

## **Week 47 Tip: Use your book and expertise as springboards to multiple streams of income**

Publishing your book is a great accomplishment, but from a business standpoint you must not count on it as your one and only source of income. Few authors get rich from book sales alone, but many wise authors use their books and expertise to launch multiple streams of income.

Whether you write fiction or nonfiction, there are ways to extend your reach and earn income by serving your readers in multiple ways.

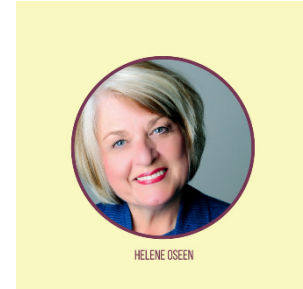
The most obvious way to expand your reach is to make your book available in multiple formats: print, eBook, and audio with multiple booksellers. Amazon may be a leading bookseller, but it is not yet readily available or preferred everywhere in the world. Since I assume you would welcome global sales, also make your book available on Kobo, Barnes & Noble, and such services as Smashwords, Bookbaby and Ingram Spark. See a full list of wholesalers and distributors at <https://www.ibpa-online.org/page/distributors>.

Libraries are a great place to sell your book, since they pay on time, don't return books, and are dedicated to getting books read. To sell to libraries, however, you will need to have your book available through one of the library-approved buying distribution centers such as Baker & Taylor, Ingram, or Quality Books.

As soon as my book on happiness was published, people were interested not just in my topic, but also in how they could become authors. Rather than constantly checking and sweating over the sales of your book, use your book and the public's fascination with writing a book as a springboard to generate multiple streams of income.

1. **Courses.** Offer live courses at local adult programs, community colleges, and churches. Design home study courses using one of the online teaching platforms such as Udemy, Teachable, Thinkific, Ruzuku, and Kajabi. Offer live online courses using programs such as [freeconferencecall.com](http://freeconferencecall.com) and [Zoom.us](http://Zoom.us).

Author Helene Oseen published a print, eBook, and audio version of her book, [\*Wear Your Life Well, Lessons on the Journey to Your Truest Self: How to Design Your Life, Fashion Your Style, and Live a Life You Love\*](#). Next she published a companion [journal](#), and eventually she created a [6-week course](#) where readers can apply the many lessons from her book to their own lives.



2. **Webinars.** While courses have multiple sessions, a webinar is typically a one-time event focusing on a narrow aspect of your topic. You can offer these free “live” and charge for the recordings, or you can charge for people to attend live and send the recordings whether they were able to attend live or not. Once these are recorded, they are great source of passive income long after the original recording.
3. **Podcasts or radio shows.** In 2009 before podcasts were as common as they are now, I started a radio show at BlogTalkShow focusing on creating a happy life. I interviewed guests from many fields. After three years I put my show on hiatus, but the 166 episodes are still in their archives at <http://blogtalkradio.com/florabrown>

Start your own podcast or radio show or be a guest on those of others.

4. **Transcriptions of recordings from your webinars and podcasts.** You can turn these transcriptions into eBooks or lead magnets to build your mailing list or put them on CDs or flash drives to give away at book events.

5. **Selling t-shirts, accessories and other products can be lucrative.** Several companies allow you to create your design online, and they handle the sales, shipping, and distribution. Your payout depends on the price and quantity you set.

Visit my page on [teespring.com](http://teespring.com) to see the details about this t-shirt I designed using my book title. I've designed a few others to promote various other campaigns.



- 6. Coaching, consulting, leading mastermind groups, speaking at conferences, training corporate/academic groups, and organizing retreats.** Once in place, these forms of income can be quite lucrative and far surpass book royalties.

The ideas I've shared are just the tip of the iceberg. Look for ways your book and expertise can help you generate multiple streams of income. Which of the suggested ways appeal to you and fit your book and expertise?

### **Week 48 Tip: Get testimonials while participants are still glowing**

Testimonials are valuable as social proof because they are in the words of the participants. You need these for your landing page, sell sheet, and other places to give evidence of the specific benefits of your presentation/service/book.

If you've just given a book talk or presentation, you could ask people to email a testimonial, but you risk never hearing from any of them. Their good intentions evaporate before they exit the parking lot.

Make it your goal to get their testimonies while you still have them captive. Here are three ways to do that:

1. Prepare a handout asking the audience to write their feelings about the event. Instead of doing it after you've finished your talk, make it the last activity of your presentation. Either put them on each chair or table or get efficient help to distribute them while you stress your appreciation for their taking time to share their thoughts. You certainly want their honest feelings, but you need to give them a starter. Here's what I wrote on one testimonial form. I distribute copies of this even when meeting planners have their own evaluation forms. I want my own.

If you enjoyed this presentation, please tell me in a few sentences specifically how it was enlightening, beneficial, and/or inspiring. If there are ways you think it can be improved, I welcome that too. If you choose to sign your name, you are giving me permission to publish your name with your comments in future promotional material.

Thank you.

2. If people come up to your table during a book signing and say kind things about your talk, make note or record what they said and ask their permission to use it on your website and elsewhere.

3. Video testimonials are the best. To get these at an event, you must engage the help of an assistant to roam the room immediately after the event with a smart phone or video recorder asking a brief question. We asked, “What did you think about Flora?” That yielded some wonderful and specific testimonials.

### **Week 49 Tip: Send personalized video follow-ups**

An important part of marketing is building relationships. You already know it’s important to follow up with people you meet at events, but unless we follow up right away, we may forget. If you want to be memorable, send personalized video follow-ups. I got this idea from an attendee at a publishers and writers meeting. Here’s how it works:

1. Collect the business cards of each attendee or presenter, jot down details about their work or life as they share with you at the meeting.
2. Then, as soon as you return home from the event, set up your webcam or smartphone and create a quick one-minute-or-less greeting. Email it to your new contact. Keep these brief, and you can go through quite a few in short time. I guarantee you it’ll probably be the first personalized video follow-up they’ve ever received, making you quite memorable.

You can view examples on YouTube at the links below. I sent the first video to the speaker of a meeting and the second to a member I met for the first time at a meeting.

<https://youtu.be/kqhaWxQEcnU>

<https://www.youtube.com/watch?v=Ti6qih9dh2Y>

## Week 50 Tip: Be ready to accept payments

Let's say all your marketing has been successful and customers show up with cash or credit cards in hand. Are you ready to accept payments?

Most book sales take place online using credit cards or eChecks, and sometimes even money orders, so you must have a system that will process all forms of payment.



1. If your books are available on Amazon, Barnes and Noble, or other booksellers, customers can complete their transactions on those sites.
2. If you want to sell books from your website, you'll need a payment system. Here are some options:
  - Open a merchant account with your bank and process payments through a shopping cart on your website.
  - Set up an account with a service like PayPal or Stripe. When you place a code on your website, these services accept all major forms of payment.
3. When you sell books at book fairs and other events, you'll benefit from using a mobile card reader. The common ones are Square and PayPal. You'll need to insert the card reader into your smartphone or tablet.
4. When you sell books at events, always have an adequate supply of one and five-dollar bills to be able to make change easily. Some people prefer to pay cash. In addition, have receipts available in case people want them for cash payments. I like to create my own receipts with my contact information on them, but you can also buy [ready-made carbonless receipts](#).



## Week 51 Tip: Dress to impress at your author event

You already know that the appearance of your table/booth at your book events are part of your marketing success. How about your personal appearance?



Dressing to impress at an author event doesn't mean wearing a corporate business suit. You are more than just the author. You are the brand, the spokesperson, the cheerleader.

When you wear a color scheme or unique outfit that conveys the message, theme, or era of your book, you create a mood and atmosphere that sends a powerful marketing message. Attendees want to come over to your table to learn more about your brand, your book, and you.

There are at least four good reasons for planning your outfit with thought and intent.

You will

- cross this off your to-do list as you prepare your books, materials, and presentation
- create impressive photographs that you'll be able to use for marketing future events
- feel more confident and empowered, even if you're an introvert
- be remembered

Possibilities abound. You could wear a signature hat, a distinctive glove on one hand, or some eye-catching shoes. I like to dress in red because I think it coordinates well with my book cover, or I wear a t-shirt imprinted with my book title. When I did a book signing at a fitness center, I wore red gym clothes. Get more ideas from this [article](#). Then, decide what you'll wear to your book events.

Attendees may not be able to pinpoint why they are drawn to you, your table, and your book, but *you* will know. It will be because you gave conscious thought to staging so that your book is a more attractive choice for potential buyers.

### **Week 52 Tip: Keep your website in your control**

Your website is one of the most important tools in your marketing kit. While you may be active on social media and other places, you don't have control of them because you don't own them. Your website is your home base and within your control. If you're terrified of technology, you are going to be tempted to throw up your hands in despair and let a webmaster take care of everything. That could be a big mistake.

You probably know the name of your landlord or the realtor who managed the purchase of your home. Once you signed the required documents, you got the keys and control of decorating and furnishing decisions. And yet, if you left it up to someone else to buy your domain, set up your website, and manage all details, it's like being locked out of your house. If you are not in control, you can't make changes to your website, or scariest of all, you could lose your website altogether.

I'm not suggesting that you become a web wizard, but there are steps you should take to keep control of your website.

**COLOR YOUR LIFE PUBLISHED™**  
Be an Adventurer, not a Tourist

**Are you ready to publish your book?**

If so, now's the time to learn

- how to get started
- how to keep your confidence up
- why you are the only person who can write it

**IT'S TIME TO WRITE YOUR BOOK**

Just enter your email below and click "Get Updates" to get a free copy of my ebook, "It's Time to Write Your Book" valued at \$19.99 and updates and tips

Enter your name  Enter your email

I respect your privacy and will not rent, share or sell your personal information.

**Let's start with understanding basic vocabulary.**

1. **Your website is like a house.** It's where you put contents, usually on multiple pages, such as a blog, sales page, information about you, and a page about your book. The look and feel of your website depend on which theme you choose. You can change the theme whenever you want, if you're willing to adjust the content to work with the new theme.
2. **Your domain is like the address of your house.** Each one is unique. There are many endings such as .com, .net, .info. Each of those endings is a separate domain, even if the front part is the same. So, [florabrown.com](http://florabrown.com) is my website, but florabrown with the .info or .net endings are different websites. A domain is how people find your website. You rent your domain from a registrar for at least a year, but you can choose a longer period if wish. GoDaddy is a popular registrar, but it doesn't matter which registrar you use. There are almost 3,000 registrars. *You don't have to buy other services from the registrar just because you're renting your domain.* Please note: Just because you bought a domain doesn't mean you have a website yet. You must set up the website and connect the domain to it.
3. **Your web hosting service rents "land" (internet space) to you and allows your website to live there.** You pay them a fee for this but can change web hosts if you decide to do so. From your web hosting service, you can see the inner workings of your website.

**Let's talk about some more basics.**

1. You will need a separate username and password to access your website, your domain registrar's site, and your web hosting service. You must enter these each time you access one of these.
2. Buy your own domain so you can register your own name, address, and phone for all the contacts they request. Some unscrupulous webmasters who buy your domain for you will list their own contact information. That means you have to go through them to get access to your own site. Not good.
3. Your webmaster or virtual assistant needs to have your username and password too, so they can make changes for you. But remember, you hired them, so *you* should be listed as the owner of record so you can make changes too.

**In case your eyes are glazing over at this point, I'd like to make a few suggestions.**

1. Take a class to learn the basics of setting up a website. That way, when you hire someone to help you, you'll better understand what they're doing.
2. Hire a tutor to walk you through some basic lessons.
3. Once you understand the basics, you're ready to benefit from an assistant, called a *virtual assistant* if you communicate online and by phone.

**I've done all three.**

If you want to take an online class to learn web design, I can recommend Christina Hills' program, [Website Creation Workshop](#). Even though I have created and maintained my websites in the past, I knew a lot had changed in recent years and I needed help, so I took Christina's class. I also have a virtual assistant who helps me troubleshoot, but I like to be able to fix little things myself.

Remember, you are learning the basics not *instead* of hiring a webmaster or an assistant, but so you can keep your website in your control.

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## 10 Bonus Marketing Tips

### 1. Keep your camera handy for capturing one-of-a-kind images.

By now you know that images make a huge impact in your marketing materials. I've shared sources for free images online, but there's nothing like capturing your own images. If you keep your camera or smartphone always at the ready, you'll always be able to capture your own one-of-a-kind images, which you can use freely in your marketing materials.



When author Shirley George Frazier greeted John Grisham at the Book Expo of America in New York, she got someone to take this photo she'll use in her marketing material. My youngest daughter and I were shopping in Costco one day when we spotted Wally Amos, creator of Famous Amos cookies, manning a demonstration table. After greeting him, I asked if I could get a picture with him.

“Do you have a camera?” he asked.

Even back in the days before smartphones, I almost always had a camera with me, so I responded, “Yes!” And we got that once-in-a-lifetime shot of me with Famous Amos.

Don't worry about how you'll use every photo you take. If it's interesting or an unusual situation, you may discover a use for it in your marketing materials.

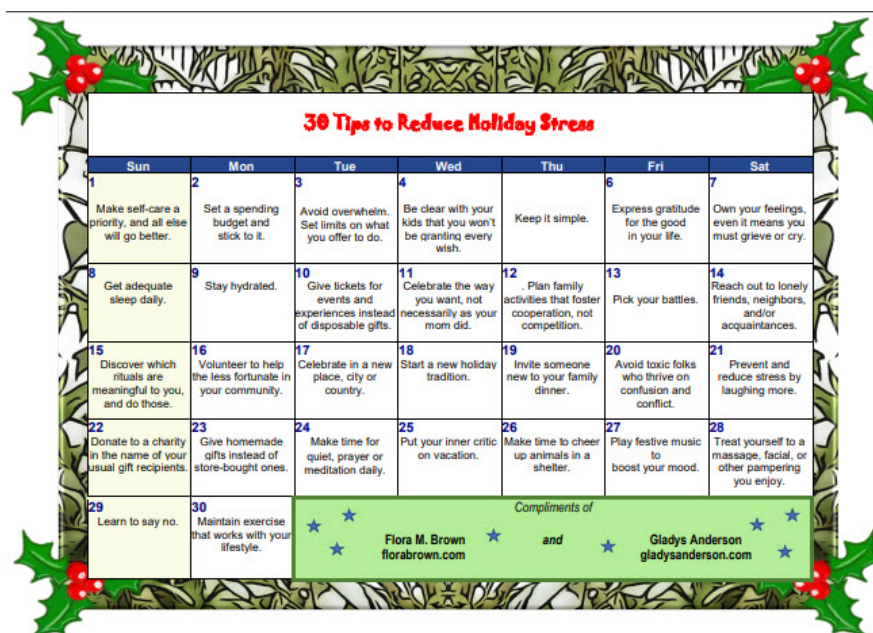
I often take photos with speakers at events that I use in an article or blog post about their appearance. I also take photos of my students at workshops, with their written permission, of course.

## 2. Plan for holiday-related marketing for your book

Create holiday-related material to market your book, especially in the fall months when consumers are most primed to spend on gifts for others, their families, and themselves.

What are some ways you can do this?

- A gift list based on the theme of your book. List your main character's holiday gift wish list and make it available to your list, and as a post on Instagram and Pinterest. Be sure to include a call to action to buy your book.
- A list of ways to reduce holiday stress. Since my friend and fellow author, Gladys Anderson, and I both wrote books about happiness and reducing stress, we collaborate each year to publish the 30 Tips to Reduce Holiday Stress calendar.



- I also publish a list of gift ideas for writers at <http://coloryourlifepublished.com/writersgifts/fun-and-unique-gifts-for-the-writers-in-your-life>
- Run a Black Friday and/or Cyber Monday sale on your book.
- If you participate in holiday fairs or boutiques, make a gift bag featuring your book.

### 3. Approach your local Costco to arrange a book signing

If you haven't seen authors selling their books and doing book signings at Costco, it doesn't mean it doesn't happen.



When author Sonia Marsh, author of *Freeways to Flip Flops*, noticed another author selling his books in Costco one day, she was surprised. She stopped to ask how he did it and learned that his traditional publisher had arranged it. Though Sonia is an indie author, she decided to inquire how she might arrange an appearance too.

In the photo above you'll see another author and I stopped by her Costco display to cheer her on.

Enjoy these accounts of how Sonia Marsh and another author did book signings at Costco. Then decide if this way of selling your book is a good fit.

- ✓ <https://soniamarsh.com/2013/09/how-to-get-your-book-into-costco.html>
- ✓ <http://talkingwriting.com/yes-i-signed-books-costco>

#### 4. Feature your book in a gift bag or basket



A gift basket with your book as the centerpiece makes a great gift and gives your book visibility. If you don't have gift basket design skills, no worries. Engage the help of a creative friend or strike a deal with a professional designer to create one for you.

The basket pictured here was designed by my friend Marilyn Taylor, owner of [The Bountiful Basket](#) in Rancho Cucamonga, CA. She has been designing gift baskets for over 23 years. When she told me she wanted to design a gift basket using my books, I sold her some copies at about 50% of the retail price. I left it up to her to create the design, market it, and enjoy the profits from the sale. She created this custom design for a client who ordered a get-well gift basket. Her customers must like my book in their designs because she has reordered books from me twice.



## 5. Take your book on vacation

When I mentioned to my editor that I was planning a vacation to Melbourne, Australia, she offered to connect me with one of her clients who lived there. After an email exchange, I was able to meet her client, a fellow author, and we not only exchanged and autographed each other's books but became friends.

Before leaving for Dublin, Ireland, I decided to see if I could connect with the administrator of a Facebook group for authors where I'm a member. We made a plan to meet and I had a wonderful time learning about his business of helping authors publish and market their books. He also organizes an annual writers conference. He also interviewed me and posted it on his Facebook group.

I also gave my AirBnB hostess an autographed copy of my book.

Some authors ask their readers to send photos from various historic spots holding their books. Other authors schedule book signings at bookstores or other venues where they plan to vacation.

To make your business card and bookmarks work overtime, be sure to have a QR code on them. What's a QR code? See the next tip.

## 6. Put a QR code on your business card, bookmark, and flyers



A QR code is like a barcode with information embedded in it. You've seen these squares containing small pixelized squares inside, on packaging, menus, and other places.

QR means *quick response*. When someone scans your QR code with a smartphone or QR code scanner, they are taken to whatever destination you've embedded and can take action, such as placing an order, signing up for a program, or buying your book.

I used a free QR code generator, <http://qrcode.kaywa.com/dashboard/>, to create this QR code. Scan it with your smartphone now and you'll see that it takes you to the Amazon page of my book, [Color Your Life Happy: Create Your Unique Path and Claim the Joy You Deserve](#). When I tested it with my iPhone, it opened in a Safari browser, but it'll open in any browser your phone favors.

One of the best things about a QR code is that it can be placed on paper, fabric, and many other materials. You could put your QR code on a t-shirt, a mug, or your car door. The point is to make it extremely easy for readers to view and buy your book.

## 7. Drive traffic to your book, even when you share

Part of marketing is tooting your own horn, but you probably also like to share great info on social media and other places. [ShoutAbout.it](http://ShoutAbout.it) is a free tool that enables you to share an article or post by someone else and get attention for one of your selected products or services at the same time. The tool does this by creating a custom message that drives readers back to your site or even to a book on Amazon.

Let's say I want to share an article I saw on my friend Shirley George Frazier's site. I would create my custom message and enter the URL to Shirley's article. When you go to Shirley's article, you'll see not only her article but my custom message, which stays at the bottom as you scroll to read the article.

Here's how I'd probably introduce it on Twitter, Facebook, or LinkedIn. Click on the link in my message to my announcement on Shirley's article.

Want to write your book, but don't know how? This article will help you get rolling. Five Tips to Write Your Long-Awaited Book - Shirley George Frazier - <http://lets.shoutabout.it/4b>

## 8. Create impressive sales pages using free video tool Loom

You can use this video tool to record information about your book for posting on your website, YouTube, and other places. It lets you show parts of your book, slides, or whatever will help you convince readers to buy your book.

Your image can be on the screen in a circle video so that viewers can see you and your product or demonstration.

See the example at <https://www.useloom.com/use-cases>

## 9. Attract and engage readers using content curated by Paper.li

[Paper.li](#) curates content on topics from social media and the web that align with your audience's interests. They use this content to create a daily newspaper for you and share it on your designated social media, website, and/or newsletter. They offer a free account that you can increase to a paid account later.

See my newsletter, *Color Your Life Happy Daily*, at <https://paper.li/florabrown#/>. Once I set up the categories, it shows up in my Twitter and Facebook account. It sets hashtags and gives my contacts a mention.

This daily publication allows you to share valuable information without doing all the research involved, but you don't have perfect control over the content. You set the types of content and categories you prefer, but since they are pulled from news and other social media, the exact articles vary. Watch the video testimonial from another user.



## 10. Enter your book in contests and awards programs

Make entering contests and awards programs a part of your marketing plan. It increases your chances of being discovered by readers and industry professionals, lends credibility to your standing as a serious writer, and brings deep satisfaction whether you win, get nominated, or just receive valuable feedback from the judges. I didn't win a Benjamin Franklin Award, but I use their judges' positive feedback about my book in my marketing material.

Does winning an award increase your book sales? Listen to [Amy Murphy](#) share how receiving a nomination affected her book sales and how she took advantage of the increased opportunities.

Book competitions vary in reputation, submission processes, and entry fees. To decide which are best for you, consult the directory of book competition reviews and ratings by the [Alliance of Independent Authors \(ALLI\)](#). Also, consult other sources such as the [IndieReader](#) list of the top ten book awards. As always, practice due diligence and choose the competition that aligns with your goals, values, and budget.

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## Closing Words

We authors love to write but usually do not like to market our books. Some of us are shy and uncomfortable in front of an audience. Others lack confidence in our technology skills and hesitate to use social media, build an email list, or make videos. Many of us avoid marketing because we equate it with being pushy, spammy, and even scammy.

Which group are you in?

News flash: We all wish we could find someone else to market our books successfully so we can focus on writing.



Give up that fantasy. It's unlikely that without any effort on your part readers will snatch up your book online, or rush to your book signings and throw money at you.

Whether you are traditionally published or self-published, marketing your book is in your hands. Even if you have the budget to hire a publicist to send out press releases, line up events, and schedule media interviews, you are the one who must show up to engage with the audience.

Instead of thinking of marketing as drudgery, let's reframe it. Think of it as having conversations with people who are looking for what you have to share.

If you discovered a cure for cancer that would save a loved one, would you keep it a secret? Chances are you'd not only tell your loved one as soon as possible, but you'd probably spread the news of this cure to everyone you meet.

You wrote your book to educate, enlighten, inspire, or entertain readers in need of your unique voice and way of writing. When you share your book with people who need and want your message, it'll be easy to have a conversation with them. You will feel gratified, and they will be happy to pay for what your book offers them.

I trust these tips have encouraged you to make and implement a marketing plan. If you have suggestions for improving them or for tips you've discovered along the way, please share them with me at [flora@florabrown.com](mailto:flora@florabrown.com).

Here's to your marketing success.

Flora Morris Brown, Ph.D.

[florabrown.com](http://florabrown.com)

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