



Low- to No-Cost Ways to Market Your Book, Even if You're an Introvert

7 Rules of Successful Book Marketing

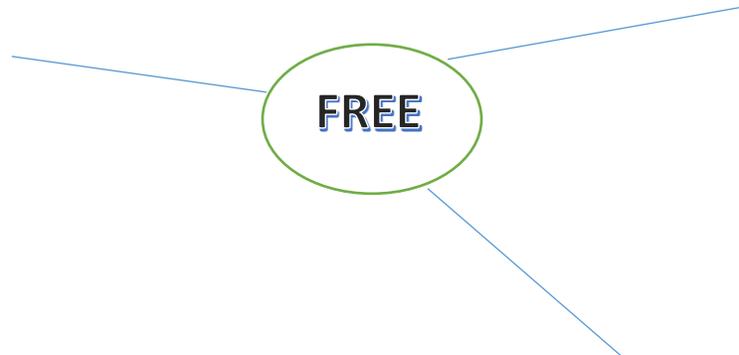
1. Make it easy for people to do business with you.
 2. Make it easy for other people to promote you/your book.
 3. Help as many other authors/businesses as you can.
 4. Keep your marketing in your hands, but most of all in your mind.
Look for opportunities everywhere—solicitors, venues
Respond to inquiries as fast as possible
 5. Don't wait until everything is perfect.
 6. Select what aligns with your values and resonates with you, but be brave enough to widen your comfort zone.
 7. Have fun.
-

Disclaimer

While the author and publisher have made every effort to use sources we believe to provide reliable information, we also recognize that trends and suggested solutions change. We urge the reader to consult current research, policies, and findings. We have included sources that were current at the time of publication, but have no responsibility for the persistence and accuracy of URLs for external or third-party Internet websites. We also do not guarantee that content on such websites is or will remain current, accurate, and appropriate.

Book Marketing Essentials

A. Build your budget—Free takes time, energy, and connections



1. Inheritance? Savings/investments? Part-time job? Loans?
2. Crowdfunding—Kickstarter, GoFundMe, Indiegogo, etc.
3. Ask for donations on your website
4. Presell your books/products—need cover and compelling description
5. Become an affiliate for others (must disclose when you're an affiliate)
<https://services.amazon.com/selling/getting-started.htm>
6. Sign up for Google AdSense—Google.com/adsense
7. Sell your own products/courses on your website or others.
8. Get education prices for tools where possible by signing up for free or low- cost classes that use the tool or software such as Adobe Creative Suite
9. Find workarounds—Canva.com for design (has free version), Paint.net for photo editing
10. Connect with services that offer deep discounts on tech tools and programs--
 Appsumo.com, Retailmenot.com

B. Increase your exposure

1. Customize your email signature—www.wisestamp.com
2. Set up a website/blog
 - a. Consider buying two domains: your name and your book title
 - b. Begin with free services if you must, such as Blogger, wix.com, but signing up with a hosting company is better

3. Be sure you have these pages on your website

About
Photo
Bio
Book/product/services
Contact info

4. Set up your personalized Amazon author page --Amazon.com/author/florabrown

5. Build an email list from visitors to your site-- **Emailing without permission is SPAM**

a. Consider investing in email marketing autoresponder program such as aweber.com, ConstantContact.com. Or start with free versions at MailChimp.com or blogger.com

b. Offer visitors a free download in exchange for their email

Leverage the power of the internet

- paper.li (curated daily newsletter)
- Hootsuite.com
- Social media groups—join a few where your target audience gathers, then complete your profile, upload your image, join relevant groups and share/write articles (Have you submitted an article for LinkedIn's publishing platform?)
- Display share buttons-- be sure they are compatible with your site

6. Write blog posts—yours and/or guest blogs

- a. Best course → guestblogging.com, Jon Morrow
- b. Paying guest posts**
- c. Respond to other bloggers with comments that add to the conversation
- d. Send out press releases—send to newspapers or services.**
- e Piggyback and newsjack –tie holidays and celebrations to your expertise

7. Pitch the media and get picked up by libraries.

Gisela Hausmann, Amazon reviewer and author is devoted to helping get noticed. Her newest book is *Book Marketing The Funnel Factor*

8. Seek and accept interviews showing your expertise

- a. HARO -- <https://www.helpareporter.com/>
- b. Internet radio—blogtalkradio.com, podcast directory
- c. Create your own interviews/podcasts

9. Create videos

- a. Staged/scripted
- b. Live streaming via Facebook Live, Instagram, Periscope, Twitter,
- c. Leverage power of YouTube videos and channels

10. Line up more live events—book signings, networking meetings.

- a. Contact libraries—ask for adult services librarian
- b. Contact corporations and other organizations—receptionist is your best friend; learn her name and ask for her help
- c. Seek out free venues—Starbucks, restaurants, Microsoft Store.
- d. Join a group or start your own

11. Gather promo products for your live appearances

- a. VistaPrint—apparel and more
- b. Teespring.com—design t-shirts without any initial investment many use as
- c. Fiverr.com--Hire people for \$5 and up, to create gifts, graphics, video, etc.

At live events, be sure to

- have fun
- capture audio and/or video testimonials at the event
- give something away or have a drawing (Party City has themed candies, gift items, etc.)

C. Engage with subscribers and members

1. Send email—occasional or regular info of interest
2. Launch campaigns, contests, giveaways
3. Survey your followers to plan new programs—Google Docs, Survey Monkey
4. Set up your own social media pages/groups

D. Build warm relationships, create goodwill, good karma

**Get a list of links to additional resources at <http://florabrown.com/PWOC>

Florabrown.com