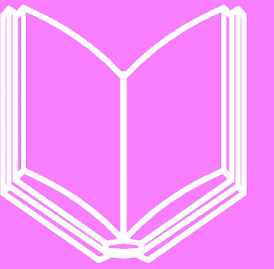


Promote Your Book

Book marketing ideas



Can I Have a Word
Campaign



1 Welcome

Thanks for checking out this guide.

I've put together this document as I often receive questions around how I promote my books.

Within the next few pages, I share the marketing techniques that I use in the hope they will serve as a toolkit of ideas for your upcoming book projects.

To make it easy, I've split the activities into things you can do during the pre-launch, launch and post-launch phases of your publicity programme.

I hope you find them helpful.

Janet Middlemiss, Founder, JEM



Promotional Approach

Pre-Launch

Preparation and launch planning activities.

Launch

Customer and media image-building activities.

Post-Launch

Ongoing promotional reinforcement activities.

Pre-Launch Ideas

- Design a book website.
- Make a book trailer to post on video platforms and social media.
- Prepare a spreadsheet of contacts for book promotion activities.
- Write a press release and research a list of media contacts.
- Brainstorm media storylines for one-on-one press interviews.
- Compile a media kit to include your press release, author biography, book synopsis and a USB with photos.
- Design a bookmark to handout.
- Design a book flyer to handout.
- Design a book e-flyer to email and post on social media.



Pre-Launch Ideas (cont.)

- Design a 'coming soon' new release teaser to solicit pre-orders.
- Set up your Facebook/Instagram/Twitter/Linkedin/Pinterest/YouTube accounts and plan out weekly updates, e.g. footage, photos, reviews, snippets, special offers, events, etc.
- Design an electronic signature with your website, book details and social media links. Embed at the bottom of your email.
- Arrange author accounts on sites like Smashwords, Author's Den, Amazon Author Central, Goodreads, etc.
- Research list of book reviewers and request reviews, e.g. newspapers, special interest magazines, niche market reviews, freelancers, etc.
- Draw up a list of influencers and send out complimentary copies. (The hope is they will review and introduce to their community).
- Explore a partnership with a non-profit. Use your book as a force for good.



5 Launch Ideas

- Host a book launch event. Don't forget to share images on social media.
- Roll out your press and social media activities, e.g. issue your book launch media release, conduct journalist interviews, actively post, etc.
- Arrange a media monitoring service. Sign up to Google Alerts.
- Run book competitions, e.g. in partnership with magazines and trade newsletters. Offer autographed copies of your book as prizes.
- Organise an author book tour. Contact book stores to arrange author readings/signing events.
- Send a "Spread the Word" email/WhatsApp to contacts. Ask for their help to share with anyone who may be interested.
- Tweet a free chapter. Within a PDF embed a retweet prompt that says, "I'm reading *name's* new book title. Get the first chapter *here* free."



Launch Ideas (cont.)

- Run collaborations with synergistic industry, trade and community groups, e.g. participate in forums and round tables, share advice in association newsletters, attend networking events, etc.
- Send copies to expert bloggers who focus on your book's genre. Invite top 50 to review and provide an extra copy to give away to their readers.
- Guest blog on related sites and invite guest contributors on your website.
- Exhibit at book fairs and literary festivals.
- Leave your book on consignment at libraries.
- Draft articles on synergistic topics and place in the media to build your profile and generate awareness for your book.
- Offer an “Author Bundle” where people can win a special package of books/items on the theme of the book.



Post-Launch Ideas

- Become an expert in your field and speak at events where you can sell your book on-site.
- Build as many links as possible to your book's website by commenting, placing links or sharing excerpts on relevant sites and online forums.
- Launch a social media photo contest. Ask readers to take a creative photo related to your book to win a prize.
- Make a list of book clubs, reading groups and writer's circles and contact for book reading and joint promotions.
- Research upcoming media calendars and reach out to editors to secure coverage in special editions covering your subject matter.
- Explore serialisations where newspapers and magazines are given rights to publish an extract from your book.



Post-Launch Ideas (cont.)

- Grow customer reviews on Amazon.com and other e-store sites.
- Expand your programme of events, e.g. dinner receptions, school and university lectures, library talks, autograph parties, etc.
- Design freebies like information guides that you can use to generate publicity for your book.
- Use search engines to identify online newsletters that pertain to your book and ask for a free column in exchange for a website link.
- Start your own newsletter to build awareness and share synergistic advice.
- Create boards on Pinterest. Plan for the content to be of interest to female audiences as they form 85% of the platform's demographic.
- Explore anthologies to contribute a chapter as part of a series of stories.
- Set up an affiliate programme to drive traffic to your book sales page.



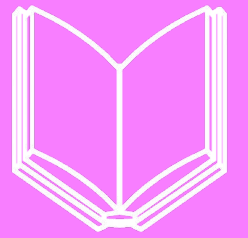
Post-Launch Ideas (cont.)

- Conduct an online survey to keep the book in the minds of your target audience. Publicise results.
- Create a podcast show to discuss topics relating to your book's content.
- Team up with an appropriate media outlet to launch a Q&A advice column.
- Look for co-branding opportunities. Tie your title to a product or service that shares the same audience and has a powerful brand.
- Co-partner charitable events to sponsor prizes and raise awareness.
- Target Christmas gift and other seasonal buying guides.
- Make a series of "How-to" YouTube videos related to your book's content.
- Create and promote different versions of your book, e.g. audio, braille, foreign language versions.



Thank You

Good luck with your book project!



**Can I Have a Word
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