

Idea Lab- May meeting- Marketing notes

How to get your books out to readers, get them buy it and recommend it to others?

Best marketing books for writer

- Guerrilla marketing for writers by Jay Conrad Levison, Rick Frishman, Michael Larson, and David L. Hancock
- Sell you book like wildfire by Rob Eager

Book signings

- Have the location scouted out
- Leave a set up before hand with teasers and information
- People who want your book flock to you during actual signing

Book Reviews

- City book reviews
 - San Francisco book review
 - Manhattan book review etc.
 - You choose the city mentioned in review title
 - Can pay for the review or not
- Kirkus reviews
 - Most expensive of reviewers- \$300/\$400
 - Good publicity
- Amazon Vine Reviewers
 - Look for keywords within your buyers
 - Sending a quick email asking for a review is free
- Jenny Bynum- Reviewer for Indie authors
 - Network of reviewers
 - Find on Facebook, a very good resource to know

Media mail through the postal is cheapest method for shipping books or sending ads

Bookpub- requires a monthly renewal

Goodreads

- They do giveaways
- But charge for them
- Initial post with them works well, but then it falls flat after time passes. One and done

Authors promote each other

- Like each other's social media posts, share them with friends
- # and like your own posts and other authors posts
- Have other authors do reviews, lends credibility

Using # (hashtag) properly

- Different from @ symbol
 - @ denotes an individual entity
- # denotes a keyword in a search
 - One # can apply over multiple areas
 - Makes it easier for others to find you
 - They click on the hashtag somewhere else and can find you

2nd life virtual reality game can be a sales point

- Advertising there is it fits the book can promote sales

The connection between reader and writer

- If you have a book, you must have a website
- Beneficial to have a domain name- www._____
- Name it after yourself not your book, you write more than one book
- Keep your website fresh
- Update once a month or about that often
- Don't let your market dry up
 - Message must be seen 28 times before action is taken
 - And must be reinforced for further action
- Email lists
 - Blast vs targeted blast
 - Send consistently not overly often
 - Once a month is solid, maybe twice
 - Once a week is too much unless you are very popular
 - And people want the emails
 - Have an email signup sheet at all events
- Constantcontact.com
 - Email sending service
 - Charges by number of people not emails sent
 - Has a good reporting system, keeps you organized

- Bluehost.com
- Bubblish
 - Free, promotes through 'book bubbles'
 - Image with small teaser to book
 - Connects well with goodreads

Preorder incentives

- Tend to not work as well for newer authors
- A large fanbase or late in a series is when to offer preorder

Pros and cons of putting "author of _____" in signature line of an email

- It can be imposing to readers
- Vs it can draw attention
- Can act as a friendly reminder to friends that you write
- And they can spread the word
- But don't become the Amway salesman
- Finding a balance is key

Blog tours

- Gets a lot of reviews and attention
- Not many sales
- Most reviews are simple, like "good book"

eBooks

- Link to your website
- Offer eBook with purchase of paper book
- Give a code that sends them to your website
- People tend to pass off paper copy to a friend when they get eBook
- More people with your book in their hands
- Ecommerce on Weebly is a good system to manage eBook sales
- Works with codes handed out on coupons
- One eBook per email that enters code

Partner with a nonprofit that relates to book

Build a system where you promote each other

Write their business subtly into your book

How to write a press release

- 1st paragraph- who/what/when/where/why/how. Use third person
- 2nd paragraph- a quote, the only place where there should be an opinion
- 3rd paragraph- a call to action
- Then about info-contact points
- Include a photo
- Whole thing should not be longer than a page, ¾ of a page is best

Google ads

- Have an expert to help you
- System has a steep learning curve
- Key words in articles
- High exposure, sales is a shot in the dark

Countdown timers

- Draw immediate attention
- Let people know you are active
- Can shock others into action
- An easy PSA that works if situation is right

Direct marketing on notice boards

- Low cost and can have a large yield
- Time consuming
- Gas money and people cost
- Can't put up fliers in schools or universities

Trying to get your books into the hands of a university professor will likely have no effect

They get books all the time, more than they know what to do with

Youtube

- Book trailers
- Work alongside kickstarter
- Keep the video shorter than 90 seconds
- A minute is preferable
- Free video editing software- shotcut.com

Literary contests

- Pushcart- must be recommended
- Michigan notable
 - Michigannotablebooks.com
 - Have a librarian recommend your work
 - Their endorsement gets your piece consideration
 - Winning gets your book into libraries

People have to want to buy your book, get them to want to

3rd. 4th. 5th generation likes on social media and the like can draw in attention, but don't count on it

Actively promote your book at all times, not promoting your book almost guarantees no sales