

# Where Do You Want to Take **Your Book**?



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Publishing your book is a milestone. The next step is making sure people read it. While your family members and friends will likely buy a copy, you'll burn through your personal network quickly. Making a real impact means building a solid marketing platform. This means reaching people you've never met, and who have never heard of you—that is, until you get our Marketing Services on your side.

## A Collaborative Approach to Marketing Your Book

AuthorHouse has simplified the process of book promotion, providing a comprehensive solution for authors by bringing together a range of services under one roof.

### We Provide The Resources And Expertise. You Make It Happen.

Marketing your book can be as fun and creative as the actual process of writing it—if you have the right attitude and approach. Your thoughtful input, combined with our expertise and experience, can give you a platform for sharing your book's message and achieving your own version of success.

### Getting Started

Developing a marketing plan is one of the most important factors in promoting your book successfully.

Follow this guide to learn how you can create a strategy to target your ideal readers, distinguish your book from the competition, plan dynamic events, and develop press materials that can grab the attention of media outlets.

## 3 Phases of a Successful Book Marketing Plan

As with any good book, a good marketing plan has an effective beginning, an engaging middle, and a powerful end.



### Phase One

Ask the Important Questions



### Phase Two

Gather Your Resources



### Phase Three

Follow Through

# Phase One: Ask the Important Questions

Take a moment to consider the questions below and write down your answers. Outlining your goals and thoughts on paper is a concrete way to start building your marketing plan.

## What are your book marketing goals?

Identify goals that are observable, measurable, and attainable. You may dream of selling a million copies, but that's not a realistic starting goal. Set some targets you can hit, so you can measure progress and celebrate successes.

## Who are your ideal readers?

Develop a clear picture of who your potential readers will be. Your book won't appeal to everyone—and that's OK! Create a prototype of your ideal reader by considering age, gender, and other demographics. This will help you to pinpoint the right strategies for reaching them.

## What are competing titles for your book?

Search a bookstore or online for books that might focus on a similar topic or have a similar title to your own. What are these authors doing to compel readers to pick up their books? How can you appeal to readers drawn to books such as these while still making your book stand out?

## How can you position yourself as an author?

Depending on the genre and topic of your book, you may be able to cite particular experiences, professional accreditations, or other compelling factors that lend authority to your status as a writer. This information will come in handy when it comes time to pitch your story to the media.

## What are your key selling points?

When you speak to book buyers, potential readers, or media representatives, you want to have clear and compelling reasons why someone should buy your book. This selling sound bite is key to gain the attention of your target audiences.

## What endorsements can you secure?

Having quotes from well-known or respected people can give your book added credibility in the eyes of potential book buyers. Think about who might be willing to endorse your book. With their permission, you could use their quotes on your back cover and in your sales materials.

## How will you utilize the web?

The Internet can be one of the most effective ways to promote a book, and social media has made it easier to establish a presence online. Identify the social network best suited for reaching your intended audience, set up an account, and start contributing and connecting with others. It takes effort, but the personal connections and ease of sharing can help you build a fan base. Include your social media information in all your promotional and press materials.

Online blogs allow authors to develop a relationship with readers worldwide. You can post a summary of your book, an author bio, news stories, and upcoming events. Some authors use a blog as an extension of their book, offering fans an extended glimpse of their story or topic.

No matter the focus of your blog, your goal is to write interesting, valuable posts that will compel readers to follow your blog and engage with you through commenting and sharing your posts.

# Phase Two: Gather Your Resources

With your goals in mind, you can now start to lay the groundwork for the launch of your book.

## Develop Your Book's Media Hook

Sometimes called the “elevator pitch,” this is the brief speech (brief enough to share with someone during an elevator ride) that you use to get media outlets interested in featuring your book. Above all, make sure your pitch is quick, clear, and unique. Writing it down will help you remember it so that you can deliver it at a moment's notice.

## Plan Your Book Launch Event

Generate interest with some grassroots-style promotion of your book. In some cases, an event may help you gain valuable media attention. Be creative in planning and choosing a location. Tie it in to the theme or subject of your book. And don't forget to have fun—people are more likely to respond to someone who is enthusiastic and inviting.

## Identify Venues for Book Signings

Many local retailers, bookstores, and libraries welcome authors who are interested in speaking or holding a book signing, but they want to plan for them in advance. Reach out to members of your community to see if they know of any suitable venues. Once you have a list of possible locations, contact the people in charge to make initial plans, and set a date only after your book is available for purchase.

## Collect Any Necessary Printed Materials

Bookmarks, postcards, flyers, business cards, and posters will call attention to your book at events and give readers a lasting memento that they can take home. These printed materials are a necessity when your marketing plan includes events like book signings, book readings, or speaking engagements.

## Assemble Your Mailing List

Prepare a list of people and media outlets that you'll invite to your book launch, signings, and other events. Accommodate for both e-mail and regular mail.

## Finalize Your Marketing Plan, Calendar and Budget

Establish a calendar of your tentative activities for the coming year and consider the investment needed to accomplish those tasks. This will help you stay accountable and reach your goal of connecting with as many readers as possible.

# Phase Two: Gather Your Resources

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## Send Out Your Book Launch Invitations

When you settle on a time and date and work out the details with the location, send out the invitations to your book event, including local members of the media on your list.

### Marketing Tips:

- Identify your target audience by thinking critically about what type of people are most likely to buy your book. Are they men or women? Baby boomers or young adults? Narrow your focus for a better chance at reaching the right audience.
- Be sure to finish every media interview by mentioning the title of your book, providing your website address, and letting the audience know where they can purchase your book, including online retailers.
- Starting your marketing efforts locally is always a good idea. As you learn what works best, you can adapt and improve your plan appropriately as you gradually expand your efforts into larger markets and nontraditional venues.

# Phase Three: Follow Through

With your plan and resources in place, you can start carrying out the events and actions you've been preparing.

## Hold Your Book Launch Event

Congratulations! You are a published author. Celebrate that achievement. Have plenty of books on hand to sell and sign (Contact your AuthorHouse Publishing Book Sales Consultant to help with that.), and make the most of the time you have.

## Schedule Other Events

You laid the groundwork in Phase Two. Now follow through using your press materials to finalize a calendar of promotional events. Don't just think locally. As you travel, plan ahead by looking for bookstores or venues that might be interested in having you sign your book.

## Pitch to Local Web Media Outlets

Using the hook you developed in Phase Two, contact local reporters at newspapers and broadcast media (radio, TV) to try to secure stories about your book. Identify websites and bloggers that might be interested in your topic and make a pitch to them as well. National coverage may be one of your goals, but the best place to start is locally; then expand from there.

## Plan and Create Advertising Where Appropriate

Advertising is a way to make readers aware of your book. There are a number of niche publications and websites out there; so no matter how specific your target audience, there's likely to be an advertising opportunity that can reach it. Several impressions may be needed for a reader to be influenced to buy, so you may want to plan on purchasing space for several ads to be featured over an extended period.

## Evaluate and Revise Your Plan

A good marketing plan is flexible. Even the best-laid plans will not go exactly as you expected, so be willing to evaluate results and make adjustments. If something is working, find a way to expand your efforts in that area. If something isn't working, adapt. Learn from experience and make changes as necessary to accomplish your goals.

### Marketing Tips:

- When promoting your book to media outlets, always provide an angle that can help reporters and reviewers craft a compelling or entertaining story. The story behind the book often brings readers to the book itself.

# Bringing It All Together

## THE KEY TO A SUCCESSFUL BOOK MARKETING CAMPAIGN

Along with having clear goals, the key to book marketing is an integrated approach to your campaign. In other words, combining the right elements based on your book will give you a greater impact than a series of disconnected activities.

This is where AuthorHouse can help. Our comprehensive approach to book marketing is designed to give you the best opportunity for success and help make it easy for you to manage the process.

## AuthorHouse Marketing Services

You can let us do a little or a lot—depending on your needs and your budget—in the areas that matter most when you need to build awareness and a following as an author.

### Publicity

Our team of publicity specialists provides you with the services and tools you need to generate interest in your book, including:

- Publicity Campaigns
- Press Releases

### Internet Marketing

The Internet is the fastest-growing marketplace for books. As a published author, you're in a great position to take advantage of the web as a powerful marketing and sales tool with services like:

- Online Book Ads via Google
- Social Media Advertising
- Web Design Marketing Packages

### Book Signing and Galleries

Meet your audience face-to-face by participating in a book signing, or by displaying your book in a gallery at major book industry events.

- Miami Book Fair
- Los Angeles Times Festival of Books

### Advertising

AuthorHouse offers a variety of options for advertising your book in some of the leading print media in the United States such as:

- New York Times Book Review
- Reader's Digest
- Publishers Weekly

*Note: Marketing tools are subject to availability.*

# authorHOUSE®

So, where do you want to take your book? Your marketing strategy is as important as your manuscript, and successful authors start planning well before they hold the first copy in their hands. Book marketing is a marathon—not a sprint—so it's never too early to take that first step.

Careful planning, targeted advertising, professionally created materials, and distribution are critical when it comes to finding an audience. That's why AuthorHouse offers a comprehensive selection of services to help you market your book to readers, whether through print ads, online campaigns, book signings, or promotions through the media.

Which services are best for you? Let our Marketing Consultants help you decide. Wherever you want to take your book, we can help you get there!

**Call your AuthorHouse marketing consultant at 833.262.8899 to learn more.**

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