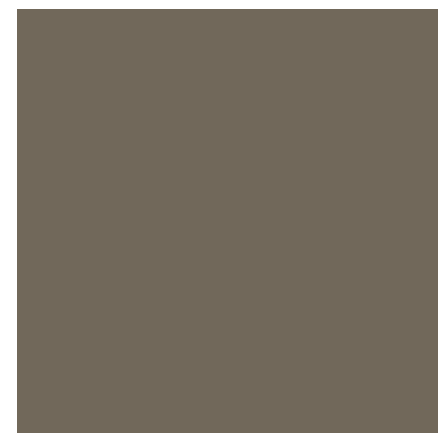




Publishing Authors Who Inspire.



Book Marketing Guide

Dear EWH Press Author,

We are pleased to provide you with this Book Marketing Guide for your ongoing use as you pursue your goals for sales and distribution of your book. As part of our publisher services to you, we will be scheduling a 1-2 hour Marketing Plan Review Session (either by telephone or in person). We will discuss how this plan can be applied specifically to your book, given considerations such as your goals, your target market, your budget and your personality.

The color version of this plan is designed to be viewed on a computer while we conduct our Marketing Plan Review Session. We also provided you with a printer-friendly version, so you can print out whichever pages you choose, especially so you can take notes and record action steps that will be helpful to you in marketing your book. We recommend that you start with 2-5 pages of specific strategies and then expand from there.

In the future, look to our newsletters for additional information and ideas on how marketing your book. In fact, we would greatly

appreciate learning from YOU as you enter the challenging but exciting world of book marketing. Perhaps you will come across a great source of marketing ideas that you can share with us, and thus benefit all our authors. Or perhaps through your own initiative and creativity (or simply through trial and error) you may develop a marketing approach that proves to be highly successful and you are willing to share it with the EWH Press family.

We wish you *great success* in marketing your book. The more readers you reach, the more they will have the opportunity to be inspired by your 'work of heart'.

Warm Regards,

Terrie & Jeff
EWH Press

info@ewhpress.com
248-379-3914





Some Tips on How to Get the Most Out of This Guide

- ❑ Don't get overwhelmed by all the information
- ❑ Choose 2-5 things you can implement and follow through on those.
- ❑ Set goals and create a schedule.
- ❑ In 2-3 months time, analyze your 'return on investment and adjust your strategy accordingly.
- ❑ As time goes on you can add more into your overall marketing strategy.

Elements of a good marketing plan:

- ❑ Market analysis
- ❑ Measureable goals
- ❑ Marketing strategy
- ❑ Marketing budget
- ❑ Implementation schedule



Table of Contents

Getting Started 5-13

Goals & Worksheet	6-7
Target Audience & Worksheet	8-9
Keywords & Worksheet	10-11
Branding & Worksheet	12-13

Marketing Online 14-26

Author/book website	16
Social Media	17
Author Blog	18
Other Blogs	19
Internet Networking	20
Joint Ventures	21
Email Marketing	22
Online Book Retailers	23
Reviews	24
Video & Podcast Promotion	25
Internet Radio	26

Traditional Promotion 27-32

Direct Marketing & Worksheet	29-30
Media Outreach Campaign & Worksheet	31-32
Press Kit	33
Book & Author Awards	34
Bookstore Signings	35
Local Bookstores Sales	36
Speaking Engagements	37
Reading Groups	38
City-by-City Book Tour	39

Advertising 40

Paid Advertising	41
------------------	----



Getting Started

Goals • Target Audience • Keywords • Branding

Goals

The first step in creating a marketing strategy is knowing what your goals and expectations are for your book, including the amount of time you are willing and able to put into your marketing efforts. Here are some thoughts to consider when writing your goals.



- ❑ Set measurable goals...
 - ❑ Number of books sold?
 - ❑ Book fairs attended?
 - ❑ Free promotional copies given away?
 - ❑ Speaking engagements?
 - ❑ News articles published?
 - ❑ Blog interviews conducted?
 - ❑ Visitors to your website?
 - ❑ Book on shelves in ____ bookstores?
- ❑ Always associate a realistic timeline to each goal.
- ❑ Realize some goals will not pay off as quickly as others.

Goals — Worksheet

Take a few moments here and write down some measurable goals.



Define your goals — always assign a realistic timeline for each goal, then measure the return.

- Number of books sold?
- Book fairs attended?
- Free promotional copies given away?
- Speaking engagements?
- News articles published?
- Blog interviews conducted?
- Visitors to your website?
- Book on shelves in ____ bookstores?

Target Audience

The more you define them, the easier it will be to reach your target readers or audience. It is easier to position yourself as the expert in a limited range of topics than on everything, everywhere.



- ❑ Describe your ideal reader
 - ❑ List everything you can about them
 - ❑ How old are they? Are they married? Kids? Household Income? Profession?
 - ❑ What interests do they have?
 - ❑ What are their concerns/questions/challenges/dreams/plans?
 - ❑ *See worksheet*
- ❑ Who will buy the book?
- ❑ Why?
- ❑ How?
 - ❑ When?
 - ❑ Where?
 - ❑ From whom?

Target Audience — Worksheet

Who will buy the book? Why? How? When?
Where? From whom?



Define your target audience

- Geographic location
- Age
- Gender
- Marital status
- Family size
- Education
- Income
- Occupation
- Ethnic group
- Attitudes about your book/subject

Keywords

By identifying words that define and describe your target audience and subject matter you will be much more effective in marketing your book.



Niche marketing = target audience + subject/angle/character in book.

- ❑ Book genre
- ❑ Key subject matter (gender diversity, spirituality)
- ❑ Key target audience group (i.e. women, children, etc.)
- ❑ Combine keywords to create short and long phrases, e.g. women's spirituality
- ❑ When marketing online create longtail keywords (3-4 words) for website optimization, PPC advertising, social media, tagging, etc.
 - ❑ Use keywords in headlines
 - ❑ Create links in articles and blog posts

Keyword — Worksheet

Identifying appropriate, relevant and effective keywords is critical in reaching your target audience.



Define your keywords with your target audience and subject/angle/character in mind:

- ❑ Book genre
- ❑ Key subject matter (gender diversity, spirituality)
- ❑ Key target audience group (i.e. women, children, etc.)

Forbes:

[The Magic of Niche Marketing for Authors](#)

Branding

A well-executed brand sells books! It is about creating consistency and recognition.

- ❑ Promotional copy
- ❑ Cover and title of book
- ❑ Colors used on book
- ❑ Promo materials
- ❑ Website
- ❑ Social Media
 - ❑ Custom Facebook landing page
 - ❑ Twitter custom background and colors
 - ❑ YouTube custom background and colors



Promotional graphics for branding:

Utilize Promotional Graphics provided by EWH; see "Publisher Services" document

(files sent via email once book has been sent to printer.)

Branding — Worksheet

How will you communicate your brand?



Branding Opportunities:

- Cover and title of book
- Colors used on book
- Promotional copy
- Promo materials
- Website
- Social Media
 - Custom Facebook landing page
 - Twitter custom background and colors
 - YouTube custom background and colors



Online

Author/Book Website • Social Media • Blogs • Networking • Joint Ventures
• Email Marketing • Online Retailers • Reviews • Video & Podcast
Promotion • Internet Radio

Marketing Online

The Internet is one vehicle you cannot ignore even though the thought of where to begin can be overwhelming. The biggest consideration is to find one or two suggestions you can commit to and then measure the return. Perhaps the most exciting thing about the online marketing and social networking sites is THEY ARE FREE. It is simply a matter of understanding how they work and how you can use them.



- ❑ You need a place to sell your book online at a price you set
- ❑ Social media sites allow you to interact with your readers
- ❑ Who is already online that will actually benefit by helping to sell your book?
- ❑ What online relationships (i.e. other websites, online groups) can you form that will help sell your book?
- ❑ Which online book retailers will want to list your book?
- ❑ Who can you market to directly (e.g. email) through the computer?
- ❑ Who would like to interview you on internet radio or via a podcast?



Author/Book Website —

- ❑ Set up email signup form (e.g. MailChimp) on website to capture names and emails for future outreach
- ❑ Links to social networks
- ❑ Website pages
 - ❑ Author bio
 - ❑ About the book with link to buy the book and/or buy the book page
 - ❑ Events
 - ❑ Reviews
 - ❑ Contact
 - ❑ Excerpt
 - ❑ Blog
- ❑ Incorporate testimonials/reviews
- ❑ Online Press Kit (see Press Kit section)
- ❑ Use your keywords in headlines, body copy and as links

Ask EWH Press for a PayPal link to sell your book on your website or blog!

Your website is a very important part of your online presence. It's where your audience will go to find out more information about you and your book, where you can capture email address for future marketing campaigns and where you can provide resources for your readers and the press.

Resources:

[Mail Chimp](#)



Social Media—

- Utilize Facebook, Twitter, LinkedIn, YouTube, Pinterest, Google+, etc.
- Facebook Page
 - Create a Facebook Page for you or your book
 - Custom landing page
 - Put a FB social plugin on your blog and/or website
 - Customize your FB url
 - Invest in FB ads
- Twitter
 - Compelling bio and link to website
 - Tweet to have others like your Facebook page: “Wanting more conversation than 140 characters will allow? Join in the conversation” with a link to your FB page.
 - Retweet other bestselling authors, who might return the favor
- LinkedIn
 - Completely fill out profile
 - Integrate blog and Twitter posts
 - Recommendations
 - Group Memberships
- Do Hangouts on Google+
- Create accounts on Shelfari, Library Things, GoodReads
 - Create a list that includes your book

Action Steps

17

Online tools, like social media networking sites, can help bring you significantly closer to your target market—increasing your understanding of what your audience think and feel, like and dislike, care about or not, and so on.

Resources

FB pages: [The e-reader House](#)



Author Blog—

- Create unique, relevant content
 - Users will subscribe to your RSS feed and continue to come back—Make sure your RSS feed link is easy to find.
- Respond to comments
 - People want to know that there is someone there who will answer their questions.
- Solicit questions from your readers
 - Write a Q & A. Can use this to reach out to a magazine or other blog site and offer free content to them.
 - In posts ask your readers questions to engage them—remember this is about building relationships.

The suggestions highlighted can also be applied to your website!

Whichever niche you are in, the main objective is to become the expert and build a relationship with your readers, clients, prospects, etc. You want to become the place for others to turn to for information and advice in your subject matter.

Resources



Other Blogs—

- Do a virtual Blog Tour
 - [Article: What is a Virtual Blog Tour?](#)
 - Article with tips for setting up a Blog Tour—[How to get bloggers to review your book: A very thorough answer to an important question](#)
 - [Virtual Book Tour Companies](#)
- Comment on other blogs to establish relationships and establish yourself as an expert; do not spam them with links, offer expertise in your book's subject matter.
- Link to and/or feature other blogs/bloggers on your blog or website.
- Find the top 10-20 blogs in your subject matter (see resources).
 - Create a network to turn to for information and who will look to you for information

Tip: Google Search your keywords with 'blogs', 'blog directory' and/or 'bloggers'.

Bloggers who already have an established following are looking for fresh, relevant content. They can help themselves by helping you.

Resources

Blog Directories –

[Blogger.com](#)

[Blog Catalog](#)

[YA Book Blog Directory](#)



Internet Networking—

- ❑ Find the top 5-10 websites that target your audience.
- ❑ Email them and ask if they would like some free content for their website.
 - ❑ an interview with you
 - ❑ an article
 - ❑ a review copy of the book
 - ❑ tips for their readers
 - ❑ Q & A column on your topic, etc.
- ❑ In return ask them to add a link to your website from their website.
- ❑ Always include your bio with a link to your website or blog at the bottom of your articles.
- ❑ Article submission to online sites.
- ❑ Identify appropriate web forums to market book.

Similar to networking with other bloggers, you can also establish mutually beneficial relationships with other websites related to your book content.

Resources



Joint Ventures—

- Joint venture launch—partner with other bloggers, authors, experts in your subject matter to promote your book and their product together or for a trade, i.e. small percentage of sales.
 - Ask partners to send out an announcement to buy the book on a certain day from Amazon.com (to get on Amazon's Bestseller list) or any other incentive you want to promote.
 - See [example emails](#)
- Invite companies to give away products to readers when they buy books, in exchange for promotion.
- Provide free downloads of digital books and products to your book buyers.
- Find partners through social media, online networks, directories, joint venture networks, etc.
- Search on the Web to identify others in your niche and contact site administrator.

A Joint Venture is a partnership where two or more parties come together for a common goal. Join forces with other bloggers, authors, experts in your subject matter and leverage resources.

Resources

WritersCafe.org

[Book Marketing Strategy: Joint Ventures](#)



Email Marketing—

- ❑ Put an email list signup form on your website and blog.
- ❑ Add a link in your email signature to your Web site encouraging people to signup.
- ❑ Invite people to sign up on social media.
- ❑ Offer sign up incentives – free ebook, book excerpt, product, etc.
- ❑ Use auto-responders—a sequence of pre-written emails that are automatically sent to new subscribers.
- ❑ Promote your blog, Web site articles, events, etc. in your e-newsletter.
- ❑ Use the same branding for your newsletter as you do everywhere else.

EWH Press will compile a list of buyers each quarter from website sales.

Having someone provide you with their email address and thereby invite you to communicate personally with them is 'marketing gold'.

Resources

[MailChimp](#)



Online Book Retailers—

- Example: Amazon.com
 - To reach the Amazon best seller list focus all of your sales into one day—you need to generate 500 book sales in 1 day to get in the top 100 and generate 2,000 book sales in 1 day to get in the top 10.
 - Tip: Joint ventures are a good way to do this (see section on Joint Ventures).
 - Add a list to Listmania! on Amazon with your book and others in the same subject matter.
 - Solicit reviews from Amazon's Top Reviewers (see next section on reviews).

There are many book retailers and distribution partners on the Internet. Each online retailer has its own approach to listing books, featuring books and reaching customers.

Resources



Reviews—

- Solicit reviews for your book on Amazon.com, B&N, your blog/Web site, social media, etc.
 - Acquaintances and colleagues interested in your book's topic
 - Participants in Internet discussion boards and mailing lists relevant to your book
 - Visitors who registered on your Web site and people who read your blog
- [How to get bloggers to review your book: A very thorough answer to an important question](#)
- Submit to [Publisher's Weekly PW Select Program](#)
- Solicit [Amazon's Top Reviewers](#)

There is a surprisingly large 'world' of book reviews online. The more reviews you receive, the more exposure your book receives. Don't be afraid of a 'negative' review—they can actually generate sales!

Resources

[Independent Book Bloggers](#)
[100 Best Blogs for Book Reviews](#)



Video or Podcast Promotion—

- ❑ Create a short video or podcast — do your own or hire a production company.
- ❑ Write the script.
 - ❑ Book trailer - talk about the VALUE people will get from your book; not just about your book.
- ❑ Promote your video or podcast
 - ❑ Author website
 - ❑ EWH Press website
 - ❑ YouTube + Metacafe, Vimeo, and Others
 - ❑ iTunes
 - ❑ Social media
- ❑ Be sure to use your keywords to tag your video and use a prominent keyword in the title of the video itself - you will get much better search results.

Did you know? YouTube is the second most used search engine on the Internet.

Action Steps

25

Videos and podcasts are all about reaching people in multiple sensory modalities. Someone who would never read a review, might very well watch a video. A picture is worth (you know the rest).

Resources



Internet Radio—

- Contact online radio programs in your subject matter and target audience for interviews.
 - [BlogTalk Radio](#)
- Participate in internet radio station chat rooms
- Establish your own radio program
 - [BlogTalk Radio](#)

Internet radio is a fast-growing alternative to commercial radio, especially because it can target specific audiences and provides flexibility of access.

Resources

[Radio Guest List](#)

[BlogTalk Radio](#)



Traditional

Direct Marketing • Media Outreach Campaign • Press (Media) Kit • Book & Author Awards • Bookstore Signings • Local Bookstore Sales Tour • Speaking Engagements • Reading Groups • City-by-City Book

Traditional Marketing

Marketing has been around a lot longer than the internet. Don't fall into the trap of believing that you can do all your book marketing from your office in front of the computer. Hit the road, look 'em in the eyes, shake some hands. Sell some books!



- ❑ Who do you already know who could help you sell your book?
- ❑ Sending free books to select persons can pay off BIG
 - ❑ What is their sphere of influence?
 - ❑ Will they write a review?
 - ❑ How can their network help you sell books?
- ❑ Millions of people are still exposed every day to 'traditional' media sources (e.g. television, radio, newspapers, magazines)
- ❑ Local media sources are often open to featuring local authors
- ❑ There are a growing number of book award programs, many of which cater to self-published books
- ❑ Many groups and organizations are always looking for speakers to fill the agendas of their meetings

Direct Marketing—

Don't underestimate how many people you know would love to buy your newly-published book—perhaps to read it, but also perhaps simply to support you. Get over your shyness or modesty. Remember, your book is inspirational and you spent hours and hours putting your heart and soul into writing it.

- Build list of people to send the book to with an introductory letter—EWH Press will write the pitch letter.
 - Colleagues, students, other authors, experts in subject matter, etc.
- Send an email or a postcard to a list of friends, family, acquaintances, colleagues announcing the publication of your book and letting them know how they can buy it, if they choose.





Direct Marketing — Worksheet

Media sources and marketing contacts, colleagues, students, other authors, experts in subject matter, etc.

Request EWH Press Publisher Services*:

- ❑ Discuss with EWH Press your introductory pitch letter for direct marketing

*see EWH Press Publisher Services document for more information



Media Outreach Campaign—

- ❑ Contact all media sources that you know (e.g. local newspaper, magazines, etc.)
- ❑ Create a list of media and marketing contacts; up to 100 key people, then follow up with them once a month.
- ❑ Send out a Press Release—EWH Press will write the release and set it up for distribution.
- ❑ Create an Online Press Kit or at minimum a media page on your web site (see Press Kit section for more information).

The media are always looking for fresh, interesting content. Help them out by letting them know about your new book!

Resources

Media Outreach Campaign— Worksheet

Media sources and marketing contacts, colleagues, students, other authors, experts in subject matter, etc.



Media Hot Sheet:

- Local Newspapers
- Magazines
- Radio programs
- Cable networks

Request EWH Press Publisher Services*:

- Discuss with EWH Press how you can get your press release written and distributed.

*see EWH Press Publisher Services document for more information



Press (Media) Kit

Your press Kit can be a physical folder containing printed sheets with all your book's information or a Web site with separate pages as outlined.

- ❑ About Author
 - ❑ Broadcast bio – couple paragraphs
 - ❑ Full bio – usually more than 2 paragraphs
- ❑ About the book
 - ❑ Brief summary
 - ❑ Three or more excerpts from the book
 - ❑ 1-page (approx. 1,000 words) from different chapters
 - ❑ ISBN, title, distributor information, price, where to buy the book
- ❑ Images
 - ❑ Book cover
 - ❑ Author
- ❑ Suggested Interview Questions & Story Ideas
 - ❑ Interview questions to make it easy on reporters
 - ❑ Give reporters some ideas on what they could write about you and the book
- ❑ In the Media
 - ❑ News coverage
 - ❑ Blog write ups
 - ❑ Radio interviews
- ❑ Reviews/Testimonials (link to review page)
- ❑ List of press releases
- ❑ Contact info
- ❑ Download link to PDF of entire press kit

Use this guide for your Online Press Kit or Printed Folder Media Kit options.

At minimum have a separate 'Media' page on your website including:

- ❑ In the Media—links to any coverage and press releases you've had.
- ❑ Downloadable images of the book and author.
- ❑ Questions/Story Ideas.



Book & Author Awards—

- [Independent Publisher Awards](#)
 - [IPPY Award](#)
- [Indie Book Awards](#)
- [Writer's Digest – Self-Published Book Awards](#)
- [National Indie Excellence Award](#)
- [Foreword Review](#)
- [Nautilus Book Award](#)
- [National Book Awards](#)
- Niche and Local Awards
 - Research your local area and specific category for other awards

Many book award programs have built-in marketing opportunities that you get by winning or placing in the award competition. And, of course, you can use any book awards you receive in order to add credibility to any marketing you do for your book yourself.

Resources

[Book Spot](#)

[Lists of Bests](#)

[Book Market](#)

[Booklist Online](#)



Bookstore Signings—

- ❑ Do a reading from the book or a short presentation—don't just sign books
- ❑ Ask the bookstores what kind of promotions they do for a new book
 - ❑ In their newsletter, website listing, blog about the appearance, social media, put up a poster, list the event in the local paper's calendar
- ❑ Help the bookstore get readers in for the event
 - ❑ Contact local paper to get an interview; ask bookstore for their media list
 - ❑ Add event to your calendar, social media (e.g. create FB event), etc.
 - ❑ Contact local reading groups about your upcoming appearance
- ❑ Offer the bookstore posters, postcards, and/or bookmarks as a give-away in their store.

Note: Be sure to ask each bookstore how they handle any sales of the book. Some stores will let you bring in your stock to sell, others might want a small portion of the sales.

Book signings are a great way for you to get comfortable with many aspects of marketing. Book signings can help a bookstore decide to stock your book.

Resources



Local Bookstore Sales—

- ❑ Do you already have a relationship with a local bookstore? If so, then asking them to carry your book is much easier.
- ❑ Most local, independent bookstores are open to carrying self-published books.
- ❑ Ask if there is an opportunity to promote or feature your book in the store using book placement, visual aids, special offers, etc.
- ❑ Let EWH Press handle the details of how a local bookstore can carry your books.

It can be very difficult to get the big house bookstores (e.g. Barnes & Noble) to stock your book. But local, independent bookstores are much more open to carrying self-published books, especially those written by local authors.

Resources

Note: Be sure to ask the bookstore how they handle any sales of the book. It is to your advantage financially to have the bookstore contact EWH Press to order books.



Speaking Engagements—

There is an almost limitless number of speaking opportunities. Brainstorm the possibilities. Here are some ideas:

- Bookstores
- Universities and colleges
- K-12 schools
- Libraries
- Coffee shops
- Local groups in your subject and target audience
- Contact local talk radio programs and set up an interview
- Conferences, conventions, festivals and expos
 - If you can't be a speaker host a meet up or party
- Hire a speakers bureau

OK, here is your opportunity to do some public speaking. I'll bet you can't wait... Actually, you will be surprised at how good you are at it. You just have to get started (and learn to live with the butterflies).

Resources



Reading Groups—

- Ask bookstores to refer you to a reading group where you can share your book.
- Do a live Q & A.
- Create a reading guide for your book with a list of questions to consider.
 - Provide background info on yourself and the book—utilize promo material written for book.
 - Send out information either as a short ebook (PDF) or offer a web page with this information
- Other material that would encourage them to read the book.

There are many places where you can discover the existence of a reading group: libraries, churches, retail stores, bookstores, web sites, newspapers, magazines. Start looking!

Resources



City-by-City Book Tour—

- One major city, for one week, per month or quarter
 - Start with your city
 - Incorporate other cities where family/friends live
 - Make sure you keep your receipts for your tax write-off
- Set up events
 - Book signings at bookstores
 - Interviews with local radio/newspapers/magazines
 - School appearances
 - Speaking engagements (see Speaking Engagements section)

What a great way to travel and see the country (the world?). And you can write it all off as a business expense!

Resources

[Book Market Blog](#)



Advertising

Online Advertising • Offline Advertising



Paid Advertising—

- Online advertising
 - Google Adwords
 - Facebook Advertising
 - LinkedIn Ads

- Offline Advertising
 - Direct mail
 - Magazine, newspaper ads
 - Conference program advertising

You can use paid advertising, even if your budget is small—depending on where you advertise and what the advertiser’s financial model is. Two challenges are: 1) deciding which advertising venue will reach your target audience, and 2) measuring the return on your advertising investment.

Resources

[Google Adwords](#)

Working together to bring your 'work of heart' to the world.



Remember that this journey of marketing your book begins with the book itself. We have worked together—you and EWH Press—to make it the best, most inspiring book possible.

Try to think realistically about the potential audience for and sales of your book...but don't be afraid to THINK BIG. Understand that in most cases there is plenty of competition in your genre or subject matter, that there is lots of 'noise' out there clamoring for the ear of each consumer, and that every reader leads a 'crazy busy' life. Getting someone's attention and convincing them to buy your book can both be significant challenges. But it CAN be done!

Next, realize that your own personal goal for sales of your book will be a major factor in determining the end result. If your goal is realistic, or even aggressive, there is a marketing plan along with persistent, effective

actions that should have a good chance of getting you there.

Finally, know that *you* are the primary and master marketer of your book. Your book will sell only in proportion to the time, energy and passion you put into marketing it. We at EWH Press will be supporting you along the way by providing a variety of services and resources. Please refer to our Publisher Services document for examples of how we can help you bring your 'work of heart' to the world.

Best Wishes,

Terrie & Jeff
EWH Press

info@ewhpress.com

248-379-3914