

# THE BOOK MARKETING BIBLE

*39 PROVEN WAYS TO BUILD YOUR AUTHOR  
PLATFORM AND PROMOTE YOUR BOOKS ON A  
BUDGET*

*TOM CORSON-KNOWLES*

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# WHY YOU SHOULD READ THIS BOOK

This book is a marketing roadmap for your book.

Whether you landed a seven-figure publishing deal with a major publisher or are a self-published author, this book will show you how to sell more books. It's full of proven strategies and tips for marketing yourself and your books, building your author platform, and creating long-term success as an author.

I recommend reading the Six Key Foundations for Marketing Success first, and then going through each of the marketing strategies one at a time. As you read about each marketing strategy, write down your action steps that you will take to start implementing these marketing best practices immediately.

Reading about only one strategy and applying it will be far more valuable to you than reading about all the strategies and not taking any action.

Always remember that action is what creates results and change in your life. Learning, motivation and inspiration are wonderful, but without action your life will not change.

Now, let's cover the Six Key Foundations for Marketing Success.

# FOUNDATION 1. GET CRYSTAL CLEAR ON WHAT YOU WANT AND WHY

So, you want to sell more books? Why exactly?

Is it because you want more income?

Is it because you want to become a bestselling author?

Is it because you want to talk about your book on Oprah?

Is it because you have a message you just want to share with the world?

Is it because you have a story to tell and you can't think of anything more rewarding than sharing it?

What *exactly* is it that you want?

Right now, grab a notebook and pen and write down what it is you want.

Figuring out what you want is only the first step, though. Once you've done that, you need to figure out *why* you want it.

Imagine two people set the same goal: to become a bestselling author. One person succeeds while the other fails. Why?

Most often, it's because the person who succeeded had enough reasons to keep going when it seemed like a lost cause, whereas the person who failed gave up when things got too hard. You see, humans are motivated by two things in life: pleasure and pain.

We naturally are attracted to things that produce pleasure and avoid things that produce pain. Well, I can tell you that one of the biggest pains in life is feeling like your dreams will never come true. And if your “why” isn’t big enough to overcome the pain that you will feel from time to time along your journey, then you too will become just another author who quit before you made it.

My first month as a published author was pretty pathetic. I sold fourteen books. In my first eight months, I never earned more than \$500 in royalties in a month. Many others would have gotten discouraged or even given up and quit, especially after working so hard and seeing such meager results. But I stuck to it because I had a bigger purpose, a mission to share my message with the world. And I kept applying the marketing strategies you will read about in this book.

Four months later, I had my first month where I earned more than \$10,000 from my Kindle ebook royalties alone. If I had quit, stopped writing, and stopped marketing, I never could have increased my royalties twenty times.

If you’re looking at your royalty statements and sales reports and need to increase your sales twentyfold, let this book be your guide. It won’t happen overnight, but if you have a clear mission and purpose and steadily work on the right things (that usually means writing more books and marketing), you can see a huge increase in your income over time.

But it won’t happen without a clear purpose and a clear mission, and plenty of reasons for achieving the success you seek.



You see, your reasons are the fuel in your fire that keeps your desire strong and gives you the inner drive to keep going when things get tough.

So pick that notebook and pen back up and write down at least one hundred reasons why you **MUST** succeed as an author and achieve your dreams.

*“One hundred reasons?”* you ask. *“That’s too many. I can’t find one hundred reasons...”*

I’ll be honest with you: if you can’t find one hundred reasons to succeed then you might as well not even bother reading the rest of this book.

You might be thinking, “That’s silly. Who needs to write down one hundred reasons to succeed? I know I want to sell more books. Isn’t that enough? I don’t want to do any of this new-age weird stuff like writing down my reasons and finding my purpose.”

Well, the way I look at it is like this: I’d rather be weird and spend a few hours writing down my reasons to succeed than be really, really cool and really, really broke. How about you?

There’s a reason I say write down *at least one hundred reasons to succeed*. Your first few reasons will likely be superficial or things you’re always thinking about already, like maybe buying a new car or house. In my experience, around reason fifty-one you’ll start to find some *really deep reasons* for succeeding. It’ll bring back dreams, hopes and goals you had and lost years ago.

I’m urging you to take the time to write down your reasons and bring back your hopes and dreams that you gave up. Get your dreams back, get your goals back, and get back on track

to becoming the bestselling author you want to be and deserve to be.

If you want to achieve something great in life, get crystal clear on exactly what it is you want. That's Foundation #1.

## FOUNDATION 2. FOCUS ON YOUR ONE BEST TARGET AUDIENCE

Now that you're focused on what you want, it's time to focus on getting it.

And the fastest way to selling a lot of books, or achieving anything great for that matter, is to focus. You'll have a lot more success writing and marketing five romance novels than you will with one romance novel, one book on nutrition, one horror thriller, a book on parenting, and a guide to having great sex.

Don't get me wrong – I'm sure lots of people want to read about how to have great sex. But I doubt that anyone who reads one of your romance novels will want to read your book on crocheting. Why not? Because your message isn't focused and you're chasing different markets with different messages. Are you a romance novelist or a crochet expert or a parenting expert?

You're trying to talk to too many audiences. Instead, just focus on one key audience and create great products for that one audience. That's the fastest path to success.

Can you succeed writing books in different niches and genres? Sure, of course you can. But if you think it's hard selling a lot of books in one genre or niche, it's going to be a lot harder to sell a lot of books in multiple niches and genres. I wouldn't recommend it unless you're a serious marketer and plan to spend *a lot of time marketing to all your different audiences*. Even then, you'd likely earn more money spending your time marketing to one audience.

When you have multiple books in one niche or genre, you have a great chance of converting a happy reader from any one of your books to a happy reader of two or more of your books. Write this down: ***No one succeeds in business long-term without repeat business.***

So if you're looking for short-term, flash-in-the-pan success, then do whatever you want. If you're looking for long-term success, choose one niche or genre and master it. Your author (business) name should be synonymous with what you write about (sell).

Your author name is your brand. And like any brand, it only makes you rich if it means something. So make your author name mean something to your readers by giving them what they want over and over again.

Can you expand your brand to other niches or genres? Of course you can! You're a writer. You're probably a very creative person. I'm not telling you to completely stifle your creativity and need to experiment with new books. I'm just saying that you need to focus too.

Focus your marketing efforts on a single audience to maximize your sales and income.

## FOUNDATION 3. FIND OUT WHAT THEY WANT

In order to succeed in marketing, you've got to find out what your customers want. Why? Because once you know what they want, and you create what they want, and then tell them about it, they will buy. Guaranteed.

In the beginning, you will only be able to guess at what people want based on your own personal experience and research. As you publish more books and get more reviews and feedback from readers, you'll be able to refine your guesses a little bit more. You'll never really know *exactly* what your audience wants because wants change over time. But you can get pretty close. And the closer you get to giving your readers what they want, the more they'll buy from you.

How do you find out what your audience wants? It's really quite simple. Listen to what they say!

Read all the reviews for your books. You don't have to agree with them or like them or change anything you do because a reviewer said you should. **Just read them.**

If you read a review and feel inspired to make a change to your book or how you write in the future, great! If you read it and think the reviewer is a moron, that's fine (just don't tell them you think that!). The key is to remain open to learning more about your audience. They'll tell you what they want if you will just be willing to listen. They'll tell you how to get rich, too. All you have to do is listen and keep moving forward.

You should also read all the reviews for all the bestselling books in your niche or genre. Spend a few hours devouring every review of the bestselling books in your market.

Pay careful attention to the negative and critical tips as well as the praise from reviewers.

What do readers in your market LOVE about these books?

What do readers absolutely HATE about these books?

Often, just reading reviews from the bestselling books in your market can help you see opportunities and room for creating something new, unique and even better than what anyone in your audience has ever seen. That's how you go from zero to hero quickly as an author. You create something truly unique, special and better than anything else in your market.

There are lots of ways your book can be "better" than the competition. Realize that I'm not talking about writing an objectively better book. I'm talking about writing a book that your readers will appreciate more. Here are a few ways to set your book apart:

**For nonfiction, write a shorter, more actionable book for a specific niche in your market.** For example, if readers don't like reading a 400-page book on time management, you could write a much shorter book that includes action steps and tips for time management. The benefit to readers is that they can learn the key steps they need without spending a whole day reading the book.

**For nonfiction, write a book focused on solving only one problem for your market.** Many authors make the mistake of trying to write a book that answers every possible

question anyone in your market could ever have. Often, this leads to a long, boring book with lots of extra content that many readers don't appreciate. Instead, you could write a detailed book on how to solve only one problem for your audience instead of trying to solve every single problem. For example, you could write a book on how to start a blog. Then, you could write another book on how to get traffic to your blog. Then, a third book on how to make money from your blog. This is called segmenting your market, and it can be a great strategy because someone who already has a blog doesn't need to read about how to create one. So you can market all your books to the same audience (bloggers and potential bloggers) and then they will pick the book that solves their most immediate problem, and then, if they like that book, they'll buy more of your books.

**For fiction, write more scenes that your audience loves and fewer scenes they hate.** When you read reviews of novels in your market, make a note of every scene that reviewers mention positively and negatively. Then go read those scenes and see what they like. Do readers in your market want more love scenes, more drama, more action, surprises, or something else? Read the reviews to find out, and then when you plan your novels give them a little more of what they want.

## FOUNDATION 4. GIVE THEM WHAT THEY WANT AGAIN AND AGAIN

As you become more attuned with your audience, you'll start coming up with better and better ideas to give them what they want. How will you do that? By listening, trying new things and constantly striving to get better at what you do.

You must constantly create new gifts for your audience. You'll learn about many different kinds of marketing gifts you can give later on this book, but of course the most important is to keep writing books and/or creating other products and services for your audience.

If you think people will like your first book, I guarantee they will love your fifth book! Why? Because you'll become a better writer between the first and the fifth book. Part of the reason you must keep creating and giving more to your audience is that the more stuff you sell, the more people will buy. But another part of the reason is that the more gifts you create for your audience, the better you'll become at creating gifts for your audience.

Creating a video course for your audience will make you a better writer, just as writing a book for your audience will help you create better videos. The more you interact with and create valuable gifts for your audience, the better you'll become at giving them what they want.

In my experience, the first few products always sell the least. So if you're only doing \$500 a month in royalties with your first three products, don't worry. You're just starting to build your audience. Assuming you're getting better and learning more about your market, your next book, product or service will increase your sales exponentially instead of linearly.



That's how I went from less than \$500 in monthly ebook royalties to over \$12,000 in just four months. The same thing can happen for you if you stop focusing on your results and start focusing on what you can do to help your audience even more.

Give your audience more of what they want. That's Foundation #4.

## FOUNDATION 5. FOCUS ON ADDING VALUE, NOT SELLING

Most authors wake up thinking, *“How can I sell more books?”* It’s a great question to ask! But there’s a better question to ask yourself: *“How can I add more value to my audience?”*

You see, people don’t buy books. They don’t buy cars, or houses, or movies either. People never buy things at all!

Instead, people buy benefits or value. Warren Buffet understood this and that’s why he became the richest man in the world. You see, Warren Buffet didn’t buy businesses. Instead, he bought value. He would see a business with a value of \$500 million, for example, and find out he could buy it at \$100 million. So he would pay \$100 million for \$500 million of value. Kind of a no-brainer, huh? Likewise, if the value you’re giving to your audience isn’t a no-brainer, they won’t buy!

*When you create a \$5 book that’s worth \$50 to your target audience, they will buy it when they hear about it!*

The good news is that you don’t have to figure out how to value a business like Warren Buffet in order to sell books. But you do have to figure out how to add more value to your audience.

There are really only two parts to marketing: **value and awareness**. If you have tons of value but no awareness, no one will buy because no one will know about it. If you have tons of awareness but no value, no one will buy because they’d just be throwing away money (like buying a \$100 million business for \$500 million – it’s not a good deal).

Trust me, your readers aren't dumb. They understand value when they see it. So add more value. Go overboard. Give them the goods. Throw in some bonus videos. Spend more time finding out what they want. Give them what they want. It's a simple formula for success, but it works if you're willing to work it.

Many of the strategies in this book will help you gain more awareness and others will help you add more value. Both are important, and that's why you must use multiple marketing strategies and not just one. You need to add more value and create more awareness at the same time.

There's one more thing you need to know about value. Value is what customers *perceive*. It's not actually something real or tangible.

When Warren Buffet buys a business, he estimates the value of it based on financial statements and a wide array of information. That value in his mind isn't actually real. It doesn't exist at all! That's one of the reasons he can find deals no one else can, because he has a different way of assessing value, which seems to work better than many other investors.

Likewise, your customers will perceive a value for your books, products and services, but that value they perceive *isn't actually real*. Their thoughts, ideas, and beliefs about the book are what cause them to buy it.

So what causes someone to buy a book? Is it the great writing? The incredible plot twists? All that wonderful research and hard work you put into it? No!

*People buy because they perceive they will get some kind of value from it* They make the buying decision based on

information and ideas. And those ideas have to come from somewhere. Where? They'll come from the title of your book, your book cover, your videos, social media posts, and what your readers are saying about your books – it's all marketing. The goal is to make the ideas you're sharing worth talking about. And if there's one thing people love to talk about, it's value! Word of mouth is the #1 reason why people buy books today. Your goal with marketing is to get enough momentum going with your promotions that your readers tell more readers and create a snowball effect of positive sales growth.

Trust me, if there's a sale going on at Macy's, I'll know about it. Why? Because my fiancé will tell me.

And if there's a deal in the penny stocks, I guarantee I'll hear about it. Why? Because my friend who runs a hedge fund and trades penny stocks will tell me about it.

And if there's a great movie in theatres, I guarantee I'll hear about it. Why? Because great stories told well will always be valuable.

Just remember that adding value isn't just about writing a great book. It's about everything else you do too.

Everything you do can either add more value to your audience or not. From how you respond to emails, to your website, to your social media posts and more – it's all marketing. So keep adding more value. That's Foundation #5.

## FOUNDATION 6. KEEP DOING WHAT WORKS

You'll never know what will work until you try it. There's an old saying in advertising that "50% of your advertising budget is waste... but no one knows which 50%!" And there's a lot of truth to that comment, even today.

Consistency is the key to success! Every single marketing strategy in this book has been tested and proven to work. Whether it works for you or not will largely be determined by how consistent you are. If you create one YouTube video, for example, and then forget about videos and never create another one, chances are slim that you'll sell thousands of books because of your YouTube marketing.

If, on the other hand, you stick to it and consistently publish one video a week or even one video a day, you're guaranteed to have some serious success if you keep up that level of commitment over months and years. The key is to consistently market yourself and your books. Success doesn't happen overnight. It's those who are truly committed and work consistently that become "overnight successes." It usually just takes a few years of consistent work to create that overnight success.

# 1. BUILD YOUR EMAIL LIST

Your email list is probably your single biggest asset as an author after your books and copyrights. Having the ability to email your list of hundreds, thousands or tens of thousands of subscribers and let them know about your new book or a sale you're having can launch your new book to #1 bestseller on Amazon with just the click of a button.

Once you've built your email list, it becomes *easy* and *simple* to have your book become a bestseller in a single day. But if you haven't even started building your email list yet, it might seem like a daunting challenge. Don't let it scare you. Building an email list can be quick and easy if you know what to do.

I'm about to share with you the simple, step-by-step process for building your email list so that you can finally start taking advantage of this incredibly powerful marketing strategy.

But first, I want to make sure you *really* understand how powerful an email list is.

When I launched my book *Secrets of the Six-Figure Author*, all I did to promote it was email my list. I didn't do a lot of social media marketing, blogging, videos, interviews, radio, podcasts, or anything else special. All I did was publish the book on Kindle one day, and emailed my list the next day. In the first month, the book sold more than 1,000 ebook copies on Amazon, alone.

Here's how that happened so you can start to understand the power of an email list.

- 1) I published the book on Kindle. In the first day, no one bought the book.

2) I wrote an email to my list announcing the new book with a brief overview of what they would learn in the book.

3) The first day I sent the email, about 100 people bought the book.

4) Because so many people bought the book so quickly, it rose to the top 5 listings on the bestseller list and eventually hit #1 in the Authorship category. Remember, Amazon sales rankings are based on momentum so the more quickly you get sales, the higher your ranking shoots. This is one reason why having an email list can help you become a bestseller so fast.

5) Long after people forgot about my email, the book remained a bestseller on Amazon with a high sales ranking. This led to a lot more exposure on Amazon because the book was now a bestseller. Those initial 100 sales from my email list turned into over 1,000 sales in the first month alone. I sent Amazon 100 buyers of my book, and Amazon sent me more than 900 new buyers. Not bad, huh?

You don't need a HUGE email list with tens of thousands of people. If just 10 people from your email list buy your book when you send out an email, you have a good shot at becoming a bestseller on most Amazon bestseller lists (except the super competitive ones).

I've worked with hundreds of authors as a publisher and consultant, and I can honestly say that more than half of the authors I've worked with couldn't get 10 people to buy their book on one day. The authors who could (they almost all had an email list) were able to become bestselling authors in a single day and sell hundreds or thousands of books a month.

Few of the authors who couldn't get 10 sales in a single day through their own network had that kind of success. Even a small email list is better than no email list! So start building your list today.

Here's how...

## HOW TO BUILD AN EMAIL LIST

The very first thing you're going to need is a website. If you don't have a website already, I'm going to show you how to create one quickly and easily in less than an hour.

If you already have a website, do you own the domain and pay for hosting? If not, you don't really have a website. What you have is a website that a third party allows you to use. You don't own the property. That means you may not be able to build an email list effectively using that third party site.

This applies to you if you have a free blog on sites like Blogger.com, Wix.com, Wordpress.com, Tumblr.com, or another free blogging service. Free blogs are great, don't get me wrong. There's nothing better than free. The problem is that you don't *control* the website. Every free blog or free website has its catch. And that catch usually means that you can't build your email list effectively. Some sites like Tumblr allow you to build your email list, but with very limited customization. Other sites like a free Wordpress.com blog won't allow you to even host an opt-in form at all – which means you can't get a single new email subscriber on that site. Free doesn't always mean best!

Instead, I recommend you pay about \$12 a year for a domain that you own, and about \$3 to \$6 a month for web hosting. When you buy your own domain and pay for hosting, you own your website. No one can take it away from you (unless



you stop paying for the domain and/or hosting), and no one can tell you what you can and can't do with your website. That means you can build your email list as big and as fast as you want, the way you want, without any interference or hiccups from third parties.

If you're serious about building an email list, you absolutely must have your own domain and hosting to maximize the return on your investment.

The only other option I know of that can help you build your email list effectively without paying for your own domain and hosting is [Leadpages](#). Right now, you can get the basic Leadpages product for \$37 a month. It allows you to create highly customized, gorgeous, tested "squeeze pages," landing pages, and other web pages that you can use to build your email list. A squeeze page is a page where the only option for the person looking at that page is to either sign up for your email newsletter or leave the site. They don't get lots of options on what to read or what to do. It's a yes or no decision for them on whether to sign up for your newsletter or not. Here's an [example of one of my squeeze pages](#) so you can see how they work.

Leadpages is great because it's super easy to use, and they will even host your squeeze pages for you – so you don't have to pay for hosting. It costs more than it would to build your own website, but it's a great solution if you just don't want to worry about the technical details or hiring a web designer. If all you want to do is have a place to build your email list without having to manage a blog or website, Leadpages is a great solution. Leadpages is used by almost every major online marketer right now because it uses cutting edge technology and analytics and is really easy and quick to use.

It is a bit pricey, but if you're serious about building an email list, it can definitely be worth it.

If you'd rather save a little money and build a real website with a blog where readers can find out more information about you and your books AND build your email list at the same time, I've created a free training video series that will walk you through the entire process. You can watch the free training series at [www.blogbusinessschool.com](http://www.blogbusinessschool.com)

The video series will show you how to buy a domain, how to get web hosting, how to set up a free Wordpress blog on your own custom website, how to install your opt-in forms and build your email list, and even some advanced trainings on how to get traffic and attract new readers through your blog.

Whether you decide to build your own website or use [Leadpages](#) to build your email list, you're going to need traffic to actually build your list. The very BEST source of traffic to build your email list is from your books!

At the end of your books, you should always include a link to your squeeze page where you allow readers to opt-in to your email list. You can just write a simple note similar to this at the end of your book:

*"Hey, if you loved this book and want to get more information like this, subscribe to the newsletter for free at: [link to your squeeze page]."*

Here's another option:

*"Hey there! If you enjoyed this book, I'm guessing you'll probably love my other books. Sign up for the free newsletter to get special deals and hear about all my newest books before*

*anyone else. You can get on the list here: [link to your squeeze page].”*

Again, the best thing you can do to build your email list is: 1) create your squeeze page and 2) promote your email list inside all of your books. Just by doing those two simple steps, you'll be far ahead of the competition.

Once you've done that, then you can start applying some more advanced marketing strategies to build your list. Many of the strategies we're going to cover in this book can be great for selling books **and** for building your email list.

If you're looking for even more tutorials and training on how to get started building your email list, you can learn for free in my email marketing video tutorial playlist on YouTube here: [https://www.youtube.com/watch?v=2114y-FKgpU&list=PLK\\_bMOz0qH7yBTru1aZpybv6feqEOiR5D&index=5](https://www.youtube.com/watch?v=2114y-FKgpU&list=PLK_bMOz0qH7yBTru1aZpybv6feqEOiR5D&index=5)

Let's move on to some more great marketing strategies.

## 2. CREATE A FACEBOOK GROUP FOR READERS TO CONNECT AND COLLABORATE

Creating a Facebook group is a powerful, free marketing strategy that will probably give you the highest return on your investment for the least amount of time invested.

Here's why.

When you create a Facebook group just for your readers and invite them all to connect with each other, you become far more than just an author. You become a leader in your field and you become a gateway for readers to meet and connect with other awesome and amazing people. When you do this, you rise above the herd and start actually changing people's lives.

You can create a reader group on other platforms like Goodreads as well, but I prefer Facebook because it's more commonly used, and the platform is simple and easily accessible on mobile devices which means you'll get more participation from group members.

Here's an example of my Facebook group called The Kindle Publishing Bible Group:

[www.facebook.com/groups/KindlePublishers](http://www.facebook.com/groups/KindlePublishers)

Currently, there are over 2,500 authors who are members of the group. They connect with each other, ask questions, get answers and solutions to their problems, get feedback on book ideas, marketing, and much, much more. Now, you're probably thinking, "I don't want to manage a group of 2,500 people! That's way too much work."

I'm glad you just thought that. Because that's what I thought at first, too. But then I realized that the group takes care of itself!

For example, someone recently asked this question in the group:

*"Technical Question, how long does it take for KDP reporting data to come through properly? My report shows two books sold on Amazon.com, one returned, obviously this isn't the case as we've hit the charts in some of our categories. Is this a thing that happens at the start?"*

Because group members post dozens of questions and informational posts every day in the group, it would take me hours to answer and respond to them all. Luckily for me, a group isn't about one person. It's about the community. And the community responded. Within just 24 hours, two other members of the group responded and answered the question.

What did I do? Nothing! All I did was set up the group.

So here's how it works:

You set up the group on Facebook.

You invite people to join the group.

Eventually, the group becomes big enough that members start inviting their friends and it starts growing on its own (my group now gets 30-50 new requests to join every day without any time spent promoting it on my part).

When members ask questions or have problems, other members band together to help each other.

All you have to do is “moderate” the group. Basically, this means just deleting spam posts. So when some spammer joins the group and decides to post about sunglasses for sale in your group on Kindle Publishing, you delete that post and ban that person from the group.

In my group, I’ve had several members volunteer to be moderators of the group. So they can now delete spam posts and ban users who violate the group’s rules or are only there for self-promotion. It’s a win-win for everybody.

That’s how you can afford to create and build a Facebook group with thousands of members without spending hours a day wasting time on social media. When you use social media effectively, it makes you money. When you use it ineffectively, it wastes your money and time.

Building a Facebook group is a great way to sell more books and build your network without wasting time or money. It’s all about building a tribe as Seth Godin says, and if you lead your tribe well, you’ll be handsomely rewarded and the world will be a better place thanks to your leadership.

## ACTION STEPS

To create your Facebook group, simply go to [www.facebook.com/groups/](http://www.facebook.com/groups/)

Then click “+Create Group” at the top right.

Then name your group and invite a few friends to join.

You’ll have the option to create three types of groups on Facebook: Open, Closed and Secret.

In an Open group, anyone can join and anyone can see what people post.

In a Closed group, members can only join after being approved by a moderator (you or anyone you appoint to being a moderator of the group). Only members can see posts.

In a Secret group, no one can join the group unless invited by an existing member of the group, and no one can be approved to join the group until approved by a moderator. No one can see who the members of the group are or what they post, unless they are an approved member.

I recommend creating a closed group for most authors. This will help keep spam to a minimum and provide some privacy and protection for members of the group, without making it impossible or difficult for new members to find the group.

Once you've created your group, add a link at the end of your book along with an invitation for your readers to join similar to this:

*Come join our Facebook group just for readers like you who want to take their marketing to the next level. In this group we'll be sharing our successes, marketing tips and strategies with each other so that we can all continue to grow our businesses together.*

*This is also a fantastic group for finding joint venture partners and cross-promotion opportunities! Imagine if you had hundreds of other entrepreneurs from all over the world collaborating with you—imagine how big of an impact you could have.*

*It's also a great place to get any marketing questions you have answered as well.*

*Come join us here on Facebook:*

[www.facebook.com/groups/KindlePublishers](http://www.facebook.com/groups/KindlePublishers)

Everyone in the group loves it because they can connect and share with each other. It's almost like I'm providing a service to authors to connect and collaborate, and it doesn't cost me a dime to provide this invaluable service!

You can also promote your Facebook group to your email list, on social media, on your blog or website, and in your email signature.



### 3. FACEBOOK FAN PAGES

A Facebook Fan Page is similar to a Facebook group, except it's more of a one-to-many communication platform rather than a many-to-many communication platform like a group. On a Facebook page, you're promoting yourself to your many fans, and they can like your posts, leave comments, and share your posts. There won't be as much communication between your fans as in a group, but it's a great way to get your message out to more people.

## 4. TWITTER

Twitter is a great social media platform for people who love to chat. If you enjoy connecting with lots of people, starting up conversations with strangers, and sending lots of short messages and tweets, Twitter can be a great marketing resource for you.

There are generally three primary ways to use Twitter for marketing that are very effective:

- 1) Marketing to the masses
- 2) Trend spotting
- 3) Connecting with influencers

### MARKETING TO THE MASSES ON TWITTER

Marketing to the masses is where you create an indelible brand on Twitter. You become the go-to person for awesome, funny, creative tweets. People follow you because you write great stuff!

One awesome tip I learned from interviewing New York Times Bestselling Author Hugh Howey is to take the very best lines from your books and post them as Tweets. Whenever you write something truly original, creative and awesome, post it on Twitter. Use it as a platform to showcase our best work in 140 characters or less. You can [watch the interview with Hugh Howey here on the Publishing Profits Podcast show.](#)

[Gary Vaynerchuk](#) is a great example of someone who's great at marketing to the masses on Twitter. He has over a million followers, and tweets every day. He's kind of a Twitter fanatic. If you love creating new content and chatting with

lots of people every day, you might love marketing to the masses on Twitter.

## TREND SPOTTING

On Twitter, there are trending topics. These are words or phrases that are going viral right now. On the front page of Twitter when you log in, at the bottom left you'll see a list called "Worldwide Trends." You can change to trends in the city or country near you if you prefer.

As I'm writing this text right now, one of the trending conversations on Twitter is #16nmarcha22m. This trending conversation is about the protests in Spain against Government austerity measures.

When you spot a trend that relates to your book, you can use that trend to promote yourself if you do so intelligently. For example, if you wrote a book about economics or Government austerity or economic policy, you could write a Tweet like this to promote your book:

*My heart goes out to our injured brothers and sisters in Spain. If only the Government in Spain read [link to your book] #16nmarcha22m*

It's not particularly brilliant or unique, but if you tweet in a trending topic, you have the chance for hundreds of thousands of people to see your Tweet. If it connects with the audience, you can get a lot of traffic to your website or new readers for your book when you effectively spot a trend.

## CONNECTING WITH INFLUENCERS

Connecting with influencers is a super-powerful marketing strategy on Twitter, and very few people do it (which is surprising considering it works so well!).

The amazing thing about Twitter is that most users check it every day, similar to Facebook. Unlike Facebook, there are no limits to who you can contact on Twitter. On Facebook, there are privacy settings. That means if you want to contact a celebrity or CEO of a Fortune 500 company on Facebook, you have almost no chance. On Twitter, however, you can send a Tweet to a celebrity anytime you want, 24/7 and they are virtually guaranteed to see it (the only reason they wouldn't see it is if they don't manage their own Twitter account).

Connecting with influencers on Twitter can allow you to get access to people who would normally be off limits. By the way, the best time to communicate with a celebrity or high profile person on Twitter is usually Sunday morning around 9am. It's a time when most people aren't working, and since most users check it every day, they will see a notification about your Tweet as they check their smart phone for the first time on Sunday morning. That's when they see your Tweet. You've got 5 seconds to grab their attention!

Here's an example of a Tweet you could send that might help you get a lot of exposure:

*"Hey @username, I'd love to interview you for my [podcast show, book, etc.] on [topic that person would be interested in]"*

Interviews are a great way to connect with high profile individuals. When I started the Publishing Profits Podcast show, many high profile individuals in the publishing industry wouldn't return my emails. Now that I have the show, high profile individuals reach out and contact me directly. And when I decide to reach out to a high profile person who's never heard of me before, most of them respond favorably to an interview request.

**Brilliant Business Rule:** When you contact a high profile or highly successful person who doesn't know you, offer them something valuable. Don't just ask to take value from them.

Offering to interview someone and promote them to your audience is valuable for them. Asking questions that you could easily find answers to on Google will only waste their time at best. Chances are low that such an email will help you build a good relationship that might eventually lead to them promoting you to their audience.

If you want to build high quality relationships, focus on adding value to the influencers in your industry or market. If you can find a way to add value to the 10 biggest celebrities or influencers in your market place, I guarantee you will naturally get a lot of exposure for yourself and your books. But if the first thing you do is email the top 10 biggest celebrities or influencers in your market and ask them for a favor, you're unlikely to get anywhere.

When it comes to marketing, think smart. People don't like to be used. But we all like to be helped. If you can help the most influential people in your industry, they will naturally want to give back and help you. Start by adding value, and value will naturally flow back to you.

**Note:** It's really important when you focus on building relationships that you focus on building the *right* relationships. Having 1,000 relationships with the least influential people in your industry won't be as profitable for you as building 10 relationships with the most influential people in your industry. There are only 24 hours in a day. If you want more results, focus on building relationships with the best. Work with the experts, the people who are honest, trustworthy and get things done. You don't need a million

promotional partners to sell a lot of books. All you need is a handful of great partners whom you can build a good working relationship with.

If you want to sell more books, focus on building fewer relationships with people who have bigger networks, and focus on deepening those significant relationships.

## ACTION STEPS

If you want to actually sell books and make money on Twitter, focus on one of the three main marketing strategies: marketing to the masses, trend spotting, or connecting with influencers. Don't get stuck in the trap of tweeting about your breakfast and complaining about politics and thinking that's going to help you sell more books or build a business on Twitter.

Create your marketing strategy and apply dogged discipline when applying it on a consistent basis.

## 5. PINTEREST

Pinterest is a social network based on sharing photos. It's fun, it's hip, and it's growing like gangbusters. If you write about topics that are naturally photogenic, Pinterest may be a great way to connect with your audience and sell more books.

For example, if you write about cooking, recipes, travel, or an activity (like horse riding, sewing, etc.), Pinterest may be a great place for you.

Keep in mind that the biggest segment of Pinterest users are women with kids who earn \$100,000 or more a year ([see more demographics on Pinterest here](#)). If your target audience is women or those who earn above average income, Pinterest is probably a great place for you to build your audience.

Here's an example of how you could use Pinterest to sell more books for an author who writes cookbooks:

### CREATE A BOARD ON PINTEREST FOR YOUR RECIPES

When you login to Pinterest, at the top right there's a + button. Click the + button and click "Create a Board."

Now, there are a couple ways you could design your boards. You could design a single board for all your recipes, a different board for each book you have, or a different board for different categories (like vegetarian recipes, meat recipes, breakfasts, desserts, etc.).

Either way, once you've created your board, start uploading relevant photos of your recipes from your book. In the text description, you can list the entire recipe with instructions from the book. and at the bottom write:

“If you like this recipe, you’ll love the other 93 recipes in my book [insert title of your book] available on Amazon at [link to your book on Amazon].”

If you don’t want to share your entire recipes, just give a brief teaser description of the recipe with a link to your book for those who want the full recipe.

Gorgeous photos of food, clothing, nature, and other great photos tend to get a lot of viral traffic and shares on Pinterest. If you have great pictures and visual content to share, you can sell a lot of books on Pinterest. Just make sure to include links to your books, websites or author page every time you pin a photo. A pin without a link won’t get you any sales.



## 6. LINKEDIN

LinkedIn is another great social media network for marketing. It's got over a hundred million users who tend to be business and career focused. The average user earns more than \$100,000 a year.

If you write about business, making money, careers, economics, or other business or money-focused topics, LinkedIn can be a great place for you to build your audience.

Just like with Twitter, there are three main strategies for marketing on LinkedIn but they're a little different:

- 1) Marketing to the masses
- 2) Displaying your expertise
- 3) Connecting with influencers

On LinkedIn, the major difference is that there are industry and professional groups you can join to both market to the masses, and connect with influencers.

You can browse LinkedIn groups at [www.linkedin.com/myGroups](http://www.linkedin.com/myGroups)

For example, when I type in "authors" in the search bar on the LinkedIn groups page, the first page that pops up is "[Nonfiction Authors Network](#)." It's a group of over 3,500 nonfiction authors who share ideas and support each other. If you're a nonfiction author, I recommend you join and connect with like-minded authors. You might find some great promotional partners or find some good information that can help you take your business to the next level.

In addition to many author groups on LinkedIn, there are many industry-specific groups you can join.

For example, there's a group called [Casual Cooking](#). If you were a cookbook author, you could join that group, share some of your recipes and link to your cookbooks for those who enjoy your recipes. With just a few minutes of work, you could connect with tens of thousands of people interested in cooking on LinkedIn. Similar groups exist for just about every single market, industry, and genre.

## 7. GOOGLE+

Google+ is yet another huge and growing social media network. Your strategy here is going to be similar to other social networks: share valuable content with your audience, connect with influencers, and join communities where you can connect with your peers and reach your target market.

Google+ has groups called “communities.” These communities tend to be smaller, more active and more closely knit than groups on Facebook and LinkedIn. A group with only 1,000 members on Google+ might be far more active than a group with 5,000 members on LinkedIn or Facebook in my experience.

You can browse Google+ communities here:

[plus.google.com/communities](https://plus.google.com/communities)

Again, there are dozens of groups just dedicated to authors as well as countless industry-specific groups you can join.

Here are some of my favorite Google+ Communities for authors:

[plus.google.com/communities/107220611495613902403](https://plus.google.com/communities/107220611495613902403)

[plus.google.com/communities/100578202792138946820](https://plus.google.com/communities/100578202792138946820)

[plus.google.com/communities/115573021758683598908](https://plus.google.com/communities/115573021758683598908)

Google+ has several other great features for marketing and connecting with your customers including Google Hangouts where you can create live online video events for your readers to learn from you and even ask you questions. Google Hangouts will automatically record these events if

you want and publish them on YouTube for you at the click of a button.

## 8. BLOGGING

Blogging is one of the most commonly used marketing strategies for authors that can help you sell a lot of books over time if done properly and consistently.

Blogging comes naturally to many writers because it's a written medium. Chances are if you can write a book, you can write a blog post every month or every week.

But don't fall into the trap of thinking that your blog will just market itself, or that starting a blog is the key to getting rich as an author. Far from it. Like everything, it takes time, effort and commitment to turn your blog into a valuable business asset.

However, if you set up your blog properly and are consistent with your writing, it will pay dividends for many, many years to come. Here's what you should do to maximize the return from your blog:

### 1) INCLUDE AN OPT-IN FORM ON EVERY PAGE OF YOUR BLOG AT THE TOP RIGHT OF YOUR SITE

This opt-in form is how you'll attract new email subscribers every day from your blog. Always put this form at the top right of your site because many tests have proven this is where you will get the highest conversions. Without an email opt-in form on your blog, you're missing out on over 80% of the possible income your site could be making for you as an author.

### 2) BLOG CONSISTENTLY

You might be tired of hearing this by now, but it really is the key to success: consistency is what turns average effort into exceptional results. One blog post every month, every week

or every day will produce results for you if sustained over a long period of time (a minimum of 1 year!). Blogging for a few months and then quitting won't even get you out of the Google Sandbox, and won't allow you to achieve the success you're looking for.

The Google Sandbox is basically a term for how Google treats new websites. When your blog or website is brand new, Google keeps it in the "Sandbox." It treats your site like it's not trustworthy because it's new. This usually lasts around 4-6 months. As you write more consistently and as the months go by, Google starts to trust your site more. That means your site will start appearing in more search results and more people will find your site in search engines. *Most bloggers who blog consistently get very little traffic for the first 4-6 months.* It's only after breaking out of the Google Sandbox that your traffic from search engines will start to grow naturally and consistently over time (assuming you're blogging consistently).

If you quit blogging before your first 6 months, you haven't even given yourself a chance to succeed. The same could be said about any long-term marketing strategy.

## 9. CREATE VALUABLE VIDEOS

Another great marketing strategy that's totally free (if you have a smartphone, tablet, laptop or other camera) is recording helpful videos for your readers. If you write non-fiction, this process will be incredibly easy for you.

Simply take the top 10 FAQ's from your readers or target audience and answer them in video form. Then mention your book at the end of your video and link to it in the book description.

If you are brand new and don't know what kinds of questions your readers have, you can do some simple market research using online forums and groups like Google+ Communities or Facebook groups. Just browse through the posts and see what kinds of questions, problems and frustrations your audience is having, and then help them find the solution in your video.

For fiction writers, you may have to be a little more creative. You can read excerpts from your books or short stories or share your personal story of why you wrote your book(s) and what they mean to you. Many successful fiction authors also teach and share what they learn about the writing, publishing and marketing process along the way. Authors like Joanna Penn have turned their fiction writing success into a brand as an expert in writing and self-publishing.

You can learn more about how she did it in the interview with Joanna on the Publishing Profits Podcast here: [publishingprofitspodcast.com/016-becoming-a-full-time-author-entrepreneur-of-fiction-and-nonfiction-with-joanna-penn](http://publishingprofitspodcast.com/016-becoming-a-full-time-author-entrepreneur-of-fiction-and-nonfiction-with-joanna-penn)

At the end of the day, readers want to connect with authors and video is one of the most powerful ways to do that. If you create helpful, fun or entertaining videos for your target market, they will love you for it and end up buying more of your books.

Remember, every little thing matters! One simple video that only takes you 5 minutes to record and upload to YouTube could save thousands of hours of time for your readers and help them immensely. Never underestimate the power of video to change the world and sell books.

Another great way to use YouTube is to take your books or audiobooks and turn excerpts into YouTube videos. This way readers can find your book on YouTube which is the world's 2<sup>nd</sup> largest Search Engine (behind Google).



## 10. THREE WAYS TO CREATE A DYNAMIC PRESENCE ON GOODREADS TO MARKET YOUR BOOKS

If you have ever paid for advertising – online or offline – you will know how much it costs to reach a large number of people. Imagine what you would have to pay to target 20+ million people who love reading? Probably thousands of dollars. Yet you can do that completely free of charge on the most popular book readers' site, Goodreads.

Goodreads is actually a giant database of books – a bit like Amazon but without the sales pressure, and with more very active customer forums and groups. It is loved by readers, who enjoy adding books to their virtual shelves, chatting with other readers and authors, and joining groups with like-minded people, and entering competitions to win free books signed by the author.

These competitions are one of the key things about Goodreads that authors should be aware of. They present a golden opportunity to get your book in front of thousands of people who may not otherwise have found you or heard of your book.

Here's how to get set up on Goodreads quickly and use it to market your books.

**1. Create your Goodreads account.** Go to [www.Goodreads.com](http://www.Goodreads.com) and sign up.

Once you're in, spend a bit of time adding some books that you have read or would like to read to your virtual shelves. The key thing about Goodreads is to be seen as a reader, first

and foremost. Readers trust other readers. Get adding those books. Search for one of your own books and 'claim' it. You can then request that your profile is converted into an author profile, which brings a whole load of free marketing opportunities with it.

Goodreads support staff members usually reply within a day or so and you'll have a new author page to set up. You can add the RSS feed from your blog (so your posts will appear on your Goodreads profile automatically), upload YouTube or other videos and book trailers, post photos, add favorite quotations (including your own – but be subtle about it, just one will do for most authors.)

**2. Schedule a Goodreads giveaway.** These are the competitions that readers enter for a chance to win free books. Authors and publishers can offer books as a free prize in these individual giveaways. You can offer one or several books. I've found that offering more than one does not increase the number of entrants. Goodreads suggest that giveaways run for around a month.

The average giveaway attracts 725 entries – that's 725 people who have seen your book cover and read your sales pitch who may not have ever found it on Amazon. Many of them will add your book to their 'To Read' shelf (knowing that the Goodreads algorithm that chooses the giveaway winners favors those who have added books in your book's genre to their shelves).

When users add books to their shelves, that activity appears on their wall – being available for all their Goodreads friends to see (and possibly their Facebook friends as well, if they have linked their accounts). More eyes on your book cover means more potential buyers!

### **3. Add your book to lists in Goodreads' Listopia section.**

The idea behind this is to make your book look popular and to link it to other popular books. You can add it to lists that other people have created or create your own list of books that you recommend to other readers. Just be sure to only add your book to relevant lists.

Also, take some time with this approach – don't add your book to 20 lists in one day. Instead, spread your activity out, one list today, two this weekend, one next week, etc.

Here are some other timesaving Goodreads solutions to double-up on your social media activity:

**Add a Goodreads widget to your website/blog.** People can click through from there to your Goodreads profile.

**Use the Goodreads Giveaway widget** when you schedule a giveaway. Post it on your website/blog and people can enter to win your book.

**Link your Facebook and/or Twitter accounts to your Goodreads account** so your Goodreads activity will show on those platforms. This will save you time and it's a way of getting yourself more exposure without having to do more work.

**Add the Goodreads app to your Facebook page.** This will, again, update automatically and allow your Facebook followers to see your books.

*A special thanks to Michelle Campbell-Scott, bestselling author of [Goodreads for Authors](#), for writing this chapter on using Goodreads to market your books.*



# 11. NICHE FORUMS

Niche forums are similar to Facebook groups, LinkedIn groups and Google+ communities. They're a group of people coming together online because of an interest in a single topic. Everyone shares a common interest, and if you write books in that field, that means most of the group is a potential customer of your book.

It's really easy to find a forum in your niche. Let's say you write about blogging. Simple type "blogging forum" into Google and click the top 10 results. One of those top 10 results will be a high traffic forum in your field with hundreds, thousands, or even millions of users all interested in what you write about.

Whenever you join a forum, make sure to read the group rules for participation. Many forums don't allow self-promotion. That means if you want to promote your books in a forum, you'll have to be very strategic about it and can't blatantly post sales pitches.

Here are some common ways to do connect, influence and covertly promote yourself and your work on forums:

## 1) ADDING A LINK IN YOUR SIGNATURE

If you post regularly in a forum, you'll be allowed to add a link to your signature, and that signature will appear every time you write a post in the forum. If you post daily, that means you're constantly promoting yourself without even trying. Try to make your signatures interesting and catchy without being spammy. Instead of including several links in your signature, it's best to just use one or two. Sometimes less is more.

However, if all you ever post are quick one sentence responses without any valuable content, you may get banned or ignored because it's pretty obvious to the moderators that you're not really adding value to the community and are only trying to spread your link in your signature. So make sure your posts add value to the community whenever you can!

## 2) SHARE SUPER INFORMATIVE POSTS WITH LINKS TO MORE INFORMATION

In a forum, everyone is there for a reason. Most people want to either a) learn more or b) connect with like-minded people. The vast majority of forum users want to learn more. Give them what they want!

If you're truly an expert in your field, it should be very easy for you to write a 500-1,500 word article that helps your audience. This would be similar to a blog post you might publish on your site. Keep the article as informative and helpful as possible without being spammy or self-promotional.

At the end of your post or within your post, you can add one or two links to your site where readers can find more information.

For example, let's say you were sharing a delicious recipe on how to make raw macadamia nut cheese. And let's assume that in order to make it, you would have to make macadamia nut milk first. Instead of listing the entire process for making macadamia nut milk, if you already have an article on your blog on how to do so, simply skip that step and instead write, "I've already covered how to make your own macadamia nut milk on my blog if you don't know how" and provide a link to your blog post. This is a great way to be helpful while adding

a link to your site and building your audience at the same time.

You can also post an excerpt of a chapter or section from your book that you think would be especially helpful for the community. Just make sure to edit it to fit the forum. For example, if you refer to an earlier chapter in your book in the excerpt, that looks really weird on a forum post. Instead, just remove that reference before posting.

### 3) ANSWER QUESTIONS AND BE HELPFUL

In every community, there are some people who know a lot, some who are brand new, and some in between. Often, the beginners will have lots of questions. Answering their questions and helping them out can be a great way to build your audience and help out the next generation of learners in your field.

For example, if you wrote a book about how to start a blog, and then answered one question every single day in a forum from other bloggers, you would build huge credibility in your industry. Every single day, you'd not only be helping the person who asked the question, but the hundreds or thousands of people who read that question later on in the forum.

When you answer someone's question and help them out, they tend to want to learn more about you and see if you can help them more. That's when they'll go to your website, learn more about your books and any other products or services you have, and may buy your stuff or recommend it to others they know.

**Note:** Every forum has different rules so make sure you read them! Some of these strategies may work great in one forum

and get you banned from another forum. Study the community you want to get involved in before participating. This will help insure you get the best results and build some solid connections with readers and influencers in your field.



## 12. USING AUTHOR FORUMS

Author forums are simply web forums in the authorship niche. Here, you can connect with your peers, learn new marketing tips and strategies, get feedback on your latest work, find promotional partners, and much more.

Author forums are not usually a good place to sell books directly. Instead, the relationships you build in these forums and the information you learn there will help you sell a lot of books if you stick to it.

The biggest and best forums for authors are:

Kboards (aka Kindleboards) [www.kboards.com](http://www.kboards.com)

AbsoluteWrite [absolutewrite.com](http://absolutewrite.com)

World Literary Café [www.worldliterarycafe.com/forum](http://www.worldliterarycafe.com/forum)

Authonomy [authonomy.com](http://authonomy.com)

### KBOARDS

Kboards is by far the biggest author forum on the list. If you could only choose to be part of one author forum, it should definitely be Kboards.

Read the Kboards about Page at  
[www.kboards.blogspot.com/p/about-us.html](http://www.kboards.blogspot.com/p/about-us.html)

Here are some notable boards in Kboards:

Forum Decorum (Forum Rules):  
[www.kboards.com/index.php/board,7.0.html?PHPSESSID=437HebpcrczTe6zREfCgB3](http://www.kboards.com/index.php/board,7.0.html?PHPSESSID=437HebpcrczTe6zREfCgB3)

The Writers Café is where authors connect with each other, share ideas, stories, questions, challenges and more:

[www.kboards.com/index.php/board,60.0.html?PHPSESSID=437HebpcrczTe6zREfCgB3](http://www.kboards.com/index.php/board,60.0.html?PHPSESSID=437HebpcrczTe6zREfCgB3)

The Book Bazaar is where you can promote free and bargain priced books:

[www.kboards.com/index.php/board,42.0.html?PHPSESSID=437HebpcrczTe6zREfCgB3](http://www.kboards.com/index.php/board,42.0.html?PHPSESSID=437HebpcrczTe6zREfCgB3)

## ACTION STEPS

If you're feeling overwhelmed right now, that's okay! There's no need to feel like you have to do everything *right now*. Remember, marketing success is about building long-term relationships.

If you're interested in author forums, check out Kboards first since it's the biggest, create a profile, read the rules, browse some posts, and write an introduction to the community here:

[www.kboards.com/index.php/board,3.0.html?PHPSESSID=437HebpcrczTe6zREfCgB3](http://www.kboards.com/index.php/board,3.0.html?PHPSESSID=437HebpcrczTe6zREfCgB3)

After that, you can move on to more marketing strategies in this book or jump in to AbsoluteWrite and the other author forums.

## 13. PUBLIC SPEAKING

In surveys, people commonly say that public speaking is scarier than death. If you're terrified of public speaking, it might not be the best marketing strategy for you.

But for those of you willing to face your fear and start speaking to groups of people (especially large groups), it can be a powerful and effective way to sell a lot of books in a short period of time.

If you've never given a speech in public before or find yourself struggling with nervousness and anxiety before speaking, realize that this is a universal feeling. Having spoken to tens of thousands of people in the last few years, I've never once given a speech and not felt that uncomfortable, nervous feeling before and/or during the talk. That fear is simply a part of life for those willing to step in front of a crowd and speak. Your success will not be determined by whether or not you feel the fear. It's all about what you do in the face of that fear.

If you're serious about wanting to speak in public, I recommend you start by speaking for free to small groups of people. You can start in your hometown by organizing a local talk, or invite people over to your house or other small venue. When you're new, what you need more than anything else is practice. Don't worry about getting paid to speak or how many books you're selling per talk when you start out. Just like writing, most of your marketing at first will be practice. Your first draft won't make you rich, nor will your first talk. But the experience, knowledge, and confidence you gain from completing your first draft and first talk will help you achieve the success you're looking for – if you keep learning and growing.

You can join speaking groups like Toastmasters to get some great practice and feedback, but don't put your success solely in the hands of another organization. If you're committed to speaking consistently in public and using it as a vehicle to sell books and grow your business, you'll need more practice and real experience in the field than Toastmasters or another organized group can give you.

Most speakers start out giving talks for free, because people rarely pay for an inexperienced speaker to speak as a keynote speaker at a conference or event. After you get some experience and start performing well, your audience will talk about you. They might just tell their friends or organize an event and invite you as a speaker. The key is to get in the game and start as soon as you can. The more you practice, the better you'll get.

Once you've had some experience and honed your skills, it's time to actively start seeking some bigger gigs. Don't just sit at home and wait for a speaking gig to hit you on the head. There are two main ways to earn money as a speaker:

- 1) speaking fees
- 2) selling at the back of the room

## SPEAKING FEES

When you're speaking for a fee, most of the time you're not there to promote yourself or your books. Instead, a conference or organization pays you to come out and share information with them that will be helpful to the audience. Sometimes you'll be able to have a booth at the back of the room where you sell books, but this isn't very common when speaking for a fee. Speaking fees can range from \$100 to hundreds of thousands of dollars for celebrities. Like

anything in life, you'll probably start at the bottom and work your way up. There's absolutely no shame for accepting a \$100 speaking gig. The way I look at it is you're getting paid a little bit to practice and learn. That's always good.

In the beginning, you should be more concerned about booking gigs than with how much you'll be paid. Once you've got some experience and have more gigs to choose from, you can start negotiating higher fees and turning down opportunities where you don't feel the fee is worth your time.

## SELLING AT THE BACK OF THE ROOM

The other common speaking arrangement is where you're not paid to speak at the event, but the hosts will allow you to sell your books or products at the back of the room. In this case, you'll earn your income from the gig by selling your books. Many speakers prefer this type of arrangement because they can often earn more money speaking to a large group without a fee by selling a huge number of books or other products or services at the back of the room.

I recommend trying both fee-based speaking as well as selling at the back of the room until you get a feel for which type of speaking gig you prefer, and which one helps you better achieve your financial and career goals. Of course, you can always do both.

## FOR THOSE WHO WANT TO EARN SIX FIGURES OR MORE FROM SPEAKING

If you're seriously interested in speaking as a career and/or serious source of income, you might want to join the National Speakers Association (NSA) at [www.nsaspeaker.org](http://www.nsaspeaker.org). It is the premier association for professional speakers, and if you join

and go to the events, you will meet and connect with the highest paid speakers on Earth. Not only will you get to meet the best, spend time with them, and learn from them, but you'll also get a ton of training on crafting your own presentation, booking gigs, and other potentially lucrative business opportunities.

If you want to be successful, you need to spend time with successful people. NSA is where the successful speakers go to connect, learn and grow. If you're committed to public speaking, you should join them.

## 14. DIRECT SALES

Direct sales has always been one of the most powerful methods for selling products and services. Most books are bought by word of mouth. Direct sales is simply you selling through creating your own word of mouth.

When I interviewed bestselling author Michael J. Sullivan for the [Publishing Profits Podcast](#) about how he started to sell so many books at the beginning, he immediately said that he started “the way every successful author does: one reader at a time.” He went on to explain how he would talk to people while waiting in line, networking, or at a bar about what he writes. Many of those people ended up buying his books just because they knew him (and knew about his books), and many went on to tell more people about his books. That’s how word of mouth spreads.

So how do you respond when someone asks you, “What do you do?” If you’re like most people, you just answer with a boring statement like, “I’m an author.” Most people will just end the conversation there.

Instead, try creating a great 15-second elevator pitch that is more exciting and interesting. For example, when someone asks what you do for a living, I often say:

*“I help authors earn a full-time income by writing, publishing and marketing their books professionally.”*

People don’t respond the same to that statement as they do when I just say, “I’m an author.” Instead of blank stares and awkward silences, people often ask me lots of questions after my elevator pitch. They’ll ask questions like, “how do you do that?” or “Oh, really? My brother is a writer. Maybe you could help him...”

I've sold dozens of books and attracted many clients simply by talking to people next to me on the plane, and not being a boring, plain old "author."

Language is powerful. As an author, you know that. But most of us spend a lot less time honing our interpersonal communication skills than we do honing our writing skills. How we communicate can cause people to either ignore us or pay close attention. When you start using powerful conversational language the same way you seek to use powerful words when you write, you can dramatically improve the results you're getting (and sell a lot more books).

Most authors I've met are afraid of self-promotion, especially in person. Many are deathly afraid of sales and selling. Instead of looking at selling as coercing people or trying to get people to do what I want, I look at selling as an educational process. If I can educate people enough about what I do and what my books are about, *they'll buy them because they want to*, not because I want them to.

In other words, if the person I'm talking to knew as much about my book as I did, they would buy it immediately. Sales is primarily an educational process; it's not about manipulation. Someone buys something when it solves a problem they're having. Most of the time, a person has a problem but doesn't know how to solve it. If they could find a book (maybe your book) that could solve their problem, and they knew about it, they would buy it.

Remember, people never do what you want them to. They always do what's in their own best interest. If you educate someone to the point where they see that buying your book will help them get what they want, they'll do it. And it'll be



fun and easy. If you try to coerce people into buying your book, they'll just struggle and resist, and the whole experience will be uncomfortable and awkward for everyone involved.

So next time someone asks, "What do you do?" see it as an opportunity to share a new side of you and educate the other person about how you solve problems and see where it leads. Maybe you'll sell some books, maybe you won't. Either way, it'll probably be a lot more fun than the conversation that ends with "I'm an author."

## 15. NETWORKING EVENTS

Networking events can be a great place to sell books, attract new clients and grow your business.

If you've ever been to a networking event, you know how most people at networking events just hand out business cards. And 99% of the time, no one ever actually follows up on any of those business card connections. In one of my first businesses, I had 5,000 business cards printed. After about four years, I had handed all of them out to people I had met along the way. Guess how many calls I received because of my business card? Three! Out of 5,000 people having my business card, *only three* ever called me. I don't know about you, but that seems like a really ineffective marketing strategy to me.

Well, that's going to end for you right now if you start handing out books instead of handing out business cards.

If you use CreateSpace or another Print-on-Demand (POD) publishing platform to publish your paperback books, you can probably print your book for \$2 to \$5. Sure, giving out a three dollar book will cost you a little more than handing out a business card, but it'll actually make an impact, whereas, anyone who's been to a networking event knows, most business cards just get thrown in the trash anyway.

If you don't want to just give away books for free, that's okay. You still shouldn't give out business cards. Instead, just bring one or several books with you to the event, and put one on the table where you sit. That way people can see your book. It'll make for a great conversation starter, and you'll probably sell a few books. Either way, you'll be a lot more

interesting than the person trying to shove his business card in everyone's hand before the meeting ends.

**Note:** Make sure you have your contact information in your books when you do this! At a minimum, that should include your website and an email address where people can reach you. You can add a phone number as well, although I would recommend not using your personal number. Instead, use a permanent second line just for business that will always be in service. You can buy a permanent business number, even a toll-free one, for just a few dollars a month online.

Being an author with a published paperback book automatically sets you apart from the crowd. Use that to your advantage and never leave the house without some books. You never know whom you'll meet that wants to buy one, or who will spread the word for you.

*Forget business cards. Carry your book instead.*

When someone asks you for a business card, I recommend saying,

"Thanks for asking. Actually, I don't have any business cards on me right now. Why don't you give me your card and I can follow up with you?"

Then email or call that person within 24 hours and follow up. You'll get much better results when you do it this way and act like a professional. *You have to realize that most people you meet are not professional networkers.* That's why most people just won't follow up when they have your business card. If you hand out your business card and don't get their contact information, you're just asking to lose business and lose that connection. Instead, you must step up and be the professional who gets their contact information and follows

up promptly. Whether they buy or not doesn't matter. Whether you do the right thing and keep that connection alive is what matters. This one habit alone will help you grow and expand your network, build better relationships, and increase your sales dramatically over time.

When you receive someone's business card, you can also offer to add people to your email list if they're interested. *Never add anyone to your email list unless they either ask to join it or you ask them and they say yes.*

## 16. PERSONAL DEVELOPMENT, BUSINESS SEMINARS AND WRITER'S CONFERENCES

Seminars, workshops, and writer's conferences are amazing places to meet influencers who can help you sell more books. Instead of trying to sell your book to people you meet at the conference, think about building a relationship with influential people who could help you get your book out to hundreds or thousands of people.

Most authors do this backwards. You meet someone at a conference and you try to convince them to buy your book. Instead, you'd sell a lot more books if you focused on building a collegial relationship with influencers who can get your message out to thousands of people. Would you rather sell one book to one person or build a relationship with someone who can sell your book to thousands of people at the push of a button through their email list or network? Most of us would rather sell a lot of books quickly. You can do that with great promotional partners if you can find them. Conferences and seminars are a great place to connect with wonderful promotional partners.

I recommend attending at least one major conference, seminar or workshop every year at a bare minimum. If you're new and still struggling to earn much of a living as an author, you should probably attend far more than that. I've attended dozens workshops, seminars and conferences in the last 8 years, and most of the breakthrough opportunities I've received came from attending those events and the connections I made there. Attending conferences keeps you educated about what's new in the industry and it will give you opportunities to meet key influencers and promotional partners.

I've seen authors go to a conference and build relationships in one week that helped them sell tens of thousands of books. Had they stayed home and worked 24/7 on marketing, they could never have achieved those kinds of results in such a short period of time. That's the power of building relationships with influencers. And the best way to do it is by going to a live event where you can meet them in person and build a relationship beyond tweeting, Facebook and email.

## 17. START A PODCAST SHOW

Have you ever dreamed of having your own show? It used to be very difficult to start your own radio show. Today, you can start a podcast show anytime you want and have it live within a few days.

A podcast is like a radio show that people listen to online. Many podcast listeners download shows on their iPods or iPhones and listen while they commute, work out, or do chores at home like cooking or cleaning. Podcasts can be either audio only or video and audio. I recommend creating an audio-only podcast and publishing it on iTunes. If you record your interviews as videos, you can do an audio and a video podcast of the same show and potentially get twice as many listeners for very little extra work.

If you create video, I would recommend uploading your videos to YouTube as well.

For my [Publishing Profits Podcast show](#), I interview bestselling authors, publishers, marketers, and PR experts on what it takes to succeed today as an author. I record all the interviews in video format using Google Hangouts (if you want to learn how to use Google Hangouts to record interviews, webinars or other online video recordings, here's a free tutorial video on how to do it: [www.youtube.com/watch?v=OYPOrfqf5c](http://www.youtube.com/watch?v=OYPOrfqf5c)). After the Hangout, Google automatically posts the video interviews on YouTube, and we convert the video file to an mp3 audio file and publish the audio on iTunes ([you can subscribe to the show on iTunes here](#)).

That way, I get exposure from the interviews in video format on the massive YouTube network as well as getting tons of

exposure in audio format on iTunes. One interview is published to multiple platforms, giving me more exposure for the same amount of work.

If you're already recording videos or audio files and you don't have a podcast show, you're missing out on a lot of free traffic and exposure. You can start a podcast for free at [www.podomatic.com](http://www.podomatic.com). However, your storage is limited, and after several episodes, you will likely need to pay to upgrade. This is the best option if you just want to test the waters and see how it goes.

If you're committed to starting a podcast show and sticking to it, you'll want to go with the higher-end solution. You can host your own podcast on your blog like I do with [Publishing Profits Podcast](#). I then pay about \$15 a month for audio hosting with [www.Libsyn.com](http://www.Libsyn.com), and I use the [Blubrry Powerpress Podcasting plugin for wordpress](#), which is free, to publish the show on iTunes. It might sound a little complicated, but it's actually very simple once you get it set up, and even the setup only takes about an hour.

**Note:** If you don't yet have a Wordpress website and want to learn how to create your own professional website for free, you can check out my free training videos on how to do just that at [www.BlogBusinessSchool.com](http://www.BlogBusinessSchool.com)

Another huge benefit of podcasting, especially an interview-based podcast, is that you will get to connect with high level influencers and potential promotional partners whom you could never meet without the show. Through my podcast shows, I've been able to interview, meet and connect with massively influential people including Hugh Howey who sold more than 1 Million self published books, Dr. Barry Sears, who sold more than 5 Million books, Dan Hollings who did



the marketing campaign for the hit movie *The Secret*, and many more. I don't share this with you to brag. Without the podcast show, I could never have met with these people. They probably wouldn't have ever bothered to respond to my email or phone call. But, with the power of a podcast show, you can reach huge influencers who can help take your career to the next level. That's the power of a podcast show.

## 18. BECOME A GUEST ON OTHER PODCAST SHOWS

Whether you have your own podcast show or not, you can appear as a guest on other podcast shows in your niche or field. An established podcast show could have hundreds to millions of listeners, and a single interview could help you sell one book or a few thousand books.

Like other social networks, you'll get the best results if you focus on creating relationships with the biggest influencers. You can browse the top 1 podcast shows for each country on iTunes here: [www.itunescharts.net](http://www.itunescharts.net)

You can also browse more podcast shows inside your iTunes store. I recommend subscribing to the top 10 podcasts in your field, listening to a few episodes of each to see how they work, and then doing some research on the show and the hosts. Once you've done that, you should have enough information about the show and the host to make a pitch. You can send them a brief email (very brief!) with a pitch as to why they should have you on the show. Try to pitch an idea or topic that is relevant to their audience but hasn't yet been covered on the show.

If you're not sure how to pitch yourself for a show, check out some the interview with Dan Janal on using media lists and pitching the media:

[www.youtube.com/watch?v=8gynL35v50c](http://www.youtube.com/watch?v=8gynL35v50c)

If you email the top 10 podcasts in your field and only land one interview, you've still got one interview on one of the top 10 most influential shows in your field. That's a lot better than nothing! If you want to be on even more shows, simply follow up a few weeks later with the podcasts that turned

you down earlier or didn't respond, and find more shows to send a pitch to.

You can sell a lot of books in one interview on a show that has 10,000 avid listeners. So aim for the big shows if you can. But just like with public speaking, if you're brand new and not very experienced, you should probably start on some smaller shows to get some practice and hone your message before appearing on a top 10 show with hundreds of thousands of listeners.

## 19. DO RADIO INTERVIEWS

Radio interviews are another great way to reach a large audience in a short period of time while sitting in your pajamas at home. Radio and podcast interviews tend to be very similar, but are different in several key ways.

In general, radio interviews will be shorter and more targeted. Many podcast interviews can go on for twenty to sixty minutes or more. Most radio spots, on the other hand, are only a few minutes long. For that reason, I personally enjoy podcast interviews more because I get to share more and have an in-depth conversation with the host. Radio interviews feel rushed to me because they are so short and the hosts often need to cut you off for commercial breaks.

You'll also notice a big difference when trying to get booked on a radio interview as compared to getting booked for most podcast interviews. Most podcast interviewers are pretty relaxed and will simply schedule a time whenever is convenient for the both of you. Most radio shows, on the other hand, require you to be live and record only at certain times of the day. If you live in Los Angeles and want to be on a New York radio station for morning rush hour at 8am EST, that means you'll have to do your interview at 5am PST, depending on Daylight Savings Time adjustments.

In addition to regular radio stations, there are now countless online radio stations. One of the biggest online radio networks is [www.BlogTalkRadio.com](http://www.BlogTalkRadio.com). Many BlogTalkRadio show hosts will tell you they're a radio show, but that doesn't actually mean millions of people are listening to the show on the radio in their car. So make sure you do your research ahead of time on the show and see if they actually have a big

enough audience to make it worth your time. Again, if you're brand new, it doesn't really matter. Just get the practice.

When you first start out doing interviews, you might only be able to get booked on small shows, and that's okay. It'll be great practice for you. Like with public speaking, you might want to get as much practice as you can and get better at it before trying to get on the biggest shows on the major radio stations.

If you enjoy talking on the phone and like staying at home, radio might just be the perfect marketing opportunity for you. I know some authors like [Alex Carroll](#) have used radio as their go-to marketing strategy and have sold millions of dollars of books on air by becoming a regular radio guest.

## 20. WRITE A PRESS RELEASE

Press releases can be a great tool for getting more exposure and selling more books, or they can provide a very expensive lesson on sticking to a budget.

Generally, a press release will be most effective for authors who want to get exposure and media attention. If you're looking for interviews, news articles, and national exposure, a press release might be a great fit. If you hate interviews, don't want to talk to journalists, and aren't looking for attention from a national audience, a press release is probably just going to be a huge waste of time and money for you.

Press releases can definitely be hit or miss when it comes to interviews and media exposure. To maximize your chances of getting serious exposure, make sure your press release is well-written and features a hook that ties in to current hot news trends.

For example, if there's been a recent scare of e. coli poisoning in spinach and you have a book about gardening or agriculture or nutrition, you could write a press release about how eating local food or organic food can help reduce your risk of food poisoning. Because food poisoning is already a big story in the news, adding your own unique viewpoint on that major news issue can help your press release stand out and get you booked on a lot of shows and print media articles. Remember, the media is *always* looking for a hot story. So give them what they want and you'll get what you want.

However, there are other benefits to issuing a press release besides media exposure. Press releases can be a great search

engine optimization (SEO) tool because the link to your website will often be posted on national news sites and other websites. These links can help improve your site's search traffic over time. Furthermore, many press releases will rank well for keywords. So if your press release says "Dog Groomer in San Diego" and someone types in "Dog Groomer in San Diego" into a Google search, you may have a good shot of attracting those searchers through your press release.

Another great way to use a press release is to increase your credibility with your clients. You can add your press releases to your website and use any articles or interviews you have in your media page of your site.

If you're looking for a traditional publisher or agent, issuing a press release can also be a great tool for improving your chances of landing that book deal you're looking for. Agents and publishers are looking for authors who understand marketing. If you have professional press releases distributed, that can definitely add to your credibility as an author and improve your chances of finding an agent or publisher.

For high quality press release distribution at a discount, I recommend [www.pressreleasesender.com](http://www.pressreleasesender.com). This service uses the same PR distribution channel as PR Newswire, but it costs a lot less because the owner buys press releases in bulk and passes on the savings to customers like me and you. You can watch the interview with owner Dan Janal where he explains how to get the most out of your press releases at [publishingprofitspodcast.com/015-press-releases-publicity-and-getting-your-book-in-the-media-with-dan-janal](http://publishingprofitspodcast.com/015-press-releases-publicity-and-getting-your-book-in-the-media-with-dan-janal)

For those of you on a tight budget, you can use a free press release service like [www.prlog.org](http://www.prlog.org). Just realize that you

won't get nearly the same exposure from a free press release. Generally, the big news agencies don't look at free press releases, so the only real benefit in most cases will be a little bit of search engine optimization.



## 21. MORE GREAT PR MARKETING TIPS AND TRICKS

PR is a learned skill and one that pays great dividends. PR isn't just about writing press releases. It's about:

**Getting the word out about both yourself as an author and your books.** You can do this by issuing press releases, having a regular presence on one or more social media sites, and networking with other experts in your field (online certainly, but offline as well.)

**Creating relationships with reporters.** Do this by finding their names and email addresses and adding them to your list when sending press releases out manually. Also follow them on Twitter, the social media site that reporters use more than any other.

You can also buy a media list for a few hundred dollars to save you the time of having to find the right reporters in your field.

**Having information available when reporters come looking.** Do this by creating a media pack about yourself and your books. Post it on your website and have the URL ready to send when anyone asks for it. You'll be amazed how many opportunities you'll get just because you're a published author. Always be prepared!

Here are five quick ways to make the most of your PR campaigns:

**Search for press releases that other authors and publishing houses have issued.** A good place to look is a press release distribution site such as PR Newswire

([www.prnewswire.com/news-releases](http://www.prnewswire.com/news-releases)). Just search for 'book'. Read through a number of releases to see how they are written. You'll notice that there is a common format. There's generally a dateline, heading, sub-heading, body, link, and contact information. Have a go at drafting a release yourself using that format. It's not rocket science. Even a bad release will get you valuable SEO results. And you can always write more press releases as you get better at PR.

Most authors don't hit it big on the first press release. So if you're going to do it, be willing to invest the money and time to do several press releases and learn as you go.

**Understand that the release of your book is not a story in itself.** Thousands of books are launched every day. To stand out, you need to talk about something from the book, or the story behind it that the media wants to hear about. So the release of your book about lion taming isn't such a big deal, but the story behind your lucky escape from a lion's clutches and why you started studying lion behavior could be. With a novel, your story about a boy and his dog isn't earth-shattering, but the reason why you wrote it may be. If not, perhaps your background or experience with dogs could be of interest.

**Use a free press release distribution service to send out your release** (be sure to add links to your website and the book's sales page on Amazon). That will give you links back to your site and the Amazon sales page for your book. You'll get valuable SEO and social proof. Reporters don't tend to pick up stories from the free services, though. You can target them yourself (without cost). The release will be hosted by the distribution service and you'll get the URL. Post that across your social media channels – repurpose it each time, as a text link on one, as an image on another, perhaps even as

an audio link (record yourself reading the release on a smartphone). You'll soon be all over the place and, when reporters search for an expert in your field, your name should start popping up.

**Create your own lists of suitable media contacts.** You could buy these but, if you're on a budget, you can make your own by scouring the Internet (or paying for a Fiverr research gig). You want the email addresses of named reporters, editors, and other media contacts. Send your release to them. They may not pick it up and run a story on it but there is a possibility of that happening on a slow news day. They may also save it for another time. At the very least, you are putting your name in front of them and they may recognize it one day when they are searching for an expert on a topic they need to write about.

**Set up Google Alerts for topics related to your book(s), topics that you write on, and experience that you have.**

When news items pop into your inbox, something may spark an idea that you could write a release on. It could be a release that you send out everywhere or just for one news outlet – perhaps a local newspaper or the media outlet that produced the original story that you are commenting on. Commenting on news is a trick that not many authors pick up on yet it's a clever way to get your name in the press and get to know reporters. Get into the habit of reading online newspapers that allow commenting on stories – you can sneak in a word about your book.

**Should you pay for a press release service?** Not unless you know your book is going to be enough of a success to pay for itself. A press release done for you by an agency or other paid PR service will cost upwards of \$300 for writing and distribution. Well worth it if it gets you a slot on CNN news

but that's unlikely if your book's topic isn't national news, you aren't already a 'name', and you don't have a potential NY Times bestseller on your hands. If you're a regular author, the combination of a free press release distribution service and sending to named reporters that you find online is a great start and it won't break your marketing budget.

*Another special thanks to Michelle Campbell-Scott, bestselling author of [PR for Authors](#), for writing this chapter on using PR to market your books.*

## 22. CREATE A GREAT AUTHOR BIO

Your author bio is a huge selling tool, but most authors just whip it together in a few minutes without much thought.

There are two common mistakes with author bios. The first common mistake is writing a very short bio with little information in it such as this:

*John is an author and lives in Belmont, WA with his wife and two dogs.*

That bio is so short and has so little information, you might as well just write, *“John is the most boring author in the world. You probably don’t want to read his books.”*

Instead, write a concise bio filled with some useful information that will attract readers, such as:

*John is the bestselling author of [The Coolest Book Ever Written](#), and several others. As a former firefighter, John learned firsthand how true courage is forged by fire, and shares his incredible life lessons in his books that inspire readers all over the world every day.*

*If you’d like to learn more about John, you can visit his website at [www.John’sAwesomeBooks.com](http://www.John’sAwesomeBooks.com)*

Okay, let’s break down that bio into its three key components so you can see how a good author bio is formed.

## 1) YOUR PERSONALITY SENTENCE

Your personality sentence is the first sentence in our bio that immediately identifies who you are and what you do.

In John's bio, his personality sentence is:

*John is the bestselling author of The Coolest Book Ever Written, and several others.*

This is a very simple personality sentence. You could add more, such as in mine:

*Tom Corson-Knowles is an entrepreneur, blogger and international bestselling author.*

If you want to be known as more than just an author, you should include up to three personalities in your personality sentence. Mine are *entrepreneur, blogger, and international bestselling author*.

Yours might be *bestselling author, consultant and coach*. Or it could be *novelist, writing coach and blogger*. Or it could be *author, speaker and trainer*. Whatever you want to be known as to your audience, include it in your personality sentence.

## 2) YOUR STORY AND BACKGROUND

Next, you need to include your story and background. People want to know where you came from, what makes you unique and how you got to where you are. We all have our own unique life experiences. Let your unique experiences stand out and make you unique. Don't hide behind platitudes and boring biographies that sound just like every other bio you read.

John's story and background are all summed up in one sentence:

*As a former firefighter, John learned firsthand how true courage is forged by fire, and shares his incredible life lessons in his books that inspire readers all over the world every day.*

In that one sentence, you learn that John used to be a firefighter, and that he learned about courage during that experience, and that he writes about those experiences in his books. That makes John unique. How many firefighters do you know that write books about courage? I reckon a firefighter might know a little bit about courage and fear that normal people like me who have never run into a burning apartment building might be completely unaware of. That makes John unique. It makes him special. It makes him worth listening to.

I might not take the time to listen to some random guy with two dogs and a wife talk about courage, but a firefighter? Hey, that's unique.

You, too, have your own unique life story. Use it in your author bio to make you stand out from the crowd. Let your bio show your real life experiences and how you became an expert in your field. Or, if you're a novelist or fiction writer, use your bio to just be interesting, different, or connect with your readers on a personal level.

### 3) CALL TO ACTION

At the end of your bio, always have a call to action. A call to action is you literally calling your readers out and telling them to take action. John's call to action is simple:

*If you'd like to learn more about John, you can visit his website at [www.John'sAwesomeBooks.com](http://www.John'sAwesomeBooks.com)*

You could use any number of calls to action. Here are a few more examples:

*Sign up for your free video training course on how to become a bestselling author at [www.ebookpublishingschool.com](http://www.ebookpublishingschool.com)*

*Grab your copy of [The Kindle Publishing Bible](#) today to learn how to become a bestselling author.*

When you include your personality sentence, story and background, and call to action in your author bio, you'll be revitalizing your author bio and attracting new readers consistently. Your author bio will appear on your Amazon Author Central page, in your books, on your website, in interviews, articles, press releases, and countless other places.

Since your bio is going to be shared so many times and seen by so many people, it just makes sense to invest the time and energy on making sure it stands out and will actually attract new readers for you. That's smart marketing.

Remember, marketing isn't just about getting more traffic and eyeballs. It's about converting more of those people into readers and fans. The better your bio, the better you'll be able to do that.



## 23. USE HARO TO CONNECT WITH JOURNALISTS

HARO stands for Help a Reporter Out ([www.helpareporter.com](http://www.helpareporter.com)). HARO is a free service that connects reporters and journalists with expert sources like you. Using HARO, I've been featured and [quoted in Huffington Post](#) and numerous other websites and news sites.

This free service allows you to get email updates from journalists who are looking for experts to give quotes or interviews or information for current news articles. Check the HARO listings daily and respond to relevant requests from journalists for free media exposure!

Here's how to get the best results from using HARO:

**Read the listings as soon as you get them.** Time is of the essence as many journalists and bloggers are on a tight deadline. The faster you respond, the better chance you have of getting featured. As soon as you open the email, browse through and respond to any that are relevant to you right away.

**Read the listing carefully.** Give them exactly what they request.

**Be professional.** Write clearly and concisely. Don't ramble on and make sure to check your email for typos or grammatical errors.

**Be brief.** Journalists get hundreds of pitches a day. They don't have time to open attachments or read more than 15 sentences. Keep your emails short and to the point.

**Always include your contact info.** This might sound obvious, but you'd be amazed how many people leave this out. You should always include your contact info including your email, website, and phone number.

In addition to HARO, there are a few other similar free services: [www.pitchrate.com](http://www.pitchrate.com) and [www.reporterconnection.com](http://www.reporterconnection.com)

## 24. BECOME A GUEST BLOGGER

Guest blogging is where you write an article for another blog or website and they post it on their site along with your author bio, picture and link(s) to your book or website. One guest post on a major blog could help you attract hundreds of new readers.

Like most other long-term marketing strategies, you'll probably have to start small and work your way up to the top.

I was interviewed by Alex Mandossian on how to use guest blogging to grow your traffic and your business, and you can listen to the entire recording for free at [www.youtube.com/watch?v=9DySWWWNmt4](http://www.youtube.com/watch?v=9DySWWWNmt4)

I've also written an entire book just on guest blogging with step-by-step instructions on everything from setting up your own high-traffic blog to finding high traffic blogs to write guest posts for, scheduling your guest posts, writing your posts, and other advanced guest posting marketing strategies. It's called Guest Blogging Goldmine and you can grab your copy at [www.amazon.com/dp/B009IV524Q](http://www.amazon.com/dp/B009IV524Q) if you're interested in learning in-depth about using guest blogging to get more exposure and sell more books.

## 25. WELCOME GUEST BLOGGERS ON YOUR SITE

Do you have a blog? If so, you might want to consider allowing other authors and writers to write guest posts for your site. Here are just a few reasons why you might want to consider allowing others to write guests posts for you:

### 1) SEARCH ENGINE TRAFFIC

Every time you post content on your site, that content is indexed in the search engines. The more content you have, the more search pages on your website, the more listings your site will have in Google search results.

I've seen many bloggers double their traffic simply by accepting guest posts on their site. And the best part is, you don't have to do any work! Someone else is creating the content for you.

### 2) RELATIONSHIP BUILDING

Many authors and marketers are actively seeking blogs to post guest articles on. When you allow someone to post an article on your site, you're not just getting more traffic and exposure for yourself, you're helping them get more traffic and exposure from the link(s) inside their article and author bio. I've received free books, free products, and all kinds of great promotional opportunities simply by offering to post a guest article for someone else on my site.

Just like owning a podcast show or YouTube channel, owning a blog is an asset that other people in your field would love to be involved with. Giving others exposure on your site can be a great way to get more exposure for yourself and build relationships that can help you sell more books.

By the way, if you have a great blog for authors, writers, bloggers or entrepreneurs and get at least 5,000 visitors a month, I'd be happy to write a guest post for your site. Just send me an email here with a link to your site and your request at [www.tckpublishing.com/contact](http://www.tckpublishing.com/contact)

### 3) CREDIBILITY

When a successful or influential person in your field writes an article on your site, that just lends more credibility to you and your work. Imagine if the top 5 most influential people in your field all wrote articles on your site. Would that help boost your traffic and exposure in your industry? Absolutely!

## 26. INTERVIEW OTHERS IN YOUR FIELD

Interviewing others in your field is an absolutely amazing marketing strategy that few authors ever utilize effectively.

When you have a podcast show or YouTube channel, it's easy to get interview guests when you ask. Most people will just instinctively say yes when asked to be interviewed. However, if you want to land the really big influencers in your field, you'll need to be able to demonstrate an actual audience, or at least give the impression that you have a large audience that would make it worth their time.

Personally, I get about a dozen interview requests every week. It's just way too much. If I said yes to every interview request I received, I'd spend all day just scheduling interviews and doing interviews and never get anything done (like writing this book!).

So I have to find a way to find out which interviews will actually help me attract new readers and meet my goals, and which interviews won't help me meet my goals. That's why having a podcast show or YouTube show can be really helpful when trying to land important or influential guests, because your show will prove to potential interviewees that their time will be well-spent with you.

But you don't have to have a show. Many people will accept just about any interview request. So if you're brand new and have no audience, don't be frightened. You can still start doing interviews today and get some results from them. Just realize that you'll get better results when you start using interviews combined with podcasting and/or YouTube videos to reach a wider audience for you and for your guests.

Here are some of the key benefits to interviewing experts in your field:

## 1) INSTANT CREDIBILITY

When you interview an expert, you get instant credibility. For example, if you were a health and wellness author and you interviewed Dr. Oz, that would be a huge credibility boost. From now on, you could add to your author bio something like this:

*“Susan has interviewed some of the world’s top health experts including Dr. Oz...”*

That kind of credibility alone can help you sell more books.

## 2) EXPOSURE

When you interview an expert, you often (but not always) get access to their network. Most interview guests will share the interview on social media, on their website and/or to their email list. That means more exposure for you.

One of the reasons the Publishing Profits Podcast show has had such success is because many of the guests I interviewed promoted the show for me. Now, I don’t ask my guests to promote the show, and I don’t require them to promote the show, but many do naturally. So I know, if I book four guests on the show with a huge following, at least one of those guests will be promoting the show to their network. And that’s just more free exposure for me, and the show. So, by interviewing four key influencers in my field, I can pretty much guarantee that one of those influencers will be promoting me to their audience for free. In addition to all the other benefits of interviewing successful people, you can see how it can be well worth the time.

So, if you have a little podcast show or YouTube channel and want to grow your audience, interviewing experts is a great way to do it.

### 3) CONTENT

Once you've recorded an interview, you can now use that content in many ways. Like we've already covered, you can use it in a podcast show or YouTube channel. But you could also use those interviews in products or as bonuses.

For example, my [video course on becoming a bestselling author](#) features several bonus interviews with bestselling authors. I recorded those interviews a few months before I created the course. But they were a perfect fit as a bonus for the course.

When you have dozens of recorded interviews with experts in your field, that content can be incredibly valuable for you and for your audience.

### 4) LEARNING

A funny thing happens when you interview the top experts in your field. You learn a lot!

Every time I interview someone, I always learn at least one new thing. Whether I'm interviewing a New York Times Bestselling Author or someone who's only been writing for a year, I always learn something new. And you will, too.

If you want to become an expert and stay an expert in your field, you've got to be constantly learning. Interviewing experts is a great way to do just that.

Another great thing about interviewing experts is that you get to decide which questions to ask! For example, when I



interviewed one of the world's top experts on press releases, I grilled him on all the questions I wanted to know about how press releases work and how to get the most out of them. I would have had to pay thousands of dollars for consulting to learn the information that I received for free because I was the one doing the interview for my podcast show. It was good for me because I learned a lot, it was good for my guest because he got a lot of exposure from my audience, and it was great for my audience because they learned thousands of dollars worth of information on press releases and PR for free.

That's the power of an interview.

## 5) BUILDING RELATIONSHIPS WITH INFLUENCERS

Another huge benefit of interviewing experts is that it will help you build relationships with the top influencers in your field. Some of the people I've interviewed have promoted my books, products and services to their audience. Some of those promotions have earned me more money from a single hour-long interview than I could have ever earned trying to promote myself in a full day's work.

When you start to interview the top people in your field, you will naturally start to rise to the top of your field. It's as simple as that.



## 27. ANSWER QUESTIONS ON QUORA

Quora is a powerful new social platform for sharing information and getting answers to crucial questions. Like we discussed before in the section on marketing in niche forums, Quora is a great place to answer people's questions and help those in your field.

Quora is like a mix between Yahoo! Answers and Facebook. It's both a wonderful social network and a great place to ask questions and get answers from experts. You could be that expert!

Here's a quick tutorial on how to use Quora to sell more books:

### 1) FIND YOUR CATEGORY OR NICHE TOPIC ON QUORA

Quora has "topics" which you can follow. Every time someone asks a question, the question is listed in a topic. Questions related to fashion would be listed in the fashion topic, for example.

You can follow several topics on Quora if you choose. Once you've found one or more topics that relate to your field of expertise, you can start browsing questions people have asked. When you find a question that you can provide a helpful answer to, go ahead and write the answer to the question. Similar to a forum post, the person who asked the question will see the answer, and so will hundreds or thousands of other people who have the same question or are interested in that topic.

For example, I follow the Publishing topic on Quora. One day, I saw a question from someone who asked, "[How do I publish an eBook?](#)"

Most of the answers I saw were really simplistic and basic, such as “Just publish it on Amazon.” I thought I could provide a much more helpful answer, and so I did. [You can see it here.](#) My answer included 10 steps, three training videos, several helpful links, and about 1,000 words. It looks more like a very thorough blog post than a typical question. And it’s received a lot of traffic, shares and likes for me.

Remember Foundation 5? Focus on adding value. When you add value on Quora by helping people solve their problems, they will naturally want to learn more about you and buy your books, products, and services. If your book can help solve someone’s problem, Quora is a great way to let them know by educating people!

## 28. JOIN A LOCAL WRITER'S GROUP

You might be thinking, *"How can a local writer's group help me sell more books?"*

Joining a local writer's group can help in countless ways!

First of all, it's important that you become a part of a community, especially a community where you meet people face-to-face. Joining a local writer's group can help you make new friends, give you new ideas on ways to improve your writing and marketing, and create long-term win-win relationships.

Another huge benefit you may find is that attending your local writer's group meetings or retreats may help you become a more committed and productive writer. Remember Foundation 4: always keep creating! The biggest mistake you can make is to slow down your momentum. The faster you publish your next book, the sooner you'll start making more sales.

One of the best things about joining a writer's group for someone like you who has already published a book is that you will find there are many authors who haven't gotten as far as you yet. It's a wonderful thing to connect with brand new authors or authors who are struggling to finish a book or get published. Why? Because you can help them! You can give them advice, ideas, and encouragement. It'll make them feel better and I can guarantee it'll make you feel better too!

One of the biggest issues that can hold authors back is not feeling like your message is worth sharing. Well trust me on this – if you join a local writer's group and share your story, ideas and encouragement with those in your community, I guarantee you will start to quickly realize how much you

really do have to share with the world. It's the authors who are truly confident that continue to write and market themselves, even when their first books may not have been incredibly successful. And it's that kind of persistent activity that will make you successful and keep you successful long-term.

## 29. REDDIT

Reddit is a huge social network or social bookmarking site. There are several subreddits (or categories) on Reddit for writers, including [www.reddit.com/r/Writing](http://www.reddit.com/r/Writing) with over 114,000 members. I definitely recommend checking it out!

Like other forums and online communities, it can be a great place to connect with likeminded people, and to give back and add value. If you write blog articles, publish interviews or podcasts, or other valuable content for your audience, you can share them on Reddit in an appropriate subreddit. I know some bloggers who get thousands of visitors a day using Reddit.

Reddit has a totally unique culture when it comes to sharing and self-promoting, so make sure to take your time to get to know the community before self-promoting or you might get shunned.

You can also use Reddit to promote your blog posts, connect with other writers and bloggers, and find out about other cool articles and ideas online.

## 30. YOUTUBE

Earlier we discussed how to create valuable videos for your audience. In this section, I'm going to show you some advanced YouTube marketing strategies that you can use once your video is created.

### 1. CHOOSE A STRONG HEADLINE (TITLE) FOR YOUR VIDEO

When you upload your video to YouTube or any video hosting site, choose a strong headline for the title of the video.

The headline should be descriptive, clear and engaging. For nonfiction authors, "how to" can be a great way to start your video titles. Here are some examples:

*"How to Eat More and Lose Weight"*

*"How to Double Your Writing Speed"*

*"How to Make Healthy Food Fast"*

When you upload a video, the title you choose is one of the most important choices you'll make that will determine how many people actually watch it.

### 2. WRITE A GOOD VIDEO DESCRIPTION

The video description on YouTube is the text that is displayed directly beneath the video. Here's the best practice template for creating a YouTube video description:

In the first line: *Link to your squeeze page, sales page or website*



After the first link: *Detailed description of your video including keywords*

At the bottom of the description: *Links to any other relevant content or information, social media links and any other website links*

I'll use an example from a [recent video on my YouTube channel](#) where I interviewed Aubrey Rose to show you how this might look in practice:

[www.ebookpublishingschool.com](http://www.ebookpublishingschool.com)

*Aubrey Rose is a New York Times and USA Today bestselling author, and she's only been writing for two years! Oh, and did I mention she still maintains a full-time job?*

*In today's show, Aubrey shares some amazing tips and keys for success as an author today including:*

*How to write consistently*

*Focusing on creating new work and not getting stuck in perfectionism*

*Using "To Do List" as a productivity manager*

*Working on multiple projects at once*

*Doing Boxed Set launches to sell more books faster*

*Connecting and collaborating with fellow authors in your market*

*Why marketing is incredibly hard for authors with just one book, and how to sell more books faster*

*What to do when you write a book that bombs (and how to make sure it never happens again)*

*Grab your pen and get ready to take notes, because this show is packed with tips for authors who are looking for more success!*

*Connect with Aubrey and learn more about her books at [www.aubreyrosewrites.com](http://www.aubreyrosewrites.com)*

*Check out Aubrey's author community and training program for authors to learn how to self publish at [www.pubyourself.com](http://www.pubyourself.com)*

*Check out Jami Gold's Romance Cheat Sheet that Aubrey mentioned here: [jamigold.com/2012/11/write-romance-get-your-beat-sheet-here/](http://jamigold.com/2012/11/write-romance-get-your-beat-sheet-here/)*

*To learn more about the Publishing Profits Podcast show, join us at [www.PublishingProfitsPodcast.com](http://www.PublishingProfitsPodcast.com)*

*To learn more about TCK Publishing, visit [www.TCKPublishing.com](http://www.TCKPublishing.com)*

**Note:** Always include "" before your links so that they are live. If you leave out this text, the link will not be live, and nothing will happen if someone tries to click the link. So make sure you include it, and always click all the links in your video descriptions to make sure they are working properly.

### 3. USE KEYWORDS FOR ALL OF YOUR VIDEOS

When you're uploading a video to YouTube, just below the book description box is a box for inserting your keywords and tags. YouTube gives you a 500-character limit for all of

your keyword tags combined, which is about 15-25 keywords, depending on how long your keywords are. I highly recommend using all of the characters you can so that you get the most search rankings for your video.

If you've never done keyword research before, check out Tip #36 where you'll learn more about search engine optimization (SEO), keyword research and how to use keywords effectively.

## 31. BOOK PROMOTION SITES

There are thousands of website dedicated to connecting readers with books and authors. Some of the major sites allow you to pay for a promotion or advertisement to a select group of people who might be interested in your book.

The biggest book promotion sites that allow advertising and have been the most profitable, in my experience, are Bookbub ([www.bookbub.com](http://www.bookbub.com)), EreaderNewsToday (ENT) at [www.ereadernewstoday.com](http://www.ereadernewstoday.com) and Kindle National Daily (KND) at [www.kindlenationdaily.com](http://www.kindlenationdaily.com)

Both sites have very different submission rules and a very different method of pricing. They also have different rules depending on whether your book promotion is free or paid, and on what your pricing is. Make sure to read the guidelines and rules for each site.

Bookbub promotion guidelines:

[www.bookbub.com/partners/requirements](http://www.bookbub.com/partners/requirements)

EreaderNewsToday promotion guidelines for paid books:

[ereadernewstoday.com/bargain-kindle-books](http://ereadernewstoday.com/bargain-kindle-books)

EreaderNewsToday promotion guidelines for free books:

[ereadernewstoday.com/ent-free-book-submissions](http://ereadernewstoday.com/ent-free-book-submissions)

Kindle National Daily sponsorship information:

[indie.kindlenationdaily.com/?page\\_id=642](http://indie.kindlenationdaily.com/?page_id=642)

**Note:** *if these links don't work or are out of date, just go to the home page and browse the site until you find the updated links for sponsorship and advertising opportunities.*

Your promotion will probably end up costing you a few hundred or even a few thousand dollars for the bigger sites, but it can definitely be worth it to get hundreds or thousands of sales in a very short period of time. Many unknown authors have broken out from a paid book promotion.

I recommend avoiding most other paid book promotion sites. The vast majority I've tried are overpriced for what they provide. Both BookBub and ENT charge more than average, but they have a massive audience and you will definitely see some sales from your promotion.

In contrast, I've paid \$65 for some other book promotion services and not received a single sale from it. It's better to pay a little more for your book promotion and generate some serious book sales than to buy a cheap service from a low-traffic website and get no sales.

Here's an additional list of book promotion sites that you can use to promote paid and discounted books:

[www.tckpublishing.com/top-kindle-book-promotion-sites-for-paid-kindle-books-0-99-and-up](http://www.tckpublishing.com/top-kindle-book-promotion-sites-for-paid-kindle-books-0-99-and-up)

## 32. ONLINE PPC ADVERTISING

Pay-per-click (PPC) ads are online ads that run on websites such as Facebook, Google and just about any other site online. When someone clicks on your advertisement, you pay per click. The cost could range anywhere from 1 cent to \$20 a click depending on which advertising network you use.

I highly recommend Facebook Ads first and foremost for any new advertisers. Their ad program is incredibly affordable and very easy to use for beginners.

I would recommend avoiding Google AdWords for online marketing beginners because it's highly competitive and it takes either an expert or someone who's willing to dedicate hundreds of hours and a lot of study to turn it into a profitable campaign. The same could be said for Facebook, however, bids on some Google Keywords can be several dollars per click and that can eat up your marketing budget very, very quickly if you don't know what you're doing.

With Facebook though, you can start a campaign for as little as \$1 a day and start seeing results right in a week.

You can even get coupons for \$50, \$75 or even \$100 in free ad credits. Just Google "Facebook Ad Coupons" to find the latest deals.

### ACTION STEP

Check out [Facebook.com/ads](https://www.facebook.com/ads) today and get started.

If you're looking for more training and information on Facebook advertising, check out [www.SocialStrategizer.com](http://www.SocialStrategizer.com)

## 33. TELESUMMITS AND CONFERENCE CALLS

Telesummits and conference calls are a great way to connect with your audience and sell more books, as well as additional products or services like a coaching program, consulting, a seminar or a video course.

Most telesummits feature several speakers who each share a one-hour presentation about one aspect of a topic. For example, I recently spoke at the [Entrepreneur to Expert Telesummit](#). The telesummit featured 23 speakers who each spoke for one hour on different aspects of writing, publishing and marketing books.

There are literally thousands of telesummits, so you should be able to find one in your niche or genre. If you can't find one by searching online, consider creating your own telesummit and invite fellow experts in your field to participate.

Most telesummits are free for listeners and provide bonus content either for free or that listeners can pay for. As a speaker, you can earn money by selling your books, products or services on the telesummit and through affiliate commissions when you refer listeners who purchase an upgraded package to the telesummit. If you create and host your own telesummit, you can earn a percentage of all the sales of products, services and upgraded packages that are sold during the summit.

## 34. WEBINARS

Webinars are very similar to conference calls, except they often involve an online visual component. Listeners can either dial in to a phone number to listen on the phone, or simply load the webinar on a website or by using a downloadable software to watch and listen to the webinar.

You can either create your own webinar or be a guest on someone else's webinar.

Several webinar software solutions exist such as GoToWebinar, and Evergreen Business System.

It can cost \$100 a month or more to use some of these higher-end webinar systems, so you might want to start with Google Hangouts which is totally free until you get the hang of doing webinar-style presentations. Then, once you know it will be worth the investment, you can upgrade to a premium webinar service and work on increasing your conversions.



## 35. AMAZON BESTSELLER LIST

### SELECTION

For ebooks and paperbacks on Amazon, you can choose two bestseller categories or lists for your book. Most authors don't give this process much thought and miss out on a lot of potential sales because of it.

First of all, you have to realize how most Kindle readers find books in the first place. Readers browse books on Amazon, and categories are the most common way readers browse for new books, after using Amazon search. The problem for new authors and new books especially is that readers usually browse the top 10 or 20 books in a category. This means that if you're #87 in your category, you're very unlikely to get any sales because of your category listing. On the other hand, if you choose a category that you don't even rank in, you won't get any sales from your category.

Amazon won't even list your book on one of its bestseller lists unless it ranks in the top 100 books in your category. You can choose two categories, and each category contains parent categories or meta categories. For example, one of my clients has a book called [Willow Grove Abbey](#). It is a historical fiction novel currently ranked #9,354 in the Paid Kindle Store. This means that there are only 9,353 other books selling more copies than it.

Here's an example of what the rankings look like:

#40 in Kindle Store > Kindle eBooks > Romance > Historical Romance > Victorian

The book is #40 in the Historical Romance > Victorian bestseller category. The Victorian category has meta

categories (categories in which it is contained) which precede it on the sales ranking above. In other words, if you sell enough books in the Victorian Category, you might find your book is also a bestseller in the Historical Romance meta category which is much bigger and much more competitive.

Because of how Amazon's sales rankings work, you ought to focus on choosing the right lists for your book. That means, if you're not selling very much, you should target lists with low sales volume. If you're selling a lot, you should target lists that are more competitive.

Let's say your book now sells 30 copies a month. Your book is about investing in stocks and it's listed in the Business & Investing category. The problem is that book #100 in that category is ranked #5,027 in the paid Kindle store books, meaning it sells about 30 copies a day! Therefore, your listing in that category is completely worthless because Amazon will not show your book in that category listing. If Amazon isn't featuring your book in the top #100 of the categories you've chosen, then those categories aren't doing anything to help you sell more books.

Therefore, for a book selling less than 30 copies a day, choosing the Business & Investing list for one of your two categories will add a grand total of 0 sales a month. This means one of your most effective marketing strategies (your book's category) isn't doing ANY marketing for you at all! That's when you know it's time to do a category change (assuming you already sell at least 10 books a month). If you're selling less than that, you probably need to start selling more books before worrying about which category you choose.

You won't be selling any additional books in a category if you're not in the top 100. So what can you do instead of leaving it in a category where you can't yet rank in the top 100?

The answer is simple: Choose a category in which you CAN rank in the top 100 (or preferably top 10!) so that you can attract more browsers and buyers for your book in that category.

You can check out a list of the most competitive bestseller lists on Amazon and more tips about choosing the right bestseller lists on the blog at [www.tckpublishing.com/list-of-the-top-100-most-competitive-amazon-kindle-bestseller-categories](http://www.tckpublishing.com/list-of-the-top-100-most-competitive-amazon-kindle-bestseller-categories)

## 36. SEARCH ENGINE OPTIMIZATION (SEO)

If you've ever done keyword research before for Search Engine Optimization (SEO) purposes, this is a very similar process. For those of you who are totally new to SEO (Search Engine Optimization), it's a very simple process and I'm going to walk you through it step-by-step so that you can apply it to your book page to sell more books.

You can use Amazon search to see which search terms are most common in your niche or genre.

First, you'll want to come up with a list of keywords. Keywords are simply words or phrases people would type in to find a book similar to yours. For example, if you write vampire romance novels, here are some potential keywords:

Vampire

Vampires

Vampire novel

Vampire book

Vampire ebook

Vampire romance

Vampire romance novel

Vampire romance novels

Vampire romance book

Vampire romance ebook

These are just a few to get you started. You can expand your list as you come up with more ideas, but all you need is about a dozen to get started putting this information into action.

## AMAZON KEYWORD RESEARCH

Now that you have your preliminary list of keywords, head on over to Amazon.com's Kindle Store search to see what Amazon recommends to searchers.

Make sure you search **ONLY** in the Amazon Kindle store when doing Amazon keyword research for Kindle books because otherwise your results will be skewed. You can access the Kindle Store only search function here:

[amzn.to/RLGyUr](http://amzn.to/RLGyUr)

Once on Amazon's Kindle Store, type in your keywords into the search box. Notice how Amazon almost immediately starts recommending keywords and searches when you do this:



In the screenshot above, I simply wrote “how to write” and Amazon returned 10 other keywords and search terms including “how to write a book” and “how to write a novel” among others.

This means my keyword “how to write a book” is a very commonly searched term on Amazon. This means it’s a good keyword and I should definitely consider using this keyword in my book’s title and book description. Why? Because Amazon readers are using this keyword to search for books, and my book could be a good fit for those readers.

## PUTTING YOUR KEYWORDS INTO ACTION

Once you have your list of keywords, you can insert them in your book titles or subtitles, keyword sections when you upload your book, and book descriptions. The more you use your keywords naturally in your titles and book descriptions, the more traffic and sales you will get from your keywords.

## 37. EMAIL SIGNATURE

Is your email signature selling books for you on autopilot? If not, you need to take advantage of this simple marketing strategy!

Simply add a link in your email signature to your book(s) or to your author profile and website.

Here's an example of my email signature so you can see how it would look in an email. Feel free to use my signature as a model for your own.

EMAIL SIGNATURE:

*Tom Corson-Knowles*

*Founder of TCK Publishing*

[www.TCKPublishing.com](http://www.TCKPublishing.com)

*Publishing for authors who want to earn a full-time income*

*Want to be a bestselling author? Get the Kindle Publishing Course*

[www.udemy.com/kindle-publishing-course/?couponCode=publishing](http://www.udemy.com/kindle-publishing-course/?couponCode=publishing)

*Buy Secrets of the Six-Figure Author On Amazon*

[www.Amazon.com/author/business](http://www.Amazon.com/author/business)

*----End of Email Signature----*

Once you set up your email signature, every time you send out an email, you'll be marketing yourself and your books. You never know who might forward on your email to a friend, or how a complete stranger who emails you may buy your book simply because they saw it in your signature.

Remember this: If you have something important to promote, add it to your email signature! Whether it's a book or your website or something else, include it in your signature. It won't hurt, and it just might attract a few new readers with only a few minutes of effort.

Feel free to update your email signature when you release a new book to help generate a little more buzz for your new book launches.



## 38. BLOG REVIEWS

Do you think your business would grow if you had hundreds of bloggers spreading your message for you?

Then why don't you start building relationships with bloggers so they can do all the hard marketing work for you?

Here's how...

### BLOGGERDISE

Bloggerdise is a place that connects bloggers with businesses and authors.

- 1) Create an account at [www.bloggerdise.com](http://www.bloggerdise.com)
- 2) Post an offer to give away a copy of your book at [www.bloggerdise.com/offer/frm\\_modify.cfm](http://www.bloggerdise.com/offer/frm_modify.cfm)

Make sure bloggers know about your different book versions if you have multiple versions. In your post, offer to give away a free copy of your book to bloggers for review or for a giveaway. I would recommend scheduling your offer to last for at least 6 months to get the most exposure.

### TOMOSON

There's another similar website called [Tomoson.com](http://Tomoson.com). It's free to sign up both for bloggers or businesses. The site connects bloggers and businesses in order to provide product reviews and giveaways.

Basically, you can create a posting on the site which other bloggers will see offering one of your products for free as a review product. Then, the blogger will try your product and write a review and post it on the blog for their audience to see.

You can choose which bloggers to work with and even screen bloggers by criteria like the Alexa Rank or PR of their blog or the size of their social media following.

### **ACTION STEP**

Create an account at [Bloggerdise.com](http://Bloggerdise.com) and [Tomosons.com](http://Tomosons.com) and create a free posting. If you want to do even more, research bloggers in your niche or industry and contact them directly to see if they're open to doing a product review.

## 39. PUBLISH MORE BOOKS!

Once you've tried all the marketing strategies in this book, it's time to get back to writing more and publishing more books. Whatever you do, don't stop creating more great content for your audience!

Some of you may not intend to write any more books, and that's okay. But don't think that writing a book is the only thing you can do to serve your audience and help more people. You can create video courses, live seminars, workshops, group coaching programs, one-on-one coaching programs, consulting services, and much more.

If at any point you feel like you're running out of marketing steam, just get back to work and create something new for your audience, whether it's a new book or something else. The more great things you create for your audience, the bigger your influence and income will grow.

So, never stop growing!

# BONUS! HOW TO DO A VIRTUAL BOOK TOUR

*This bonus article on virtual book tours was contributed by bestselling author Nina Amir.*

The days of book tours are dead and gone. It's a rare author who spends time and money going from city to city to do signings or to encourage shoppers in physical books stores to purchase a new release. It's even more rare to find a publisher who will put funds into this type of promotion. Today, book tours, like everything else, have gone virtual.

## WHAT IS A VIRTUAL BOOK TOUR?

When you go on a virtual book tour, you stay in the comfort of your home but hop virtually from blog to blog, podcast to podcast and social media event to social media event to meet your target audience in cyberspace. This means you can make 30 stops or more in a month and expose yourself and your book to people from all over the world.

A virtual book tour can include:

Writing guest blog posts

Getting your book reviewed by a blogger

Having an excerpt of your book featured on a blog

Being interviewed by a blogger (by email initially)

A Google Hangout interview

A podcast interview

An internet radio interview

An actual radio interview

A webinar event

A twitterchat event

A Facebook party or event

## THE DIFFERENCE BETWEEN A BLOG TOUR AND A VIRTUAL BOOK TOUR

A difference exists between a “virtual book tour” and what has been called “blog tour.” A blog tour includes just blogs. It’s that simple really. You don’t visit any social media sites or get involved in podcasts or radio or anything else.

What you do on this type of tour is quite similar, though. You might:

Write guest blog posts

Get your book reviewed

Have an excerpt of your book featured

Be interviewed

## 10 REASONS TO GO ON A BLOG OR VIRTUAL TOUR

Here’s my list of 10 reasons to go on a blog tour, or a virtual book tour:

A blog or virtual book tour will increase your visibility as well as the visibility of your book, your blog or your business. If your

posts or interviews appear on 30 different sites, people will start to say, “I see you everywhere.”

A blog or virtual book tour will introduce you, your book, your blog, and your business to a different, hopefully larger, audience in your target market, the audience of the blogger who hosts your post.

A blog or virtual book tour can introduce you, your book, your blog, and your business to an audience in a new target market.

A blog or virtual book tour can make you, your book, your blog, and your business more discoverable. The more mentions on the internet, the more times search engines like Google catalog these, making it easier for people to find you, your book, your blog, and your business.

A blog or virtual book tour can help you build your mailing list. At the end of each one of your guest blog posts or interviews you can provide an incentive for readers (or listeners) to visit your blog and sign up of your mailing list. You can then contact these subscribers, which means you have a second opportunity to mention your book.

A blog or virtual book tour can attract more visitors to your blog or website, where you book is featured prominently. If your posts and interviews always include a bio with a link to or the URL of your website or blog, people will click on it to find out more about you.

A blog or virtual book tour can help you build your social networks. If you are allowed to include another link in your bio, such one to Twitter or Facebook, you can gain new followers. Often a blog post will include your Twitter handle at the beginning of the post with the announcement that it is a guest post.

A blog or virtual book tour can help you sell more books. If you include a cover image of your book, mention your book or hyperlink to a site where the book is for sale, people will click through to purchase.

A blog or virtual book tour can help you attract more media attention. The more visible and discoverable you are on the internet, and the more you appear to be the expert on a topic, the more likely it is that the media will call on you when they need an authority. They look to Google for their sources.

A blog or virtual book tour can help you become a bestseller. Many authors conduct these on one day to become an Amazon bestseller for a day or an hour. However, doing one for a month or two can make you a bestseller for much longer.

## VIRTUAL BOOK TOUR BASICS

When Writer's Digest Books released my book, [\*How to Blog a Book: Write, Publish, and Promote Your Work One Post at a Time\*](#), in 2012, I went on a virtual book tour. I did another one five months later. When my second book, [\*The Author Training Manual: Develop Marketable Ideas, Craft Books That Sell, Become the Author Publishers Want, and Self-Publish Effectively\*](#), was released by the same publisher, I planned two back-to-back virtual book tours. I've learned some things in the process.

*A virtual book tour, or a blog tour, requires creativity.* You must repeat the same or similar information about yourself and your book as you devise many post ideas and write them and answer the same questions repeatedly (in different ways) for interviews. Always keep in mind the purpose behind this activity: to sell books! And know that those posts will help promote your book forever; the links

remain active unless the blogger removes the post for some reasons.

*A virtual book tour requires your attention.* It's possible to get help with a blog tour. A variety of companies are available to organize and run your tour. However, no matter how you decide to plan your tour and run it, you will need to put a ton of time and attention into it. Just the front end—the writing of the posts, the answering the interview questions, the scheduling of events, and the showing up at events—request a huge time commitment. You also have to check on the different blogs to reply to reader comments and promote each post on your social media channels. If you don't have a social media package, or hire someone to help with social media, you also need to allot time for this task.

After doing one tour on my own, I hired help the second time around to organize the tour. The third time, I also hired social media help. I highly recommend considering not doing it all by yourself or using tools such as SocialOomph.com to help you promote your posts.

*A successful tour requires stops at high-traffic sites.* Don't waste your time on a tour that takes you to many small sites without a lot of unique visitors. I made this mistake recently, although I knew better. Also, don't stop at blogs whose readers aren't that interested in your book; this won't garner you many sales. One strategy relies on going to fewer sites (maybe just for a day or two) but focusing only on ones with huge numbers of readers. Another relies on a week or two of stops at high-traffic sites. Yet another would have you go to high-traffic sites for a month.

Now...a stop at any site is better than no stops anywhere when you think about it, right? So if you don't have contacts



with many other bloggers or don't have the money to hire someone to do a blog tour for you, then start where you can. That said, it only costs about \$300 for a professional blog tour.

In addition to these three tips, here are five more:

Set aside time to write the many additional blog posts requested and to answer the questions for the numerous interviews.

Stay organized to keep track of what material is due and on what dates.

Have a system in place to promote your posts on social media sites.

Consider getting help to organize the tour or to promote it.

Prepare yourself—have the right mindset—so you can power through.

## HOW TO TRACK THE EFFECTIVENESS OF YOUR TOUR

It's easy to see the correlation between your tour and your book sales. Keep an eye on your Amazon Author Central account during your tour. For each stop, watch to see if your book's rank on Amazon changes during that day. At the end of each week, see if you've garnered more sales than usual or simply how many sales you've made.

A virtual book tour, or blog tour, can be a powerful tool for an author. Don't just use it after your book release. Do a tour whenever you want to increase sales.

## MORE ABOUT NINA AMIR

Nina Amir is the author of *How to Blog a Book: Write, Publish, and Promote Your Work One Post at a Time* and *The Author Training Manual: Develop Marketable Ideas, Craft Books That Sell, Become the Author Publishers Want, and Self-Publish Effectively*. Known as the Inspiration to Creation Coach, she moves her clients from ideas to finished books as well as to careers as authors by helping them combine their passion and purpose so they create products that positively and meaningfully impact the world. A sought-after author, book, blog-to-book, and results coach, some of Nina's clients have sold 300,000+ copies of their books, landed deals with major publishing houses and created thriving businesses around their books. She writes four blogs, self-published 12 books and founded National Nonfiction Writing Month, aka the Write Nonfiction in November Challenge.

To learn more about Nina, visit [www.ninaamir.com](http://www.ninaamir.com)

# THE KINDLE BIBLE SERIES

If you liked this book then you will love reading my books in the Kindle Bible Series.

[The Kindle Writing Bible](#) is the first book in the series that covers in detail how to come up with bestselling nonfiction book ideas and turn them into a reality using cutting edge writing productivity strategies, tools and resources.

[The Kindle Formatting Bible](#) is the next step in the process. It takes you through step-by-step formatting tutorials to show you how to format your book for Kindle using Microsoft Word. It also walks you through the process of uploading your book to Kindle.

[The Kindle Publishing Bible](#) is the next book in the series. It's all about the marketing! The book shows you how to choose bestselling book titles and provides a step-by-step marketing system that anyone can use to sell a lot more books quickly.

[Kindle Success Stories](#) is a recent addition to the series. In this book, I researched the top self-published Kindle authors in the world and asked them to share their stories, lessons and tips for new and aspiring authors. Many of these authors have sold hundreds of thousands of Kindle ebooks, and some of them have sold millions.

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## SPECIAL FACEBOOK GROUP

Come join our Facebook group just for readers like you who want to take their marketing to the next level. In this group we'll be sharing our successes, marketing tips and strategies with each other so that we can continue to grow our businesses together.

This is also a fantastic group for finding joint venture partners and cross-promotion opportunities! Imagine if you had hundreds of other entrepreneurs from all over the world collaborating with you—imagine how big of an impact you could have.

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Come join us here on Facebook:

[www.facebook.com/groups/KindlePublishers](http://www.facebook.com/groups/KindlePublishers)

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If you're a business owner and want to learn how to start a blog for your business that makes a profit, I've developed a free online training program to teach you everything from how to build your blog to getting traffic to monetizing it.

You can get the free training at [BlogBusinessSchool.com](http://BlogBusinessSchool.com)

## WANT TO GET PUBLISHED?

If you've written one or several books and just want to focus on your writing, you might want to consider publishing with TCK Publishing founded by Tom Corson-Knowles. We'll help you choose the right title and help with market research ahead of time so your book will sell better. We also do all the formatting, cover design, publishing and a lot of marketing for our clients.

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We publish both nonfiction and fiction books. We do not publish children's picture books, poetry, or coffee table books. Learn more at: [www.tckpublishing.com/publish-your-book-with-us](http://www.tckpublishing.com/publish-your-book-with-us)

## CONNECT WITH TOM

Thank you so much for taking the time to read this book. I'm excited for you to start your path to creating the life of your dreams as a Kindle author.

If you have any questions of any kind, feel free to contact me at [www.tckpublishing.com/contact](http://www.tckpublishing.com/contact)

You can follow me on Twitter: [@JuiceTom](https://twitter.com/JuiceTom)

And connect with me on Facebook:  
[www.tckpublishing.com/facebook](http://www.tckpublishing.com/facebook)

You can check out my publishing blog for the latest updates here: [TCKpublishing.com](http://TCKpublishing.com)

I'm wishing you the best of health, happiness and success!

Here's to you!

Tom Corson-Knowles



## ABOUT THE AUTHOR



**TOM CORSON-KNOWLES** is the #1 Amazon best-selling author of *The Kindle Publishing Bible* and *How To Make Money With Twitter*, among others. He lives in Kapaa, Hawaii. Tom loves educating and inspiring other entrepreneurs to succeed and live their dreams.

Learn more at [Amazon.com/author/business](https://www.amazon.com/author/business)

Get the free Kindle publishing and marketing video training series from Tom here: [EbookPublishingSchool.com](https://www.EbookPublishingSchool.com)

# OTHER BOOKS BY TOM CORSON- KNOWLES

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[Schedule Your Success: How to Master the One Key Habit That Will Transform Every Area of Your Life](#)

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Thanks again for your support!