

How to Market a Book Release

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Prerequisites:

- Know your **target reader**
- Book cover, title, and product description (back cover blurb) must attract your *target reader*
- Back matter should include: request for review, newsletter sign-up, links to other books
- Categories where your book can rank well
- Series page on retailer sites

To Reach Existing Readers:

1. Email list

- Emails to send for a book launch:
 - 1) Email announcing pre-order
 - 2) Email on release day (share a tidbit from the book or characters)
 - 3) Email several weeks after the release thanking them for purchase, encourage a review
- When growing your list, focus on finding your target reader.

2. Your Websites

- Don't forget to add the book to:
 - Your author website
 - Your Amazon author page
 - Your Bookbub author page
 - Goodreads author profile
 - ACFW Fiction Finder
 - Back links of other books
 - Your email welcome sequence autoresponder
 - Anywhere readers will be looking for it, especially if they'll receive notifications!

3. Social Media Sharing

- Anywhere you have a web presence, make sure spread the word.
- Create memes and messages people can easily share.

To Connect with New Readers:

4. Launch Team

- Goals of a launch team:

- Jump start reviews
 - Word of mouth sales/awareness
- Be clear about expectations when people join your team!
 - Reviews only? Social media sharing?
- Effective ways to build a Launch Team:
 - Sign-up form on your website
 - Call-out on your blog or Facebook page
 - Invite from your email list
- Your team should be made up of readers (who love your genre) and bloggers, not authors.
- Communicate regularly with your team.
- Send the schedule early.
- When you email your team about a new book, include links to the review sites. Don't forget Goodreads and BookBub!
- Give your team ideas on how to help, but keep the pressure low.
- Say thank you in personal, unique ways. Love on your team!

5. Paid advertising:

- You or your publisher?
- Run a sale on the previous book in the series: bookbub.com, ereadernewstoday.com, robinreads.com, freebooksy.com, etc.
- Full series promo: Authorsxp.com, Freebooksy.com
- BookBub.com (Featured New Release, Pre-order announcement, New Release Announcement, Pay per click ads)
- Cost per click ads (Facebook, Amazon, BookBub)

6. Newsletter Swaps:

- Use Google Forms, a spreadsheet, or other helpful way to keep the info organized.
- Schedule throughout the preorder and release period so readers aren't bombarded on release
- Create a shared folder or web page with links, blurbs, several image options, and any other helpful book info.
- Request copies of the emails that go out, and send copies of your reciprocating emails to the other author.

7. Blog Tours:

- Helpful for first book when you don't have existing readership
- Can help add reviews to the product page
- How to get started
 - The DIY method
 - Professional blog tours like Celebratelit.com, JustRead.com, and PrismBookTours.com