

MARKETING CHECKLIST FOR YOUR BOOK PROMOTION

PRE-PUBLICATION

If you know other authors in your genre ask them about cross promotion
Post samples and your cover on your blog or email list
Ask for beta-readers to give feedback on your book (Facebook 6 reviewers)
Determine your pricing strategy
Brainstorm keywords for your book
Find hashtags used by readers in your genre/topics
Find Facebook groups and pages that relate to your book
Find Google+ communities related to your genre
Find forums dedicated to your genre
Find blogs that review books in your genre – resources listed below.
Listen to the Novel Marketing Podcast.
Develop an author website with an optin for your mailing list.
Search Amazon for popular books in your genre, look at the covers of the most successful for direction on your cover. Develop your book cover in advance. Have two developed and share in social media asking your fans to vote.

AFTER PUBLICATION

Book video trailer distributed to 7 video sites with links back to the book on the website. Quick example: <http://bit.ly/videotrailer6>
Set-up account at Onlywire \$59 for the year. Open the individual accounts within the platform. Should give you 20 bookmarketing sites to share the videos on
Offer book for free through Kindles KDP program 5 days every 90 days.
Submit book to top review and listing sites through <http://www.authormarketingclub.com>

Here is a list of tips to help you:

Put a link to your website in the back of the book.
Put a link to your Facebook page in the back. Consider Facebook ads targeted at ideal audience.
Put a link to your Twitter profile in the back.
Put a link to your Google+ profile in the back.
Mention your free gift that people can get for signing up to your mailing list in the back of the book and provide a link to the page with the email sign up form.
Include a “Note from the Author” in the back of the book asking for the reader to post a review – Many times the only readers who leave a review are those with something negative to say. A little prompting at the back of the book to your reader should get them to leave a review for you!
Write a Press Release

Resources:

The Book Blogger Directory - (<http://bookbloggerdirectory.wordpress.com>) This site maintains a large and comprehensive alphabetical listing of the web's best book blogs organized by genre.

The Book Blogger List - (<http://bookbloggerlist.com>) This site features a large database of book blogger sites. It is organized by genre.

The YA Book Blog Directory - (<http://yabookblogdirectory.blogspot.ca>) This directory focuses solely on the wildly popular Young Adult genre. The site features a comprehensive listing of YA book review blogs.

Story Cartel - (<https://storycartel.com>) Here, authors can submit their books for free in exchange for honest reviews from readers.

Directory of Book Bloggers on Pinterest- (<http://www.mandyboles.com/2012/01/directory-of-book-bloggers-on-pinterest/>) Curated by Mandy Boles, this site keeps an up-to-date listing of the many book bloggers active on the social media site Pinterest.

Kate Tilton's Book Bloggers - (<http://katetilton.com/kate-tiltons-book-bloggers/>) Kate Tilton keeps a smaller, but accurate list of book bloggers who will review titles by indie authors.

The Indie View (<http://www.theindieview.com/indie-reviewers/>) Simply one of the web's most complete listings of independent book reviewers.

Goodreads - (<http://www.goodreads.com>) Goodreads is a terrific place for authors to promote their books, and it offers indie writers the chance to exchange reviews with their peers.

Self-Publishing Review - (<http://www.selfpublishingreview.com/about/>) For a fee, authors can receive an impartial, editorial book review. The site also offers paid editing services.

IndieReader - (<http://indiereader.com/authorservices/service-sample/>) IndieReader, which exists as a consumer guide for readers of self-published authors, offers professional book reviews for a fee.

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