



# MARKETING PLAN FOR AUTHORS

A Marketing Plan or marketing platform is a way to promote yourself and sell your books. Although a traditional book publisher may give you some guidance, you should budget your time to do the majority of the work yourself. Implement effective and creative ideas. Financially support your book. Think strategically. Plan carefully. Study what published authors are doing to promote their books. Learn what resonates with you about authors, websites, blogs, social media, and events. If you are writing a nonfiction book, you must create a book proposal that includes a robust plan to market your work. Almost every literary agent and book publisher will require that a nonfiction writer get known before the book deal. A publisher will invest money (an author's advance) if the author can interest a wide audience 800,000 to one million followers. Before your book is published, either self-published/or traditionally published, you should have your plan organized and ready.

## 1. WEBSITE

Social media links should appear on the first page. Key tabs: Home, About the Author (Bio), Publicity Photos, Books, Events, Blog link, Book Excerpts, Reviews & Testimonials, Media Kit, Video, Newsletter, Articles, Interviews, Workshops, Contests, Press contact, Publishing Information, and Contact the Author.

## 2. BLOG

A blog is similar to a website, except that it changes content often and allows readers to communicate with you. Effective blogs appeal to your readers' interests and reveal your personal side. Keep your blog informative and amusing. Use photos.

## 3. STRONG SOCIAL MEDIA PLATFORM

Social Media Strategy: LinkedIn, Facebook, Twitter, Goodreads, Instagram, Pinterest, Google+ and many other social media sites. You need to learn about optimization, engagement and fan building, cross-marketing book promotion with other authors, companies, groups, and websites.

## 4. PRINT MATERIAL

Bookmarks, Business cards, Postcards, Flyers, Brochures, Printed Book Excerpts, Press Releases, Event Announcements

## 5. EMAIL BLASTS

Explore mass email companies like MailerLite, AWeber, iContact, Constant Contact, and MailChimp. Some companies let you send one email for up to 1,000 people for free. Email blast your brand image and the opening pages of your book.

## 6. TV & RADIO, NEWSPAPERS, PODCASTS, YOUTUBE

Make a list of local radio and TV stations and area newspapers, to schedule interviews and talks. Learn how to do podcasts, virtual tours, and use YouTube. For example, you can read the first 3-4 chapters of your book, film the reading in an interesting location related to the setting of your book, and post it on all your social media sites.

## 7. SPECIAL EVENTS

Libraries:(school/college/public), companies, organizations, schools, church & craft fairs, colleges, book-stores, special stores, book clubs, writers conferences, meetup groups.

## 8. LAUNCH PARTY

The publication date for your book should be celebrated with a wonderful party and announced to the public with a press release, email blasts, and via social media.

## 9. PROMOTIONAL ITEMS

Bookmarks, postcards, booklets, pens, book bags, hats, skirts, mugs, car magnets, calendars, printed excerpts, press/media kits, print ads

## 10. WRITERS HELPING WRITERS/REVIEWS

Create a spreadsheet of names/email addresses from LinkedIn and other sources. Become friends with writers and published authors. Do joint events because you can share the costs and promotional work, and draw a larger audience. Reviews and quotes from authors are key for your book. Network. Write guest contributions on successful websites, blogs, and periodicals. Write articles/posts for leading blogs.

## 11. RESEARCH YOUR GENRE AND MARKET

What's book's genre? Analyze your competition. Study how they market their books?

## 12. BRAND YOURSELF

For example, Unicorn Writers Conference has a brand image ([unicornwritersconference.com](http://unicornwritersconference.com)) which is used on the book bags, website, postcards, notebooks, and email blasts. Find an image that can brand you and your book.

## 13. VOLUNTEER

Sell and promote your book via nonprofit groups, volunteer at various events, and help others with cross marketing.

## 14. BEST BOOKS ON BOOK MARKETING

1001 WAYS TO MARKET YOUR BOOKS by John Kremer, SOCIAL MEDIA FOR WRITERS by Tee Morris and Pip Ballantine, CREATE YOUR WRITER PLATFORM by Chuck Sambuchino, THE ESSENTIAL GUIDE TO GETTING YOUR BOOK PUBLISHED by Arielle Eckstut and David Henry Sterry, SOCIAL MEDIA JUST FOR WRITERS by Frances Caballo, 500 SOCIAL MEDIA MARKETING TIPS by Andrew Macarthy, GOODREADS FOR AUTHORS by Michelle Campbell-Scott, GET KNOWN BEFORE THE BOOK DEAL by Christina Katz, and RED HOT INTERNET PUBLICITY by Penny C. Sansevieri.