

## **How to Market and Promote Your Book Tips and Tricks to Get Your Book Noticed**

This document gives you instructions and samples of key promotional tools that you will want to create for your book to be a success in the marketplace.

### **Search-Inside-the-Book (Amazon)**

Included with the purchase of your book-publishing package, a Search-Inside-the-Book file was created and uploaded to Amazon.

#### **What does this file do for you?**

Search-Inside-the-Book furnishes potential buyers with a peek inside your book. Customers can view your front and back covers, table of contents, introduction, and a sample chapter, providing them with enough information to make an informed buying decision. History has shown that having this file available increases the likelihood of a book purchase.

Nobody likes to buy something sight unseen. Search-Inside-the-Book allows customers to preview a book—just as they would in a brick and mortar bookstore.

### **Creating a “buzz” about your book**

Now that you have a published book, how do you promote it? How do you reach your audience? And most importantly, how do you do this without spending a fortune?

#### **Press Release**

Send out a press release to the media. See attached pdf for how the release should be structured. Use this to announce the publication of your book. Be certain to arrange your information in an “inverted pyramid” format. ALWAYS put the most important information at the beginning of the release.

Send this as part of your e-mail—not as an attachment.

You can find many magazine and newspaper contacts online. There are directories available, such as Burrelles and Media Contacts Pro, but these are very expensive. A little investigative work on your end will save you hundreds of dollars.

## **Social Media**

Everyone talks about the value of social media, but how do you keep your messages from getting lost in the clutter?

Sign up for Twitter, FaceBook, and Linked In. Get your friends to sign up—the more, the merrier.

In social media, your contact with others should be more conversational in nature. Social media is not intended to be a “hard-hitting” medium, and doing so might alienate your potential customers. You want to start conversations with individuals. You’ll want to join groups that have already declared an interest in your topic. You will want to give people on the site the opportunity to read your book and review it. Offer a giveaway in exchange for a book review. Indicate that you will be traveling to speak in a particular city and invite other members to visit you there. Keep it light.

Also, keep the conversation current. Working the social media channels takes time, and you can’t take a few days off.

## **Publicity**

One of the key elements in getting your book out there is publicity. What used to be more commonly called “free advertising” is now under the umbrella of “earned advertising” because you do have to “earn” the interest paid to your book.

Earned advertising is great because

1. You don’t pay for it
2. It gives you and your book credibility because the information comes from a third party
3. It increases awareness of your product

Sounds wonderful, doesn’t it? It is, but it does mean some work on your part.

First, you have to know what you and your book bring to the table. What sets it apart? What makes you a credible source? Why would a reporter want to interview you? Why would people want to know what you have to say?

## Step 1: Create a Web site

Reporters browse through the Internet to get ideas, to research stories, to find out more about companies and individuals. In short, the Internet has become a primary tool for reporters in their typical work day.

If you don't already have a Web site, you will have to decide if you will rent space or if you will take free space on an existing server. FREE Web hosting comes with two drawbacks: (1) the URL given to you will be long and cumbersome, and (2) these sites reserve the right to place advertising on your pages. (Wix.com is one company that offers free Web sites with very little advertising.)

Charges to rent space vary, so shop around before making a decision on who should host your site.

Next, you will need to select a domain name. Choose a domain name that is memorable. You can see if your domain name is available by checking at <http://www.internic.net>. **WARNING: Domain Name Front Running is a practice of stealing someone's domain name search queries and registering the domain name before the original person can register it. Because of the increase in Domain Front Running, do not search for potential domain names unless you are ready to purchase it at that very moment. Any purchased domain name can be transferred to another registrar later if necessary.**

Once you decide on your domain name and know it's available, you need to register it and register it quickly. A number of companies do this, with Network Solutions probably being the largest. They all charge for this service, so shop around for pricing before you even check the availability of your domain name. Make certain that the company you select is approved by "The Internet Corporation for Assigned Names and Numbers" (ICANN). Some companies offer domain registration at reduced rates but secretly sell the domain to themselves, so use caution.

You can create your own Web site or hire someone to create it for you, although the latter option can be expensive. If you don't know HTML code, a number of software packages are available that make creating a site pretty easy.

When you create a Web site make sure that it's easy to navigate and offers a clean and positive image. Update it regularly, and make certain that it can be used by all of the big search engines.

Be sure to include the following:

- Your name and contact information
- A press kit on the book that includes
  - Product sheet with book information and copy of cover, selling price, ISBN number, where to purchase, and strengths of book
  - Author biography

- Large book cover page
- Intro and sample chapter
- Endorsements
- Press releases
- Any articles written about you or your book (make sure you get permission from source to post this on your site)
- Your travel schedule with a list of any meetings you will be addressing

Create a blog for your Web site. Welcome and address conversation about your book or the topic of your book.

### **Media Alert & Invitation to Cover**

When you have an event approaching, send out a “Media Alert & Invitation to Cover” to the media. (See attached format.) E-mail this out the same week as your event.

### **Getting a Reporter to Interview You**

We’d all like to have the publicity that comes with appearing on a news or talk show on TV or radio, but getting that to happen will take work on your part.

In many cases, reporters will not interview you only about your book, but on how or if your book ties into a story that they’re developing, current news, or their editorial calendar.

If there is a magazine you think might be interested in you or your book, familiarize yourself with its current features. Find out what is planned for the future by going on the Web site and downloading the editorial calendar. This will give you the topics for future issues. Look for connections between what will be appearing and you and your book. If, for example, they have a story planned on Declining Membership in Churches, and your book is geared to clergy on How to Grow Your Church, this could be a perfect inlet for you.

Once you identify the best channels, you will need to prepare and submit a media pitch. These should be addressed to the news director at radio stations and the assignment editor at television stations. If you know the name of the reporter who would most likely cover your type of story, contact them directly via e-mail. Most reporters have blogs or are on the newspaper, magazine, or television Web site.

Your media pitch should be geared to that particular type of medium. (See attached sample of radio talk show pitch.)

## **Your Book Campaign**

Everything covered here should be a part of your book's marketing campaign. All these elements work together to market and promote your book and address the many different ways your audience receives information.

When talking or promoting your book, be enthusiastic. Enthusiasm can be contagious.

### **TO REVIEW**

DO have a clean, relevant, easy-to-navigate Web site with all the information reporters might need

DO send out a press release upon the publication of your book

DO familiarize yourself with reporters in the various media

DO send out a Media Alert & Invitation to Cover for any key event

DO keep your media pitches short, engaging, and geared to the audience and the medium

## Sample Press Release Format

Date

Contact: Name

Company (if applicable)

E-mail

Phone

**Headline (make it compelling – don't use all caps!)**

**Subhead – short, active, descriptive**

CITY, STATE, DATE – Hook the reader with a strong lead sentence, most important information, 25 words or less. Summarize who, what, where, when, why and how in the lead or the first few paragraphs. The fact that your book has been published is **not** the hook. State succinctly a connection to the media outlet's audience.

Include important keywords but don't overdo it. Hyperlink keywords and company name to relevant Web pages/urls.

Use the journalistic "inverted pyramid" style—place most important facts first. Editors and reporters don't have time to dig for information, and many only read through the first one or two paragraphs to decide if they're interested.

Keep sentences and paragraphs short, two to four lines per paragraph. Don't say it, show it. Avoid saying your book is unique, or the best. **Show** how people will benefit from reading it.

Include a quote from a credible person. This carries more weight than anything you may have to say about the book.

Keep the release between 250 and 800 words. Be sure to spell check and proof carefully! Use an easy-to-read font and 1.5 or double space format.

Add a boilerplate paragraph with a short bio of you and your contact information. Use this same boilerplate in all releases. This should appear in a smaller, italicized font, and can be preceded by "About the Author."

If you use a photograph of the book or you, give credit to the photographer.

End with "###" centered under the last paragraph.

## Sample Media Alert & Invitation to Cover

Date

Contact: Name  
Company  
E-Mail  
Phone

### Media Alert & Invitation to Cover

#### Headline

Include the who, what, where, when, why and details as appropriate in order of importance with the most important facts first. Be sure to include visuals for the TV media.

**WHAT:** Brief Summary  
Details

**WHO:** Sponsoring organization, people involved, etc.

**WHEN:** Date  
Time (be specific about activities)

**WHERE:** Address, City

**DETAILS:** Details of event, why it's being held

**Visuals (if any):** If you have video footage, link to the video or include any photos you may have.

***About the author (writer, presenter).*** Add details, i.e., a brief version of your news release boilerplate.

For more information, call (on-site contact name and phone number) and visit [www.\(your website address\).com](http://www.(your website address).com).



## **SAMPLE MEDIA PITCHES**

(This media pitch is fictitious and does not reflect any living person or event.)

### **Radio Talk Show Susan Monroe, KWMU-FM**

Hi Susan,

Recognized as Breast Cancer Awareness month, October, in particular, is the time of year when breast cancer is on every woman's mind.

A local St. Louis woman, Hilary Price, has written a book entitled *Women and the "C" Word* that documents the lives of twelve women after their cancer diagnosis. This book was nominated as one of the "Ten Best Books of 2009" by the *St. Louis Post-Dispatch*.

It is a collection of awe-inspiring personal stories that recount the emotional and decision-making process "C" patients go through during this difficult time. Hilary Price is the plastic surgeon who performed breast reconstruction on many of these women, and her story is one of those contained in the book.

Hilary would make a great guest on your show in October. She is a unique woman who has confronted "C" on all fronts and is able to speak knowledgeably from several viewpoints.

I'll follow up with you in a few days, but feel free to call or e-mail with questions.

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