

27 Promotional Activities for Your Book/eBook

Adapted from Shelley Hitz

- **Your website.** This is your main hub of your online marketing efforts. Every author needs a website. I highly recommend getting a Wordpress website. Make sure you LOVE your website's theme (the way your website looks), or you'll hate it and won't want to work there. I change my theme at least once a year because I'm easily bored. Make sure you love the colors, that it navigates easily for visitors, and that you have an opt-in box to build your list of fans/followers/subscribers at the top of the page on the right-hand side with an enticing free gift (See my example at www.BethJones.net). Be sure to blog regularly to draw people back to your site. Remember you can also "blog your book," but if you are going to use KDP Select, you'll have to remove blog posts for this before publishing on there.
- **Email marketing.** Do you have an opt-in box for your fans/readers to sign up at your website? This is your personal mailing list and these will become your customers, clients, and/or audience! Your list is so important!
- **Promotional tweets/posts.** Are you on Twitter? I know, it can seem confusing. At first, it felt like a whole bunch of people shouting at each other across the room. Just spend time on there watching others. Set up your personal profile. Study books on the basics of Twitter. It becomes fun and interesting and can enlarge your territory. I got a paid speaking gig in Arizona from Twitter once. Tweet and post on Facebook about your book.
- **Quotes and photos.** Share quotes from your book to share on Facebook, Pinterest, etc. Add photos from your book to share on Pinterest. Happy pinning! You can also use Instagram for your pics.
- **Videos.** You can create a book trailer for your book to promote it, using Animoto or other services online. Or you can make a video with your smart phone, sharing about yourself and your book, and upload it to YouTube or Vimeo. Video is powerful. Create inspirational videos, informational and instructional videos on the topic of your book, and funny videos to draw in readers and promote/market your book.
- **Article submissions.** Submitting articles to magazines, newspapers, or websites can bring in more income while increasing exposure about your book. One place to submit articles is Ezine Articles.
- **Special Report.** You can create a free downloadable PDF relating to the topic of your book to promote it and that people can share with others. Be sure to add the link to your book at the end of the report so customers can buy it!
- **Networking.** I know, we writers can be an introverted bunch and we just want to sit at our laptop and write for hours, don't we? Why can't people just leave us alone? But we have to get out and meet and talk to people, or we'll become a little strange! Building relationships with people and trust with those in your targeted niche is a powerful marketing option. Some of the most powerful marketing comes from word of mouth from family and friends, and those you meet networking.
- **Speaking.** Speaking engagements is the #1 way that authors sell books. It is for me.

- **Local marketing.** Get out and meet people in your local community. Engaging within your community is a great way to market your books.
- **Paper trail.** Business cards, bookmarks, flyers, and posters can help gain attention for your book.
- **Testimonials/Endorsements.** Getting well-known people to endorse your book is a powerful way to build credibility and share its value, and to sell more books! ASK for these. FOLLOW UP if they forget. Do the same for other speakers/authors/entrepreneurs.
- **Sales page.** Putting a sales page on your website can help to increase conversions. Using video on your sales page can boost sales even more. If you don't know how to do this, outsource. Hire someone to help you; it's worth the cost! For my new eBook, *The Cinderella Story: The Power of Shoes*, I simply link the eBook to the url at Amazon. For my other books/eBooks, I have created sales pages at my website.
- **Bonuses.** Think of bonuses you can include with the purchase of your book: a study guide, a bookmark, videos, audios, etc. Jeff Goins recently included a bundle of bonuses for readers who bought his new book. This is similar to stores having a "Buy One Get One Free" sale or "Get a bottle of perfume free when you purchase this skin care."
- **Extra First Month Bonuses.** For customers who buy the book the first month, they receive extra bonuses (or the first x number of buyers). This helps you to make money fast with the launch of your book/eBook (which can help you pay off the costs of self-publishing or costs for your next book/eBook!).
- **Optimize Amazon.** Optimize your Amazon account to get the most out of it. Changing a few settings can increase the sales of your book.
- **Blog tour.** Guest posting on others' blogs can help get the word out to people who aren't normally in your sphere of influence.
- **Announcement.** Write an announcement on your website or to your email list about your book. Don't be afraid to promote/market your book. God has given you an important message/story that can help someone, or even change his or her life! Remember the general rule of thumb that people have to see something 7-10 times before they buy it. It's hard overcoming this feeling that you're being "salesy" or "bothering" people talking about your book, but if you don't ask or offer, how will they know? God will show you how to do this in a non-pushy, non- "snake oil salesman" way.
- **Press Release.** Write a professional press release to make connections with the press to get publicity for your book. You can get sales, interviews, and spotlights from one well written press release.
- **Media Kit.** You can put this on your website and include your press release, fact sheet, a book trailer, and other marketing materials for the media about your book.
- **Media Room.** Media information on your website/blog.
- **Register with websites.** There's a number of websites you can register with to promote your book. You don't have to register with them all, but begin signing up for some as soon as possible.
- **Book Reviews.** Book reviews sell books. Ask readers to post reviews on Amazon and on their blogs/websites. You can start getting an email list of beta readers, who will volunteer to read your new book/eBook ahead of time and post a review on Amazon to build your credibility.

- **Contact bookstores.** Visiting bookstores and asking them to stock/sell your book has a higher rate of success than people think. My husband Ray knew the owner of a Christian bookstore in a town where he previously lived, and asked them if they would be willing to display my book. The owner of a hair salon where I used to have my hair cut allowed me to display my book for sale there. Just ask!
- **Other POD Marketing Materials.** Design materials that can be printed on demand to market your book, such as coffee cups or book bags. You can give them away as bonuses or gifts or use them yourself to promote your book.