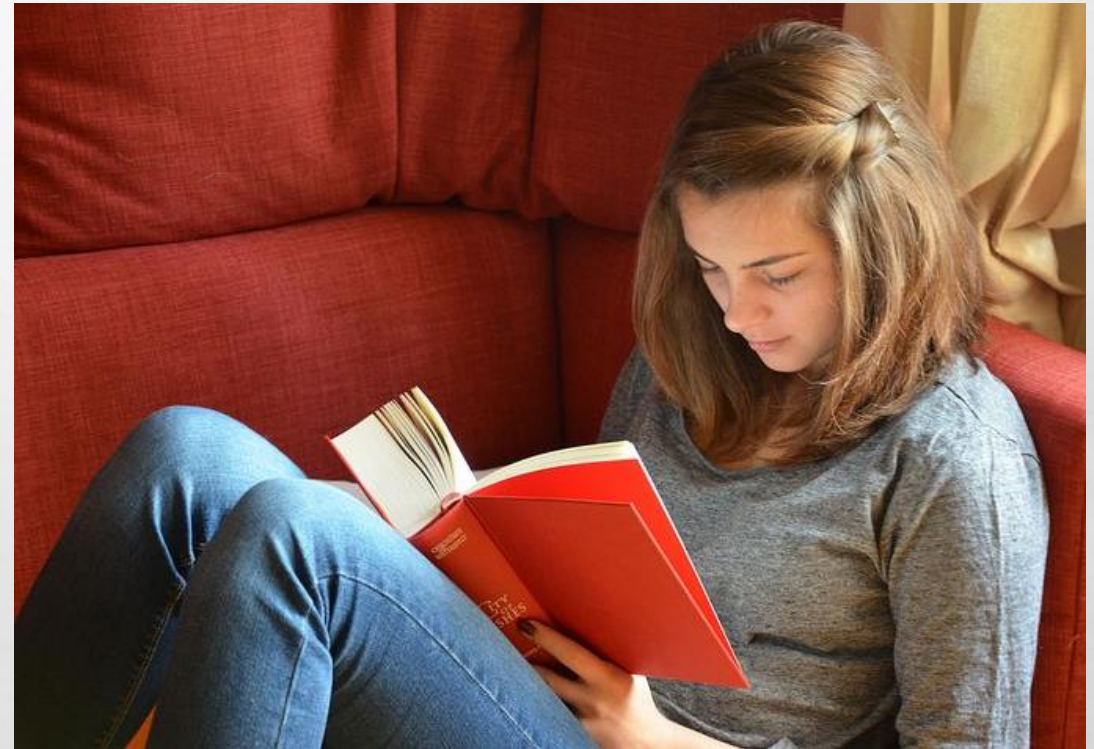


# **SELL YOUR BOOKS NOT YOUR SOUL**

**BOOK MARKETING FOR AUTHORS WHO HATE MARKETING**



# IS THIS YOU?



# Which Path?

- Friends & Family



- Professional Path



# Let's Talk About Branding



# You Already Have a Brand

- What do people think of when they hear your name?
- What do you WANT them to think?
- Tagline
  - Rapid-Fire Fiction – Ronie Kendig
  - Endless Adventure, Timeless Truth – Jill Elizabeth Nelson
  - Monsters, Misfits, and Mushy Stuff – Janeen Ippolito
- Visual Unity
  - Colors
  - Images
  - Logos
  - Designs
- Website, cards, etc.
- Clothes you wear
  - Cowboy hat
  - Red fedora, “hat lady”
  - Turtle lady (what not to do)

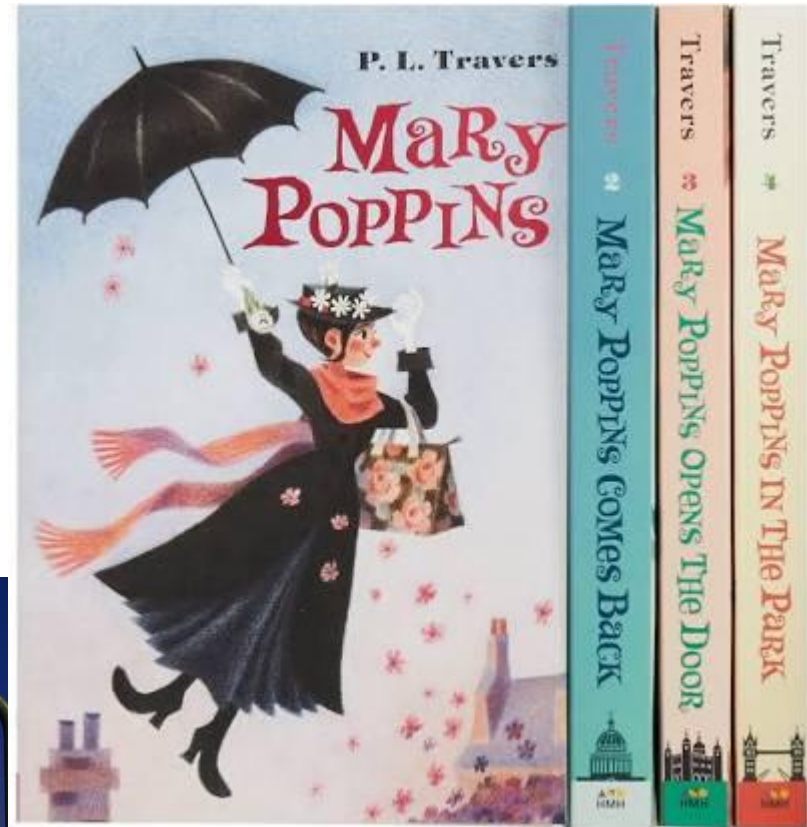


# Who to Watch: Hank Phillippi Ryan



# “Perfectly Perfect”

- Don't wait until it's perfect to start.
- It's never going to be perfect.
- Make it better as you grow.



# You Can't Do Everything





# Foundation + 4 Pillars



# Foundation

- Website
- Email List/Newsletter
- Reader Magnet or enticement



# Four Pillars



# Also Known as **DICE**

- **D**iscovery (Outreach)
- **I**nteraction (Engagement & Permission)
- **C**onversion
- **E**valuation



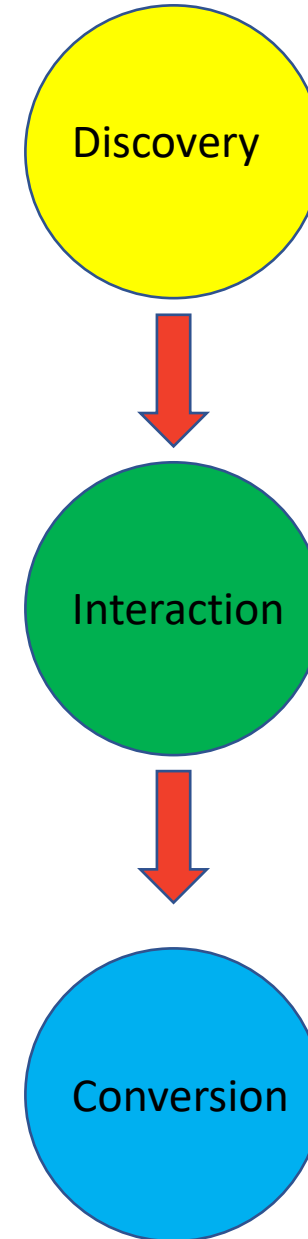
# Your Personal Marketing Plan

- Website + Email list + Magnet/Enticement
- One Discovery/Outreach method
- One Interaction/Engagement method
- Conversion elements in place
- An Evaluation strategy



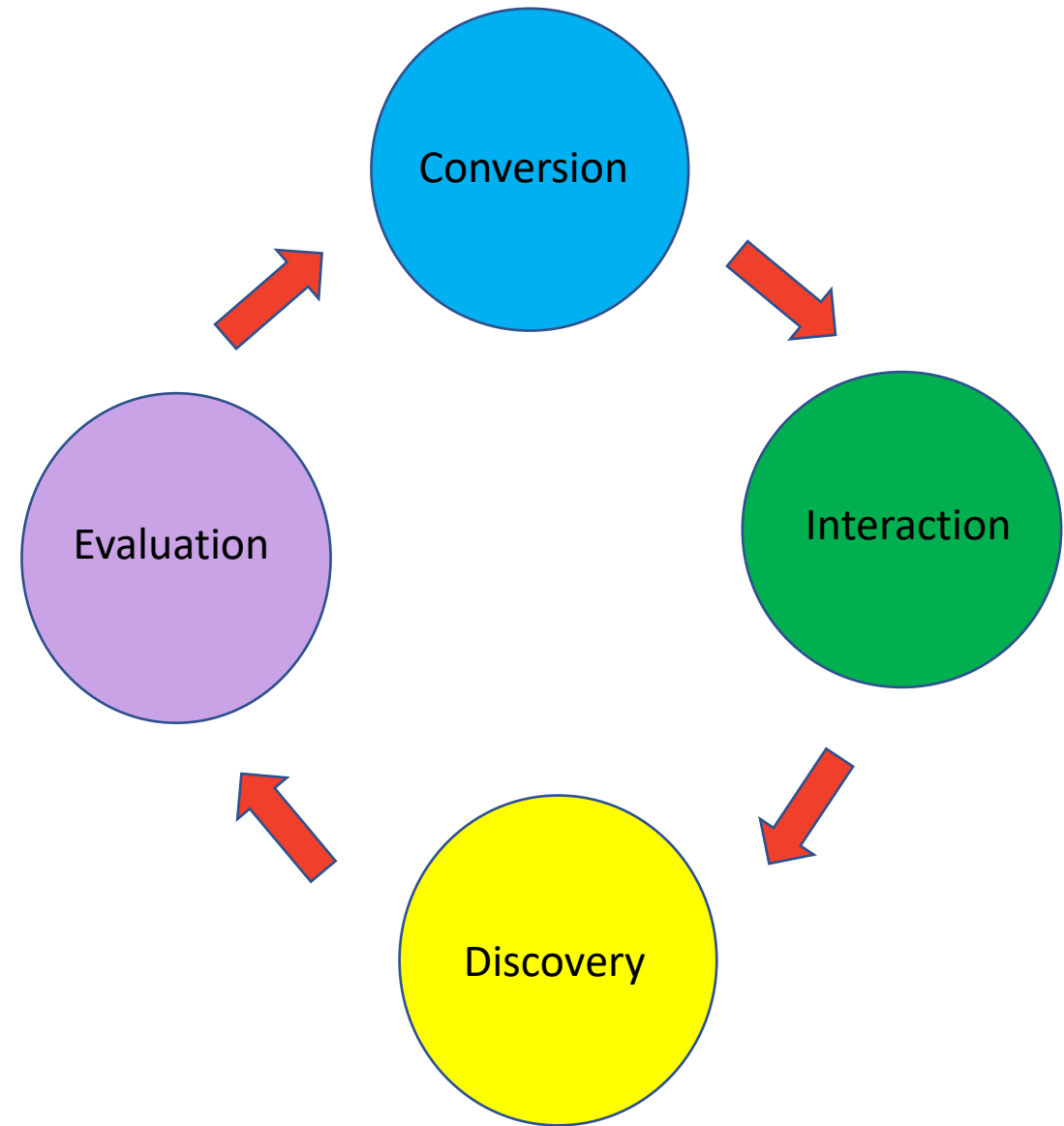
# How Readers Experience It

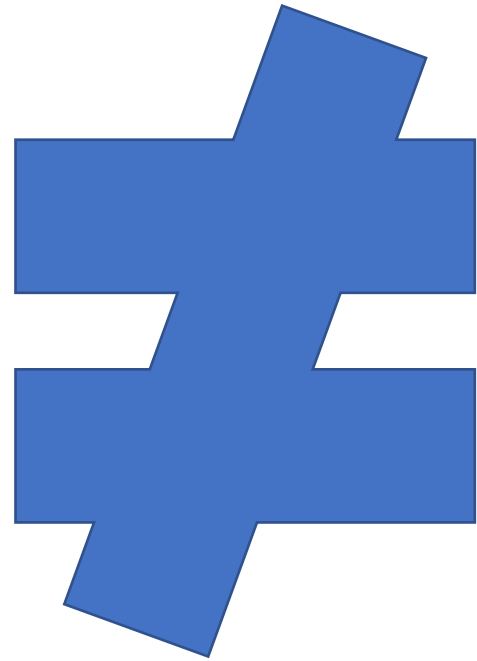
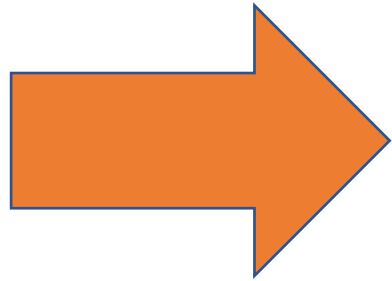
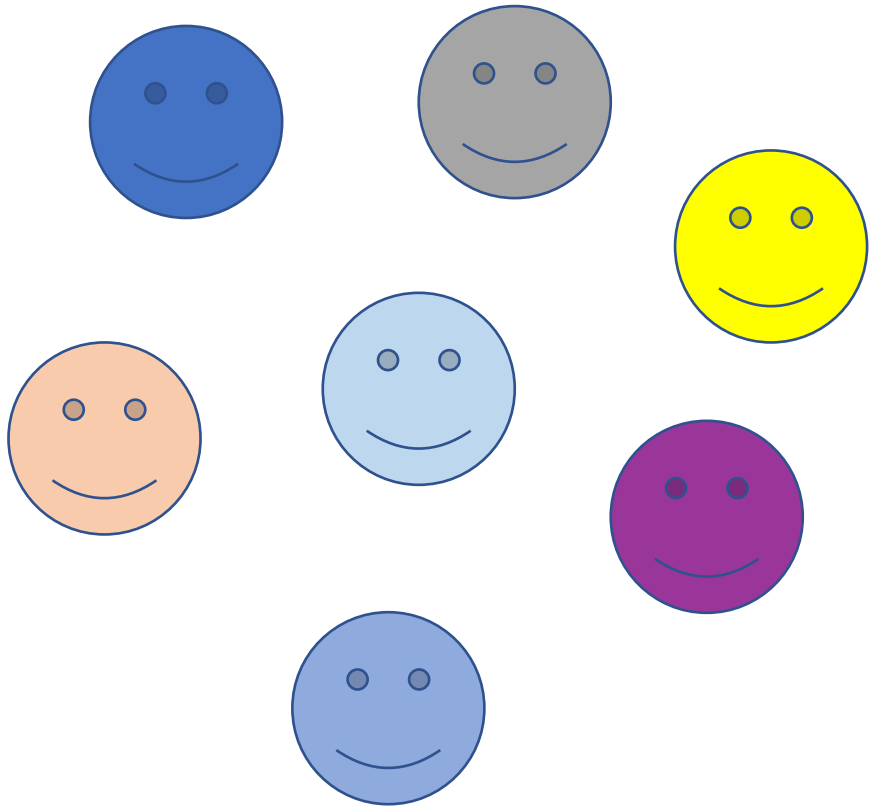
- Discovery
- Interaction/Engagement
- Conversion



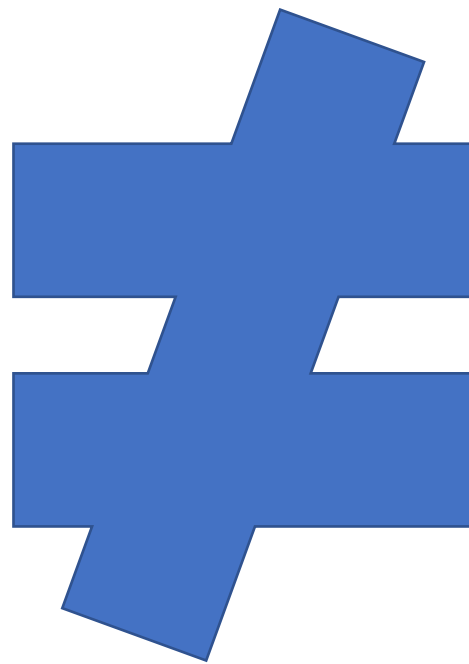
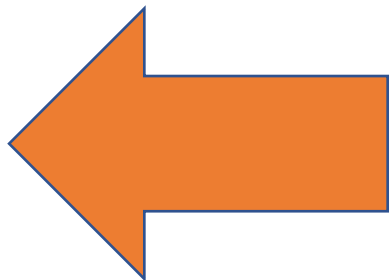
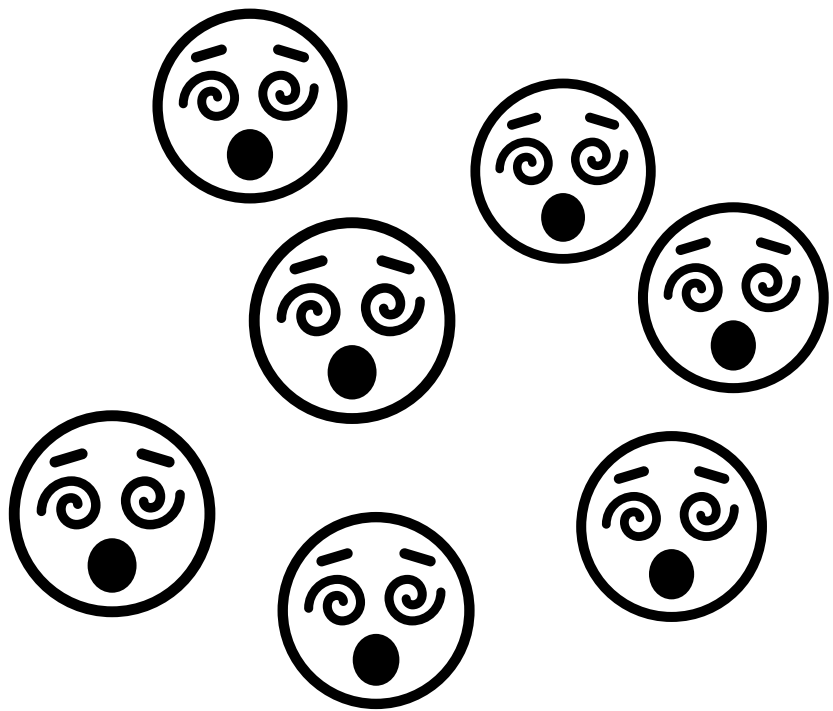
# How You Approach It

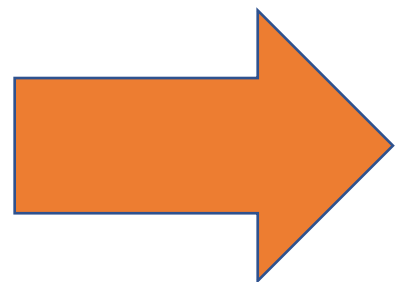
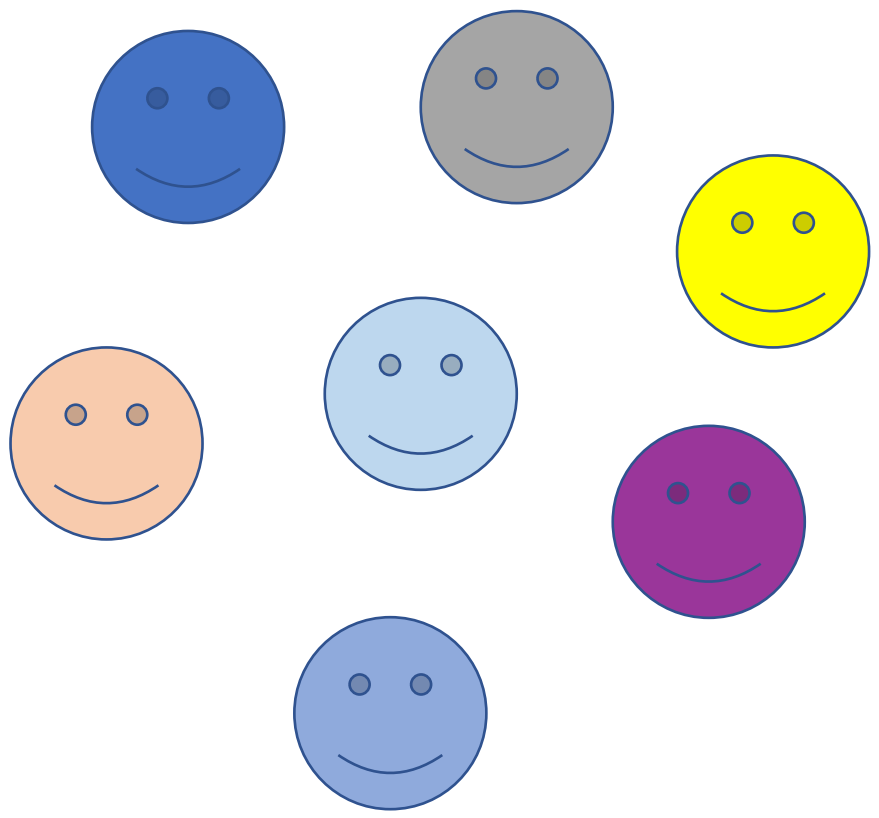
- Conversion
- Interaction/Engagement
- Discovery
- Evaluation

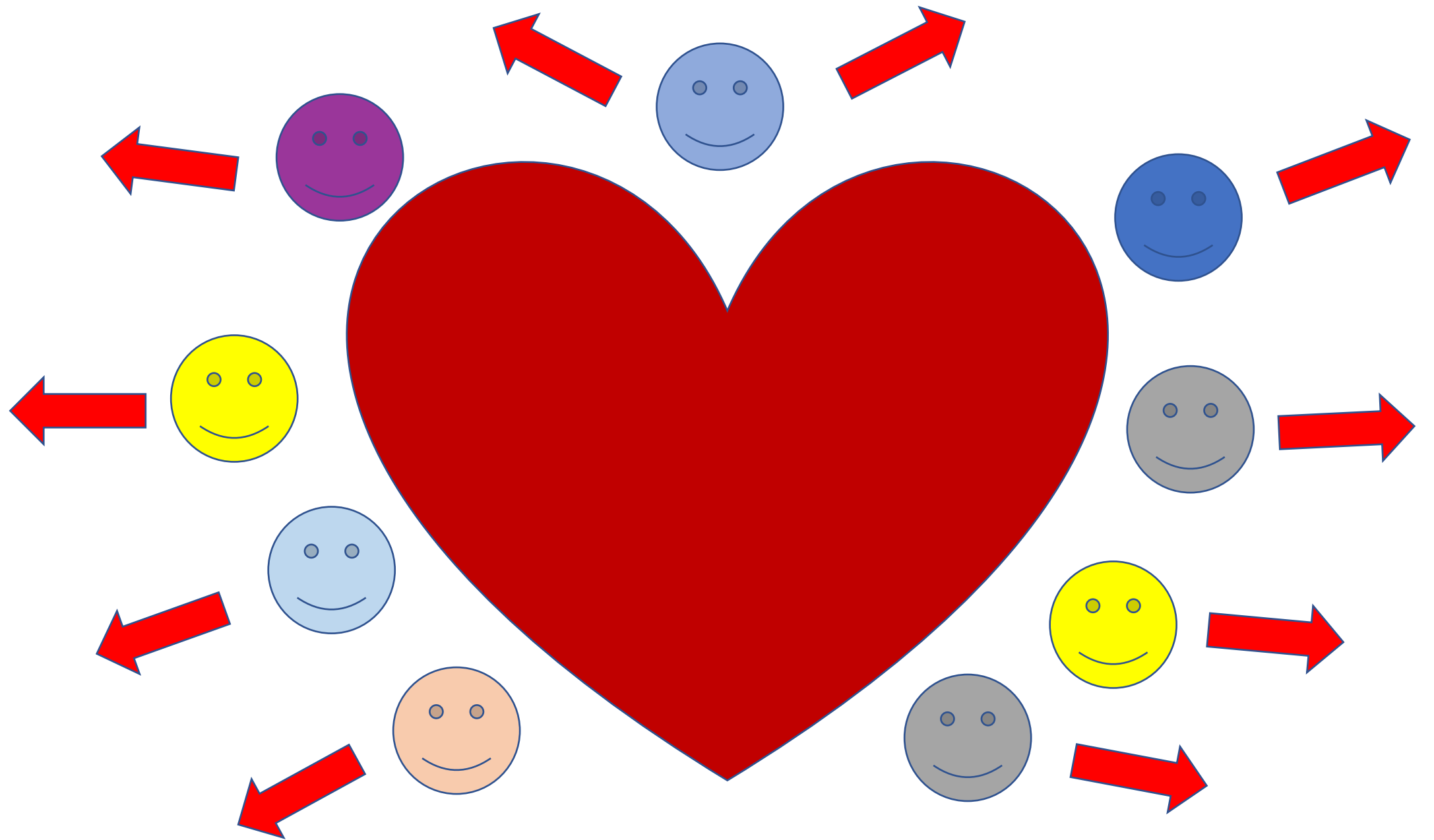












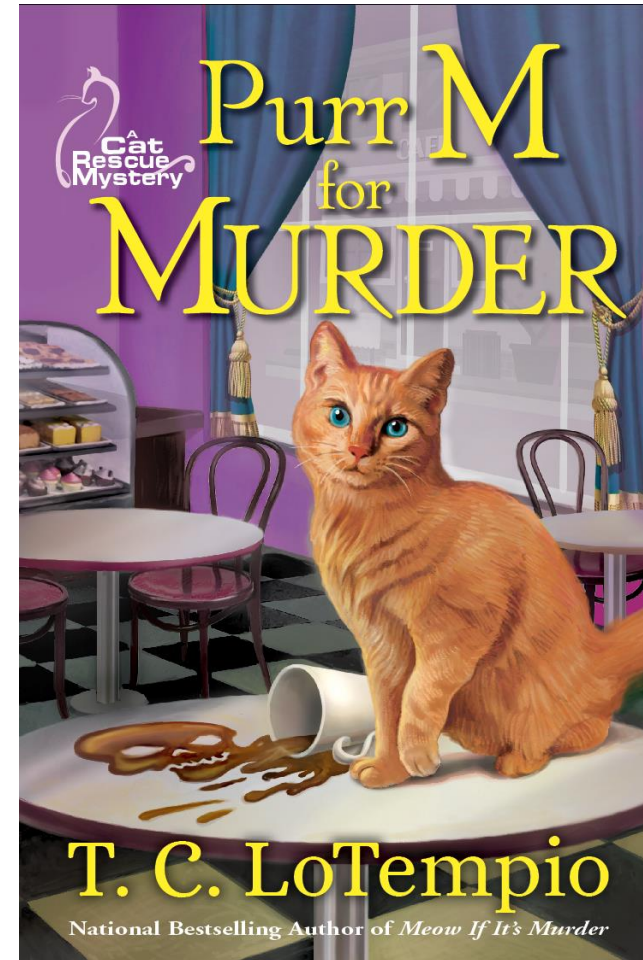
# Evaluation

- Spreadsheets
- Royalty Statements
- Google Analytics
- Facebook Pixel (FB ads)



# Conversion Elements

- Book cover
- Back cover copy/book description
- Sales copy (newsletter, ads, CTA, etc.)
- Book blurbs
- Reviews
- Amazon page
- Your book's metadata (technically outreach, but put into place on publication)  
Resource: <http://Kindlepreneur.com>



# There is some overlap...

- ...between interaction and discovery



# Interaction/Engagement

- Social Media
- Email list
- Book signings (some outreach)
- Conferences (also some outreach)



# Interaction/Engagement

- Have you chosen the right method for your strengths, your preferences, and your audience (social media, blogging, etc.)?
- Is your content right for your audience?
- Are you engaging? (“Engaging” may mean charismatic to some, but may also mean warm, nurturing, approachable, generous...just some attractive characteristics that will draw people to you.)
- Are you offering them value (information, comfort, entertainment)?





# Discovery/Outreach

- Once conversion and interaction/engagement elements are in place, you're ready for outreach
- Discovery – getting people to move from not knowing you exist to knowing you exist (per Tim Grahl)--and hopefully intriguing them enough to take a deeper look



# Discovery Methods: Self-Contained

- Self-contained
  - Your book's metadata
  - SEO (blog, website)
  - Your own blog, podcast, YouTube channel, etc.
    - Your own focus and interest, or you interview or spotlight others
  - Self-published short stories and novellas



# Discovery Methods: OPA

- Cooperative (OPA) – you leverage other people’s audiences
  - Recommendations from Influencers/other authors
  - Email swaps
  - Blog Tours
  - Speaking Engagements
  - Other people’s podcasts, YouTube shows, etc.
  - Your other writing (short stories in anthologies, articles, etc.)



# Discovery Methods: Street Team



# Discovery Methods: Contests



# Discovery Methods: Pinterest



# Discovery Methods: Paid

- Bookbub Ads
- Amazon Ads
- Freebooksy
- Book Gorilla



# Putting It All Together





Consider: Where are you?



# Pre-published?

- Looking professional + networking and building connections
  - with publishing professionals
  - with other authors
  - with readers and groups of readers
  - with librarians
  - with journalists
- Beginning to build a platform
  - Do you have special skills or expertise related to your book?
  - Start leveraging it!
- Challenge: What do I talk about?



# Launching or Newly Launched?

- Networking and building connections
- Building your email list
- Attracting and engaging readers
- Challenge: How do I get heard above the competition?



# Published and with a Following?

- Maintaining current connections and building new ones
- Continuing to build your email list
- Engaging with current readers
- Attracting and engaging with new readers
- Challenge: How do I break through to the next level?



# Consider: Your Preferences, Strengths & Weaknesses

- Introverted?
- Extroverted?
- Love/hate speaking?
- If you blog, will you have a reservoir left for your own writing?
- High/low energy?
- Does one of the social media platforms especially appeal to you? Are there any you disliked?
- What are your strengths and weaknesses?



# Plan and Implement: Your 10-Step Program

- Step 1: Plan and create your website
  - Step 2: Choose and create your magnet
  - Step 3 Plan and create your email sequence
  - Step 4: Choose and plan your Discovery method
  - Step 5: Choose and plan your Interaction method
  - Step 6: Make sure your Conversion elements are in place
  - Step 7: Choose your Evaluation method and put it in place
  - Step 8: Put your Interaction plan in place\*
  - Step 9: Implement your Discovery plan
  - Step 10: Evaluate and take strategic action accordingly
- \*If you have the time and energy, set up profiles and engage in minimal or limited activity on various social media

# Questions? Suggestions?

- Jaden Terrell
- [jaden@jadenterrell.com](mailto:jaden@jadenterrell.com)
- <https://jaden-terrell-academy.thinkific.com/courses/book-marketing>