

Just as a scribe meticulously records information, contributing to the spread of knowledge without seeking the spotlight, your book marketing style subtly influences the conversation around your book. Your work speaks for itself and you allow your readers' engagement and word-of-mouth advertising to play a pivotal role in marketing your book, much like a scribe's words reach far and wide through the hands of others. An author with a SCRIBE marketing approach, preferring to stay in the background while focusing on others' discussions about their book, mirrors the role of a scribe. With a SCRIBE marketing style, below are the top marketing strategies for marketing your book that match your business, ongoing marketing activities, and personality. If you're unsure how to implement any of these strategies, we can show you how!

Social Media and Digital Marketing

- **Hashtags****: Create and use unique hashtags related to your book for social media.
- **Content Marketing****: Write related articles and blogs to share online.
- **Pinterest****: Create pinboards related to your book's themes.
- **Goodreads****: List your book, join groups, and participate in discussions.
- **Online Forums****: Join and contribute to forums relevant to your book's topic.
- **Book Giveaways****: Host giveaways on social media platforms.

Community and Local Marketing

- **Local Libraries****: Donate copies and propose free talks.
- **Book Clubs****: Offer your book for free or at a discount to local book clubs.
- **Press Releases****: Send out press releases to local media.
- **Flyers and Posters****: Distribute in local cafes, libraries, and community boards.

Creative and Guerrilla Marketing

- **Sidewalk Chalk Ads****: Create temporary book ads in high foot traffic areas.
- **Collaborations with Artists****: For unique, book-themed artworks or displays.
- **QR Codes****: Distribute QR codes in public places that link to your book's site.

Online Collaborations and PR

- **Guest Blogging****: Write for blogs related to your book's topic.
- **Affiliate Marketing****: Offer commissions to bloggers or websites.
- **Press Kit****: Create a digital press kit for media and bloggers.
- **Testimonials****: Gather and showcase testimonials from notable individuals.
- **SEO****: Optimize your website and content for search engines.
- **Crowdsourcing****: Engage your audience in the book's development process.

Direct Engagement

- **Direct Mail****: Send personalized letters or postcards to potential readers.
- **Cold Emailing****: Reach out to potential collaborators or reviewers.

Tech and Innovation

- **Mobile Apps****: Develop a simple app related to your book's theme.
- **Interactive Website****: Create an engaging website for your book with interactive elements.
- **E-book Extras****: Offer digital extras with e-book purchases.
- **Digital Book Signing****: Offer to sign e-books digitally.

- **Online Courses****: Develop a course related to your book's content.
- **Web Comics or Serials****: Release related stories as comics or serial blog posts.
- **Gamification****: Incorporate game elements into your book's promotion.

Partnerships and Sponsorships

- **Affinity Marketing****: Partner with businesses that share your target audience.
- **Corporate Gifts****: Offer your book as a corporate gift option.
- **Content Syndication****: Get your content published on larger platforms.

Traditional Media

- **Community Newspapers****: Write articles or get featured.
- **Magazine Articles****: Contribute to magazines in your book's niche.
- **Newsletters****: Get featured in newsletters of organizations or communities.
- **Book Reviews****: Get your book reviewed in traditional media outlets.
- **Columns****: Write a column for a local newspaper or magazine.

Resourcefulness and Networking

- **Local Chamber of Commerce****: Get involved and utilize their resources.
- **Barter Services****: Offer your book or services in exchange for marketing opportunities.

If you haven't read our book "[How Writing a Book Will Help To Grow Your Business](#)" you can download a FREE copy. Pay close attention to Chapter 7: Author Copies. There you will find 12 MORE marketing ideas for a book that we implement as part of our 12-point marketing plan for our authors. Interested in speaking engagements? Let us help you with your Signature Talk with our "Hook Story Offer" workshop and coaching. Interested in being featured on podcasts? How about writing guest blogs? What about having Belmont City Press write and publish a press release announcing your new book, with backlinks to your website or platforms. Would you like to be able to advertise your business as seen on:



If you are interested in writing a book or centralizing your expertise, we can help! Contact us!

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Ask us how you can bring TheGameChangersConference.com to your group or company. Check out my ONE SHEET for my most requested talks and workshops! (next page)

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- The Power of Not Yet: Unleashing Your Potential One Rejection at a Time

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- Rejection is a Gift

The Safety Trap

- Safety Vs. Happiness

Circle Starts Here

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Always Bet On Red

- Conquer Imposter Syndrome

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Model Behaviors and Trajectories

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Become Crystal Clear

- The 3 P's of a Work Ethos

Tell Your Story

- Write a Book, Drive Business

Workshops:

Define Your Avatar

(Biz, Niche, Specialize & One Sheet)

Perfect Your Pitch

(Hook, Story, Offer & Signature Talk)

CREDIT: Get Your Personal Ducks In A Business Row

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As Seen On:



Just as a novelist intricately weaves together characters and plots, striking a balance between revealing and concealing to captivate readers, your book marketing style is to find a harmonious blend of extroverted and introverted marketing strategies. You're not shy about stepping into the spotlight with bold, innovative ideas when necessary, yet you also appreciate the quiet, steady work of building interest and engagement, much like a novelist balances dialogue and narrative. This balanced approach ensures your book receives attention while maintaining the depth and substance of your work, akin to the way a novelist's creation offers both entertainment and insight. An author with a NOVELIST marketing style is willing to blend the spotlight with behind-the-scenes efforts, as such resembles a novelist.

With a NOVELIST marketing style, below are the top marketing strategies for marketing your book that match your business, ongoing marketing activities, and personality. If you're unsure how to implement any of these strategies, we can show you how!

Social Media and Digital Marketing

- **Social Media Profiles****: Update all your profiles to mention your book.
- **Email Signature****: Include your book in your email signature with a link.
- **Email Newsletter****: Promote your book in your regular email newsletters.
- **Reddit****: Engage in subreddits related to your book's topic.
- **Quora****: Answer questions related to your book's subject.
- **LinkedIn Articles****: Publish articles related to your book on LinkedIn.
- **Facebook Groups****: Join and contribute to groups related to your book's topic.
- **Book Giveaways****: Host giveaways on social media platforms.
- **Profile Banners****: Update your social media banners to feature your book.
- **Instagram Stories****: Use stories to share book updates or related content.
- **Twitter Threads****: Create informative threads related to your book's content.

Community and Local Marketing

- **Local Libraries****: Donate copies and offer free talks.
- **Book Clubs****: Offer your book for free or at a discount to local book clubs.
- **Press Releases****: Send out press releases to local media.

Creative and Guerrilla Marketing

- **Stickers****: Distribute book-themed stickers in strategic locations.
- **Bookmarks****: Hand out free bookmarks at events and local bookstores.
- **Collaborations with Artists****: For unique, book-themed artworks or displays.
- **Cross-Promotions****: With businesses or influencers, exchanging visibility.
- **QR Codes****: Distribute QR codes in public places that link to your book's site.

Online Collaborations and PR

- **Press Kit****: Create a digital press kit for media and bloggers.
- **Testimonials****: Gather and showcase testimonials from notable individuals.

Direct Engagement

- **Reader Surveys****: Conduct surveys to understand your audience better.
- **Networking****: Use LinkedIn to connect with professionals who may be interested.
- **Feedback Requests****: Ask for feedback on social media or via email newsletters.
- **Referral Programs****: Encourage word-of-mouth through incentives.
- **Membership Sites****: Offer exclusive content related to your book on these platforms.
- **Consultations****: Offer free consultations related to your book's topic.

Tech and Innovation

- **Augmented Reality (AR)**:** Create AR experiences related to your book.
- **Mobile Apps**:** Develop a simple app related to your book's theme.
- **Virtual Reality (VR)**:** Create VR experiences that complement your book.
- **Online Courses**:** Develop a course related to your book's content.
- **Gamification**:** Incorporate game elements into your book's promotion.

Partnerships and Sponsorships

- **Co-Branding Opportunities**:** Partner with brands for mutual promotion.

Traditional Media

- **Community Newspapers**:** Write articles or get featured.
- **Magazine Articles**:** Contribute to magazines in your book's niche.
- **Newsletters**:** Get featured in newsletters of organizations or communities.

Resourcefulness and Networking

- **Alumni Networks**:** Leverage your college or university alumni network.
- **Professional Associations**:** Engage with associations related to your book's topic.
- **Local Chamber of Commerce**:** Get involved and utilize their resources.
- **Book Exchanges**:** Participate in or organize book exchange events.

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As Seen On:



Just as a publicist energetically champions their cause, utilizing every opportunity to showcase and hype their projects in the public eye, your book marketing style thrives on direct engagement and high visibility. You dive into promotional activities with enthusiasm, employing bold strategies and leveraging your personal charm to capture interest. This marketing style, much like a publicist's, is all about making connections, creating buzz, and ensuring your book becomes a topic of conversation across a wide array of platforms. An author with a PUBLICIST marketing style, who eagerly seeks the spotlight and aims to be the face of their book's promotion, mirrors the role of a publicist. With a PUBLICIST marketing style, below are the top marketing strategies for marketing your book that match your business, ongoing marketing activities, and personality. If you're unsure how to implement any of these strategies, we can show you how!

Social Media and Digital Marketing

- **Create a Book Trailer****: Share it on YouTube, Instagram, and Facebook.
- **Podcasts****: Be a guest on podcasts relevant to your book's topic.
- **Webinars****: Host free webinars on subjects related to your book.
- **Live Streams****: Use Instagram Live or Facebook Live to talk about your book.
- **Book Giveaways****: Host giveaways on social media platforms.

Community and Local Marketing

- **Local Libraries****: Donate copies and propose free talks.
- **Book Clubs****: Offer your book for free or at a discount to local book clubs.
- **Local Businesses****: Partner with them to showcase your book.
- **Schools and Colleges****: Offer to give free lectures or workshops.
- **Press Releases****: Send out press releases to local media.
- **Community Events****: Participate in or sponsor local events.
- **Local Radio****: Appear on local radio shows to talk about your book.
- **Book Readings****: Host book readings in local cafes or bookshops.
- **Networking Events****: Attend and speak at local business networking events.

Creative and Guerrilla Marketing

- **Pop-up Events****: Organize pop-up events related to your book's theme.
- **Collaborations with Artists****: For unique, book-themed artworks or displays.
- **Themed Contests****: Host contests on social media with thematic prizes.
- **Flash Mobs****: Organize a themed flash mob in a crowded place.
- **Public Readings****: In unexpected places like parks, subways, or beaches.
- **QR Codes****: Distribute QR codes in public places that link to your book's site.

Online Collaborations and PR

- **Influencer Collaborations****: Partner with influencers for content creation.
- **Virtual Book Tour****: Arrange to appear on various blogs and podcasts.
- **Reviews****: Request reviews from book bloggers or YouTubers.
- **Online Discussions****: Participate in Twitter chats, Facebook lives, etc.
- **Press Kit****: Create a digital press kit for media and bloggers.
- **Testimonials****: Gather and showcase testimonials from notable individuals.

Direct Engagement

- **Personalized Videos****: Create and send videos to thank readers or collaborators.
- **Workshops and Seminars****: Offer free or paid workshops on your book's subject.

Tech and Innovation

- **Mobile Apps****: Develop a simple app related to your book's theme.
- **Podcast****: Start a podcast on topics related to your book.
- **Online Courses****: Develop a course related to your book's content.
- **Gamification****: Incorporate game elements into your book's promotion.

Partnerships and Sponsorships

- **Sponsor Events****: Sponsor local events, workshops, or conferences.
- **Charity Partnerships****: Associate your book with a charity cause.
- **Subscription Boxes****: Get your book featured in relevant subscription boxes.
- **Bundle Offers****: Partner with other authors for bundle deals.
- **Joint Webinars****: With professionals or authors in related fields.
- **Educational Partnerships****: Collaborate with educational institutions.

Traditional Media

- **Community Newspapers****: Write articles or get featured.
- **Magazine Articles****: Contribute to magazines in your book's niche.
- **Public Access TV****: Appear on local public access TV shows.
- **Talk Shows****: Pitch to be a guest on regional talk shows.
- **Newsletters****: Get featured in newsletters of organizations or communities.
- **Press Conferences****: Host a press conference for major book announcements.
- **Media Tours****: Organize a media tour in key markets.
- **Publicity Stunts****: Plan a stunt that aligns with your book's message.

Resourcefulness and Networking

- **Conferences and Trade Shows****: Attend or speak at relevant events.
- **Meetup Groups****: Create or join Meetup groups around your book's subject.
- **Local Chamber of Commerce****: Get involved and utilize their resources.
- **Mentorship****: Offer mentorship or advice in your area of expertise.
- **Expert Panels****: Participate in or organize panels on topics related to your book.
- **Volunteering****: Volunteer in communities aligned with your book's subject.

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