

AUTHOR COPIES

As part of publishing your books through BCP, at any time you can purchase *author copies*. This is so you have copies of your book on hand. The author copies are at cost (plus shipping/handling, etc.). As an example, a book may retail online for \$12.99, but if you were to order author copies, the cost might be around \$2.95 per book. If you order 100 copies (costs would be approx. \$295 plus shipping) you now have the most impressive business card at your fingertips for the next 100 people. The possibilities are endless.

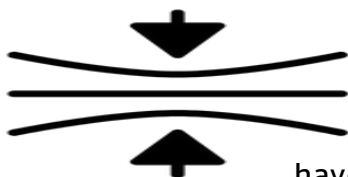
Let us suggest a few options:

New client appointments: This is probably the number-one reason to write a book. When meeting with new clients, give them a copy of your book. But remember: “sprinkle, don’t pour.” Make subtle references to your book. You don’t want to be too heavy-handed.



Happy Anniversary! Send a copy to your past clients on their anniversary. Include a quick note acknowledging the date, and don't forget to ask for referrals!

Create a squeeze page: A *squeeze page* (also known as a "landing page") exists to solicit opt-in email addresses from prospective subscribers. There are companies (like website hosting pages) that will assist you in setting up a squeeze page. You can also build your own (and we salute you!). The goal is to get "industry-minded" people to



exchange their email for a **free** copy of your book.

Sometimes you can

have people cover the

cost of shipping and handling, otherwise consider those costs part of your marketing.

It's a great way to have people coming to you who are interested in what you have to say.

Give copies in exchange for reviews: Nothing helps to instill confidence in people more than reviews from “regular” people. Reviews on your website (or even of your book on Amazon or Barnes & Noble) are helpful. Offer to give a copy of your book to past clients or friends in exchange for an online review. Post the reviews on social media to draw attention.

Open Houses or Events: Set up a display of books at your next marketing event or Open House. Have a QR code handy for potential clients to scan in exchange for a free copy. The QR code can direct them to your social media and ask them to Like/Subscribe or register for the Open House or an email drip campaign, etc. in exchange for a book.



Office displays: Does your office get foot traffic? Is there a public facing window that you can set up a small display in? What about at the office of a vendor? This is a great way to get eyes on your book and create interest.

Reach out to local libraries: Contact your local library and put on a free “meet the author” night. I mean, they are in the business of books so this is a common thing for them. In addition, offer to donate several copies to the library.



Adult Ed/FTHB classes: Find local nonprofits or social service agencies that are holding adult education classes. For a 30-45 minute presentation, you have people in front of you who can each get a copy of your book. (As for myself, I have taught more than 250 FTHB seminars. It is literally how I built my business in the late 1990s and early 2000s.)

Reach out to local networking groups:

Perfect your 15- or 45-minute presentation and reach out to your business vendors or local businesses networking groups. Not everyone in each of the offices of your vendor partners knows who you are. Even if people are "in the industry," they may not have an expert to make referrals to. Offer to do group workshops in your sphere of influence, business partners, groups, and vendors. Plan office visits or "Lunch and Learns."

Be creative!

Build a team: Recruiting? If you're looking to attract coaching clients, new employees, or team members, write a book and provide recruits with the reason to join you.

Pop-bys or "items of value":

Brian Buffini (buffiniandcompany.com) is a real estate coaching GIANT but his methods transcend industries. You may have heard of *pop-bys*. Often, agents pop-by previous clients' homes and drop off a small "item of value." In the interest of time, sometimes they mail it. Let your clients know they previously worked with an expert and that you will be there to guide them in the future. **In my experience:** I walked into a home for a listing presentation. The sellers were relatives of a long-time friend/client. I brought my book with me, but it wasn't needed. When referring me to the sellers, my friend/client referenced my book. The sellers had bought it, read it, and knew I would be the right agent for them. After all, "I literally wrote the book on selling houses!"

Generate your own buzz and the media may come calling. If they don't, go to them! (After all, you're the expert!) You have taken the time and trouble to write down what you know and



the media is always looking for new ideas (or a new angle on an old story). The media needs content, so provide it for them! A few years back I was featured in an article of the Boston Globe. You better believe I mention that any time I am marketing. Now my website features the links to articles I have written that have been picked up by the wire and seen on major news sites. So, how is that helpful? Two words: branding and credibility.

As we mentioned before: write a press release or find an opportunity to guest blog. At Belmont City Press we can help you write a press release or a guest blog and get it on the wire. Guest blogs can also provide backlinking to your website. Websites and publications affiliated with MAJOR NEWS companies are always looking for articles.

AS SEEN ON



Wondering how to get "seen on" major news sites? Let us help!