

GAIN MORE BUSINESS OPPORTUNITIES

So, your book is written. Now what? It's time to start marketing the book and put it to good use. First thing to do is to create your elevator pitch. This may seem obvious to some, but it's extremely important to perfect it. A pitch isn't just for potential clients; it's the way you present your book to the world, from clients to industry partners. Being able to explain what your business does and summarize it in just a few sentences may be the most effective marketing tool in your possession.

Next, create 15-minute and 45-minute educational presentations. This way, if you have an opportunity to talk about your book, you won't draw a blank. Planning on what you want to say to communicate you are the new expert in town without sounding forced, conceited, or hesitant will prevent you from looking unprepared. Now, level-up your marketing with a book and be creative.

Drive Traffic to Your Business: If you are looking for a great way to drive people to your website, post an excerpt from your book on your website. Use your social media channels and provide a link to the page.



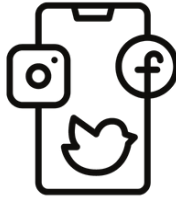
Create an "About the Author" page on your website: Like an excerpt, an author page is an opportunity for potential clients to get to know you. In addition, they will get a feel for what sets you apart and how you plan to earn their business.

Email list: The email list you have generated is GOLD right now. Include an excerpt of your book in an email drip campaign. If you send a monthly newsletter, include a reference to your book and direct people to your website or Amazon page.

Are you new to Business? If so, download my FREE copy of the ONE TOOL you need in your marketing toolbox using the QR code below.



Get interactions on your social media: Utilize paragraphs from the book as a blog or social media posts and then link to your website or sales page on Amazon so that potential clients may “find out more.”



Update your LinkedIn profile: Include “published author” in your profile. Even on sites geared toward business-to-business contacts, not everyone is in your industry. Let everyone know there is a new expert in town and you’re very easy to find.

Start or participate in a podcast: Don't have a podcast of your own? Search for local industry people who have an established podcast. Very often they're looking for people to interview, and that is a prime opportunity for you to market your book and yourself!

Have a social media LIVE event: Spend an hour talking live on social media channels, like Facebook or TikTok, about your book. Answer questions or give away a free copy.

Business card QR code: Yes, they are back. On the back of your business card, place a QR code to your author page on Amazon or your website's "Meet The Author" page. Or in my case...meet the publisher.



Write press releases: In marketing, everything is an opportunity to create buzz. If you have any news you want to share regarding your business, write a press release. A press release can help you to be featured on affiliates of FOX, NBC, CBS, & other industry related sites and publications. Not sure how? We can help!