

Book Launch Marketing Plan Details

Adding Value to the book

Author Central with unique URL

Author.amazon.com to fill out author central: Once an author publishes a book on Amazon he/she has an option of having an author page.

- Set up dedicated URL with author name to help locate the author on Amazon
- Bio photograph
- Biograph with followers on Amazon
- Sets up an option to respond to book reviews

US Copyright Registration

Register copyright with the US Copyright Office (3 months after publication)

- Registration of the copyright helps to preserve author credibility.
- Provides legal recourse for potential incursion of copyright.
- Involves setting up an account with the US Copyright and paying the fee to the copyright office (\$65).

Ivorymind summary of each book

Book Summary (Ivorymind). It is important to have a complete simple summary of the book. The summary is used in many areas of sales. We use a software to help generate a clean summary.

- One paragraph
- Clean language
- Precise wording
- Depict the entire book from start to finish

Sample Book Reviews and Coaching (3)

Book reviews are key to selling books on-line because they add buyer confidence and credibility to the product. The goal is to obtain honest high-value reviews. See the video on Book Market Mania website on Book Reviews Good, Better and Best for more information on the best quality of book reviews.

- We assist authors in understanding the value of book reviews and write several to get them going.
- Demonstrate how to post a book review for their book—by posting a valued book review on their site.

Keywords

Book Optimization. Maximize book searchability helps readers to locate the book. Key Words (metadata) is used on websites. A website is similar to a quilt—the reader sees the front of the site while the strings on the backside provide access for web search engines to know what is on the website. Many websites add metadata separately to ensure readers locate their website when seeking specific services or products. It is called ‘website optimization’ when used in web design. We use it in book promotion to help readers find the book. Key words are located and inserted within the files while producing the book body and cover giving the book greater weight on line. When the book is shown on line, the key words go along with it. Therefore if key words are embedded in the body and in the cover, the key words are twice, giving double advantage of helping the customer to locate the book title.

- KDP Rocket is the software used to ascertain the best key words for marketing. Software will locate words most frequently typed in that are used for the specific subject of the book. One person may look for a children’s book typing in the phrase, “books for 4 year-olds,” while another may type in the phrase, “dog books for kids.”
The first phrase has 120 searches per month with \$340 in sales. The second phrase has 450 searches per month with \$2300 in sales. Therefore, it is better to use the phrase “dog books for kids” instead of “books for 4 year-olds” because it will generate more views thus more sales. That is the power of key words.
- Select word phrases which most accurately depict the subject of the book AND generate the most potential sales.
- Select 20-30 word phrases per book.

Photo Object Export Options

Photo Object Export Options help vision impaired with photo identification.

- Identify the photos and give short descriptions to provide reader optimization for use in the on-line version of the book.
- Tags photos and ensures copyright of pictures as needed.
- Helps to professionalize the book and elevate standards of publication.

E Books with Kindle Create

Kindle E Book: Ensure the e-book is the best edition for maximum readability related to book content.

- Kindle-E Book in modern format: Reflowable, comic, kids, or print replica on Kindle Create
- Key Words embedded into the file
- *Ivorymind* Summary embedded into the file
- Photo Object Export (identifying all photos)
- Table of Contents

URL with URL shortener and QR Code

Locate the URL (Uniform Resource Locator) is the web address of where the book is located. It may be an author website, sales website, or directly on Amazon where the book is posted. The URL can be copied directly from the website from the top. It is often over 4 lines long and can be intimidating to follow. We have found that, by shortening the URL it makes the link much easier to manage. We use a service to shorten the link.

- Shorten the URL to a manageable size. We use a service called TinyURL.
- Make a QR Code. The QR code is usable for paper flyers, business cards and promotional media. Potential buyers can scan the QR code with their phone and are directed straight to purchasing the book.
*Note—a QR code made from a short link is less dense than one from a long link and is easier for QR Code Readers to follow.

Author Press Release

An author press release is a single piece of paper useful live and on-line. We make page size, then two per page (so author can print and bring to live events) and Jpeg with live links that can be put on-line on social media, websites, and text.

- Book cover
- Book Summary
- Author photo
- Author biography
- QR Code of the book
- Author contact information

E-mail list of followers (people interested in your success).

Email list and letter. We generate a sample email that authors can send to their followers.

- We show authors how to make an e-mail list of their friends and followers attaching the author press release and embedding the shortened url of the book.
- Recommend 50 as a starting number of emails to gather.

Timeline of free 5-day book Release 2 per year

Free Book Promotion. Free book promotions are limited to Kindle E Books which are released on KDP.

- When is a good time to release the book for free?
- How to release the book. (See video on BookMarketMania website)

Fill in template email for each book with summary, url, sample book review.

The template which is provided to send the email followers can be filled in by Glorybound with all of the information. This makes it easy for authors to send them at specific times just prior to the release of the book and when it is offered for free.

E-mail includes:

- Ivorymind summary
- A plea for reading the book and providing a book review
- Shortened URL link to go straight to the book on Amazon
- Sample book review
- Directions on how to leave a book review.

*Education and help with additional book review option are available on <https://bookmarketmania.com>

Add QR Code on business card with cover and order

The QR code is can be added to one side of the business card on the right side and the book cover on the left side. These are a quick way to send others to the book for purchase. May add the Free Book dates to the cards as well and have them ready to hand out. Dates can be set ahead of time on KDP.

- Ordered on Vistaprint 250 per box cost average \$19.00
- Use the shortened URL so the QR Code is easy to scan
- Our office orders the business cards and they are sent to author address

Extendable Banner, foam board, merchandise

Retractable banner or foam board are ordered from Vistaprint and sent to author address directly.

- Simple and easy to use
- Great for live events
- Average cost is \$30
- Shipped directly to author's house

Square-up account

Square-up account is easy to set up and allows authors to sell books at live events or accept cards over the phone.

- Free to sign-up for the account
- Links directly to the bank account
- Small fee when credit cards are taken
- Download an app to use the account on the cell phone

Author recorded interview

The interview is 6-8 Minutes and will be uploaded to the Glorybound Publishing Youtube channel. URL is provided and is useful for websites and social media promotion of the author.

Bookstores and event sales

We can discuss options at varying bookstores and events considering wholesale vs retail sales.

Marketplace Website Advertisement

Web Advertising. It is important to have an on-line presence with the book. Any additional sites are added value to the promotion of the book.

- Book Clubs. Many book organizations provide a place to show a book and/or an author. Make use of those.
- Author website. Many authors have websites. We can assist to link their book to their website directly.
- Book Marketplace websites. Glorybound Publishing maintains several topic specific book marketing websites.

Book Marketplace

https://bookmarketplace.net	A Central Hub for lots of books
https://brainebook.com	Books to make you smart
https://awesomepoetry.shop	Poetry
https://womensbooks.shop	Women's books
https://Arizonabooks.shop	Arizona Books
https://historybooks.shop	History Books

Children's sites

https://animalbooks4kids.shop	Animal books for children
https://Bookstore4kids.com	Lots of books for children
https://homeschoolbooks.shop	Homeschool books for children
https://dogandcatbooks.shop	Dog and cat books for children

Christian Marketplace

https://godbookmarketplace.net	A central hub for Christian Marketplace
https://christianwomensbooks.shop	Christian Women's books
https://christianmensbooks.shop	Christian Men's Books

Authors may put up to 3 books by one author on 2 sites for \$10/month. Go to one of the hubs to sign up for the book marketplace <https://bookmarketplace.net> or <https://godbookmarketplace.net>

Amazon pay-per-click Ad

We build a custom pay-per-click ad on Amazon. The ad is based on keywords and projected sales.

- Average Amazon ad should run from 6-8 months
- Generally, begin at \$300 per month allowance
- Can group books to advertise more than one at a time if they are linked
- E-book or paperback book