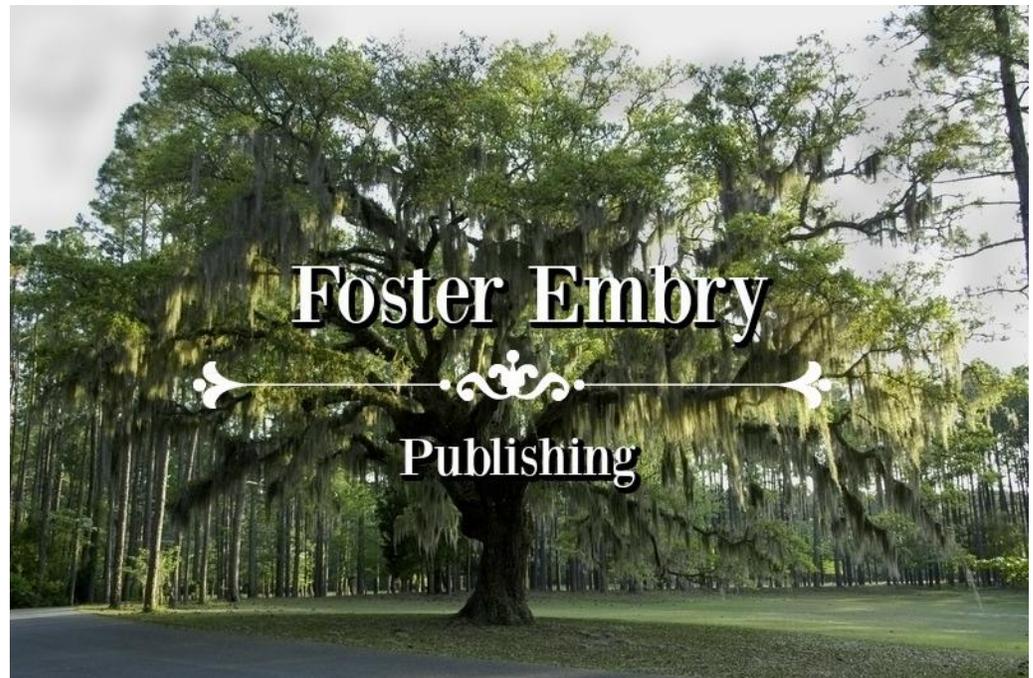


# HOW TO START A BOOK LAUNCH



2018

Managing the crazy world of Book Marketing

Where to start, what to do, and how to get started doing it.

# How to Start a Book Launch

**HOLY CRAP, I'M PUBLISHING A BOOK!  
FIRST OF ALL, PAT YOURSELF ON THE BACK!**

Way to go! You did it. You cried, you deleted, and you edited your way to a book contract. Now you have cleaned your baby until your eyes are crossed. You love the cover, the blurb... you even have your pre-order date set up. So... what to do with it? Pour yourself a cup of coffee... because the work has only begun.

## **FIRST THINGS FIRST.**

When is the best time to start marketing?

The answer to this is...ASAP. It takes time to build up a buzz around your book. If you are new, that buzz may be more of a low hum... but don't fret. It takes time. The sooner you get started, the better.

**Social media is your best friend when it comes to marketing and launching your book. Post daily!**

## Build your social media accounts.

Yes, it's a lot of work. First thing is to sit down and decide what accounts you will use. Navigating the seemingly endless media accounts is a must. Instagram, Twitter, Facebook, Pinterest, Goodreads, Snapchat, LinkedIn... just to name a few. Here, we will cover the biggies.

- Set up a **public** Twitter profile.
  - If you have one that is not public, you can change it in your **settings**.
  - If you don't want to make the one you currently have public, please make a new one for business purposes. This will allow people to "Retweet" your posts, which is good for marketing.
- Follow our account:
  - Foster Embry Publishing: **@fosterembry\_pub**
- To find other FE authors to follow:
  - Go to **@fosterembry\_pub** profile.
  - Click "Lists" (below the banner).
  - A list titled "FE Team" will pop up. Click it.
  - On the left-hand side click "List Members". This will bring up all of our current team members.
- Starting ASAP, you will want to follow at least 300 people a week. It may sound intimidating at first, but you'll get the hang of it! And you'll watch your Twitter following grow!
  - The best way to do this is to find authors on Twitter who you admire or who write similar books as you.

## How to Start a Book Launch

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- Scroll through their list of followers and follow anyone you think would be interested in your work (for example: people who read or write).
- Once or twice a week you'll want to un-follow the people who aren't following you.
  - We use <http://www.managefitter.com>
  - It's easy! Sign in using your Twitter sign in information.
  - The people listed in the center are not following you back. You can either click all of the "Unfollow" boxes one by one or you can click "Overview" above the accounts and highlight the accounts.
  - You can unfollow up to 500 people every 24 hours
- Last but not least, make sure you tweet! Everyone is going to want to know what you're up to! Tweet the progress of your book, where you're at in your WIP, links to your blog posts and just everyday things! They want to know you're a real person. Also, connect with other people! Comment on their tweets, if they comment on yours make sure you comment back. Re-Tweet people and be sure to RT people who RT your tweets! **Always** promote and RT other Foster Embry Publishing Authors! We are a close-knit group and always help promote each other!

## FACEBOOK

- If you don't want to use your current Facebook page, please make a new page for business purposes.
  - We've learned that it is better to do a regular friend page instead of a "Like" page. Since Facebook has changed their policies they're making it harder and harder for our posts and pictures on our "Like" pages to be seen by our audience.
  - It is also easier to "Friend" people than to try and direct them to a "Like" page. They may be friends with you but only about 30% of them will "Like" your new page.
- Become friends with authors or bloggers you look up to or that may be interested in your work. This will make it easier to find people to connect with. Start looking at the "People You May Know" this will start bringing up other authors and bloggers to connect with
- If you add roughly 20 people a day to your Facebook page it will grow very quickly in a short period of time. DO NOT add more than 50 people a day or your account may be suspended!
- Last but not least, don't forget to add friends and family! They're your biggest fans and will want to help promote you! So share things with them and have them share your posts with their friends and family!

## GOODREADS

- If you haven't already, sign up for a Goodreads account.
- Once you get your Twitter and Facebook accounts up and going it makes it really easy to get friends on Goodreads.
  - Click on the arrow next to your picture in the right hand corner.
  - This will drop down a menu. Click on "Friends".
  - On the right hand-side you'll see "Find Friends From". This will include both Facebook & Twitter.

- Click on Twitter and a page will come up with all your Twitter followers that have Goodreads. Then click “Add Friends”. Do the same using the Facebook button.

## HOW TO ADD YOUR BOOK TO GOODREADS

- Make sure your Goodreads page name matches your author name.
- Type the title of your book in the “Search” bar. Even if it’s not on Goodreads yet.
- Click “Manually Add Book” on the right-hand side of the screen.
- You don’t need a cover to do this, just insert the author name, title, synopsis and any other information you have about your book. Don’t worry, information can be added and edited later.
- Once you’re finished, click the “Finish” button. This will take you to the book page.
- On the side there will be a button that says, “I am the author of this book”. Click that and it will convert your page into an author page in a few days.

## BLOG/WEBSITE:

- If you own a blog or plan on starting a blog, we recommend you try and post *something* at least three times a month! If you’re in a writing crunch and you’re having a hard time finding the time to do this, try and at least post a small paragraph, a quote, or a funny video or picture.
- Keep in mind that you can schedule posts. So, if you are on a roll one day, write two or three posts and schedule them to post at later dates.
- Don’t forget to share your posts!

## A NOTE ON POSTING

Managing all these accounts might seem daunting. However, there are a few tricks. Social Media managers are great online tools, and often free. Sites like Hootsuite, Crowdfire, Commun.it all have free options and you can grow your following, set up auto posts, and schedule dozens of posts to several accounts. You can sit down and in the span of a couple of hours in one afternoon manage your media for days or even weeks on end.

So, now you have it set up, what to post? First, follow your fellow Foster Embry authors. Watch what they post, watch what other authors post. Remember, no one wants to read ad after ad, so be real too. You are a public figure now; your readers will want to know more about you. Little pieces of your day to day life? Maybe blog posts? Snippets of your favorite books? What are your hobbies? The list is endless.

However, now that we have established that you are a public figure there are rules. Your author accounts should not be used to post political, religious, or inflammatory remarks. Use your personal accounts for that. Remember, every person that you isolate is a reader that will scroll right pass your book. Something hot pop up on the news? Don’t mention it. Something sad happen? Post your condolences, don’t go further.

# Marketing Tactics

There are dozens, if not hundreds of ways to do this. Creativity is your friend here. Google, research, ask, post, dig out ways to put your book in their face. Remember that you are competing against millions of other titles, so yours is a drop in a bucket. Below are a few ideas for you.

- Blog tours: Reach out to fellow bloggers, or set up a paid blog tour with a service online.
- Start a Newsletter: Start building your email list, send newsletters no more than 1-2 times a month. Don't be annoying. For ideas, reach out to other authors and ask them how they manage it.
- Thunderclap: A great, free tool you can use to reach hundreds of thousands of Twitter users. <https://www.thunderclap.it/>
- Start a contest: many many ways to do this. Social media sharing, email entries, ect. Give away something related to your book, or promise an autographed paperback or two.
- Goodreads Giveaways: Tried and true method of getting your book in front of readers, if you are willing to pay a fee to get it done.
- Paid promotion: Buyer beware. Some work better than others. Do your research and ask around.
- Create local buzz in your area: Libraries, schools, anywhere people might read.
- Work on a press release: Formatting for this is available online, and there are paid services that also provide this service.
- We also have a marketing list on twitter which provides easy access to marketing sites that have been proven to assist with launching book sales.
  - To find the marketing sites:
    - Go to **@fosterembry\_pub** profile.
    - Click "Lists" (below the banner).
    - A list titled "Marketing" will pop up. Click it.
    - On the left hand side click "List Members". This will bring up all of our current team members.
  - These sites all cost \$\$\$ to set up promotional posts, but we have targeted the companies who are inexpensive and provide maximum exposure.
  - Our list of marketing sites will grow over time so remember to check back often.

## The Granddaddy of Social Media Marketing: Teaser Posting

Teasers are Photo ads for your book. They look something like this:

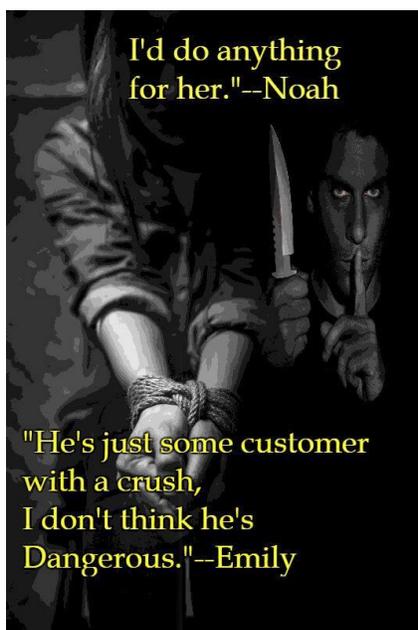


There are specific parts to a teaser, and they can be done numerous ways. But we will cover the basics there.

The most important part of any teaser is the image. The picture you build your teaser on is the **SINGLE MOST IMPORTANT PART OF THE POST. IT ALONE WILL BE WHAT CAUSES SOMEONE TO STOP SCROLLING.**

Once you get them to stop scrolling you have a matter of about 5-10 seconds so keep it short. 1-2 lines tops. A great tag line, maybe a quote, a review, that's it. Add your cover if you want.

Here's a teaser with no cover



There are free sites you can use to create these. Pixlr, Canva, and MS Paint are all ways. You can find tutorials for each on YouTube.

You can find free stock images on sites like [www.Pixabay.com](http://www.Pixabay.com) and [www.Unsplash.com](http://www.Unsplash.com) be sure that any images you pull off the internet aren't copywrited, so it's highly recommended that you start your search on a stock image site to prevent issues.

## Getting Early Book Reviews

How on earth do authors get reviews the day of launch? A ton of work, that's how.

First things- create an ARC. (Advanced Reading Copy.) This will be a pdf version of your book, formatted and as edited as possible. I've send mid-edit ARC's out and let my advanced reading team know that it's not a final copy, but a mid-edit ARC. To make mine, I go into word, add a water-mark that says "ARC COPY" on it, and I save it as a pdf. We will send you one, but if you want one sooner, you need to create it. We won't send you one until the editing process is complete.

Your options:

- Set a release date far enough out to give you time to generate reviews. At least a month, of not longer.
- Or, send a mid-edit version out, as outlined above.

Now the looming question is... who do I send it to?

- Do you have beta readers? (Those golden people that you hand pick to read your pre-published book for opinions before submission) Ask them for reviews.
- Friends that read? Ask them, offer free digital copies.
- Post on facebook, offering a certain number of freebies.
- Start looking up book bloggers. Twitter is an absolute gold mine for book review bloggers. Start searching, messaging, and remember them. Building relationships with these people can be helpful down the road. Be sure to follow them, and include your cover if they agree to read you.
- Start giving away free digital copies in exchange for reviews.
- When it gets close to release day, say a couple of weeks out, send reminders out. Don't be a pain, just a gentle word.
- Release day, send a blast to everyone to remind them to post, with your link. Don't harrass anyone. If they don't post, let it go. It could be they will in a few days. If you harass or hassle people, they won't want to do this for you next time.
- This is your street team. Your pre-release gold team. Treat them like Gold. I give my beta readers autographed paperbacks. Your team will be used ever time you release a book.

For general book reviews, after release join our Facebook group for authors. You must read other member's books in order to get reviews, but you will get guaranteed reviews every month you participate. Join up at

<https://www.facebook.com/groups/187928608609804/?ref=bookmarks>

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Now you have the tools you need to start your book launch, weeks before your book comes out. Generate buzz and don't stop. Keep it going well after your book comes out, hit social media multiple times a day around and during your pre-order period and the days leading up to your release. And, we are here for you, if you have further questions, or need any help please contact us.

**If you have any questions, please feel free to email me at any time!**

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