

Author Marketing Checklist

Self-marketing your books is a non-stop job. Ever changing, growing, and time consuming. Without it, your books won't sell. Period. If you are a new author, the task is pretty daunting, and you might not know where to begin. This is a checklist to help you on your way.

- Get book reviews. Outside of the cover and the blurb, book reviews are the most important thing you can do for your book. But... how to get them?
 - ◆ Give books away. Yes- we said it. Books to people you know will read and give you a review.
 - ◆ Never ask for a good review. Ask for an honest review. Ask for posting on Goodreads and Amazon.
 - ◆ Join reading groups on Facebook.
 - ◆ Try sites like Netgalley if you are willing to fork out some money for your marketing.
 - ◆ Ask fellow authors.
 - ◆ Find creative ways to get your books into people hands (contests are one) and hope for a review.
 - ◆ Give away Advanced Reader Copies well before your book release.
 - ◆ Email bloggers.
 - ◆ Hit up local newspapers
 - ◆ Donate books at your local library.
- Social media is a must. Facebook, Twitter, Instagram, Pinterest. Facebook is a must. Like it or not, it's necessary. Create an author page for your fans. Create a fan group. Fans love to read about the people that write their favorite books.
 - ◆ Keep posting
 - ◆ Don't just do book ads
 - ◆ Use sites like Hootsuite to schedule your posts
 - ◆ Keep it versatile
 - ◆ Leave out the politics. Keep your personal opinions on your personal pages, not your author fan pages.
 - ◆ Be professional. You are a public figure now.

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- Create a website. Free or paid.
- Start a blog or a book review blog
- Start a newsletter. This is another big one. A newsletter is the single biggest way to get your book in front of thousands of new readers every month.
 - Work on building your email list with sites like Bookfunnel. Sites like this can get you thousands of email subscribers.
 - Sites like MailChimp are free until you get a certain number of subscribers. After a point you will have to pay, but do some research. Sites like this will store your emails and you can create amazing newsletters.
 - Consider a dot-com email address. Just a couple of bucks a month, and you look like a pro when you have a secondary email contact address just for fan mail.
 - Don't overwhelm your subscribers. Once or twice a month is enough.
 - Search for newsletter swaps. This means you find authors that will put your book in their newsletter in exchange for a spot in yours. There are websites dedicated to this, or you can find groups on Facebook.
 - Your newsletter needs to be short and concise. A new blog post, any news about you, and some suggested reads. That's all.
 - Once you are on social media, you can build your groups by doing author takeovers in other groups, joining in launch parties for other authors, and hosting contests.
- ◆ Contests. Lots of ways to do these. Give away signed paperback, eBooks, swag, gift cards. Popular options are follow and share contests, or comment. Make it easy.
- ◆ Paid Promotion-be wary. Many sites don't work. Create your marketing budget and use it wisely, do research, ask questions.
- ◆ Employ an author's personal assistant. For between \$50 and \$100 a month, you can find a genre specific assistant that will do all this work for you and free you up for writing. You can find these on Facebook, ask author friends who they are using. Authors assistance are also good about making book teaser art and coming up with creative ways to market your books for you.
- ◆ Donate books to the library
- ◆ If you have a hefty budget, employ a marketing firm.
- ◆ Be creative.

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◆ **NEVER STOP MARKETING.** Your book will not sell if you don't push it.

