

TOP 4 TOOLS FOR CULTIVATING BOOK SALES EVERY AUTHOR NEEDS

Congratulations! You've written your book. Now you want others to hear about it so they can enjoy the fruits of your labor.

The fact is, even if you have a publishing house, unless you are already a fairly well known author or celebrity, they most often don't spend any money to market the book. That leaves the marketing ball firmly in your court. Here are the Top 4 Tools that you need:

1. An Author's Website

Your website needs to establish your credibility as an author and explain why your book is a must-read for your target readers. Included are your bio, pictures of you, the book cover, and something they can download for free. Then, when people request the download, you will capture their name and email address to start building a database you can market to. A two to three video of you talking about the book or reading from it would also be a great start!

2. Online Marketing

Now that you have a website, you want to make sure that people find you! A simple great way to start with that process is to write and post a blog at least twice a month. This will help increase your visibility on the internet. You can also repurpose those blogs as posts on Facebook or whatever social media is most popular with your target readers.

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3. Paid Advertising and Post Boosting

Facebook, LinkedIn and Instagram all offer ways for you to create ads or posts and pay to boost them. You can boost a Facebook and Instagram post inexpensively. LinkedIn is a bit more, and Amazon advertising is even more expensive. The direction you go depends on your goals and your budget. Whatever you do, keep in mind short wording with a compelling visual and a link is what stands out in digital marketing.

4. Email Marketing

Once you have begun to build your database through your free download on your website, it's important to stay engaged with those people. You can send them new blog links, any special offers, special resources, etc. Services like MailChimp and Constant Contact are an inexpensive way to keep in touch with your audience and build your brand.

Easy Right?

Well, there are some nuances and basic foundations that need to be laid down to build your marketing plan such as who your target reader is and how to best approach them.

Marketing Influence is now offering a free half-hour consultation to help you get started. Contact us on our website to learn more about this special offer. We are happy to get you started with your successful marketing campaign!



Bertha Edington
President, Marketing Influence

WHAT AUTHORS ARE SAYING ABOUT MARKETING INFLUENCE



www.denanielson.com

"Marketing Influence created a website for my new book that truly reflects who I am. It clearly and beautifully illustrates the message I want to send. They are continuing to support me with ongoing marketing programs and are very professional as well as a pleasure to work with"

- Dena Silliman Nielson, Retired Attorney, Author of Common Sense Divorce



www.yogaforthethebrain.com

"Having worked with Marketing Influence for many years, I can say with confidence that they are knowledgeable, responsive and creative. Working with them is truly a respectful team collaboration that results in outstanding work for which I have received many compliments, as well as gotten great results."

-Cristina Smith, President, Yoga for the Brain Books



www.artbyshalley.com

"I have found the Marketing Influence team to be responsive to my needs as well as personable and truly able to think outside the box. They really care about the success of my projects, are always happy to brainstorm new ideas and always available to answer questions and address my concerns. I have received many compliments on the websites they created to showcase my work. Marketing Influence has been pivotal in the success of my websites. They are a joy to work with. I highly recommend them!"

- Sheldon Shalley, Psychotherapist, Artist and Author



www.integratedanimal.com

"Marketing Influence offers creative and dynamic ideas that work! I have been impressed with the level of communication with them, and their responsiveness to my needs and concerns. I would not hesitate to recommend them to anyone looking for marketing help."

- Lauren McCall, Founder, Animal Communications Academy

If you've enjoyed these 4 tips, I encourage you to visit my website to learn more about marketing your book.

www.getmarketinginfluence.com

