



TOP 100+ BOOK MARKETING IDEAS

YOUR GUIDE TO CREATING
SUCCESSFUL NON-FICTION
BOOK MARKETING EXPERIENCES

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As Professional Author Consultants, we've helped a long list of people — business owners, entrepreneurs, professionals, doctors, therapists, helpers and healers — publish more than 200 books over the past 15 years. We've learned a lot along the way, and although the industry feels like it changes daily, we've captured what we consider to be 100+ of the most important ideas for optimizing your book marketing impact.

Remember, "It's not how well your book sells . . . It's all about how well your book sells you!"

Promoting and marketing your book is a full-time job, and if you are serious about growing your business, your non-fiction book is a key marketing tool in promoting that growth. Do not be intimidated by the depth of the ideas contained in this document. You do not need to do EVERYTHING listed here in order to have a successful publishing and marketing experience with your book.

For ease in organization and discussion, the following list is divided into three phases:

PRE-LAUNCH: Ideas to add to your TO-DO list BEFORE your book launch.

LAUNCH: Ideas to add to your TO-DO list DURING your book launch.

POST-LAUNCH: Ideas to add to your TO-DO list AFTER your book launch.

Many of the ideas mentioned in each phase are interchangeable. Start small, step outside of your comfort zone — pick one (or two) and JUMP IN!

PRE-LAUNCH:

The whole idea around any pre-launch marketing and publicity is to build "BIG BUZZ" and anticipation for the release of your book. Your "BIG BUZZ" starts with getting your thoughts and your project organized.

- Identify your audience BEFORE you write your book. This is a vital step in the promotion and marketing of your book, and if done right will make the rest of the process infinitely easier. Find out who your book appeals to, get to know those people well, and be where they are, both on-line and off-line.
 - Create a movement around your book. The top-selling non-fiction books are those which are developed around three possible outlines:
 - Soapbox (in support of a cause)
 - Struggle (overcoming an illness, divorce, war-torn childhood)
 - System (Top 10 Ways to . . .)
 - What's your "story" — is it your personal story? Maybe you're battling depression? Or an illness? Or maybe you can be the voice of a group? Help bring together or get attention for people who may get ignored or marginalized in today's society. Or maybe you want to campaign for something? Healthier food in schools. Better regulation of pesticides. Make the book more than just a book — fill a need and help your readers find solutions.
- Establish a publishing budget; know what your estimated expenses will be so you can plan accordingly. Work with a Professional Author Consultant to know what to include: everything from ISBNs, designers, editors, proofreaders, indexers, on-line vendor account set-up, etc.
 - Create a marketing plan and budget. How much money are you able and willing to spend marketing and promoting your book? How much time can you devote to establishing and maintaining your book promotion strategies? What marketing tactics do you intend on implementing first? What are your goals and how will you measure them?
 - Consider hiring help throughout the publishing process
 - Professional Author- and Publishing-Consultants help you navigate the world of self-publishing and help you avoid self-publishing pitfalls.
 - Professional Ghostwriter/Copy Editor/Proofreader: marketing isn't just storytelling. It's also about getting your readers to take action. Either learn to hone your copy writing and content marketing skills, or hire professionals to turn your audience into book buyers.
 - Professional Book Designers bring your book to life and make it look as if it has been published by one of the top 5 traditional publishers. More than cover design, there are many industry-specific design

standards which make your interior pages much easier to read and keep the reader interested and engaged. Professional book designers understand they are designing for the postage-stamp image on Amazon, and know ways to help your book stand out and get noticed.

- Publicists and media professionals can help with press releases, social media, digital marketing, and more. If you are determined to DIY, create a press release. A good press release will include the information needed for a reporter or blogger to understand the news value of your story. Make sure it's clear what you are announcing, why the reader of the press release should care, and where they can get more info if they're interested. Then submit your press release to free press release distribution sites, such as: https://www.pr.com/?gclid=EAlalQobChMlmpmglywzQlVEB2BCh-3kiQQPEAAAYASAAEgLeCfD_BwE
- Hire an experienced photographer to take a professional author photo. Use this image across all your social media profiles, on your site, at the end of your book (along with your author bio) and on your print materials.
- Interview and hire a personal Virtual Assistant to help with some/all/most of these tasks
- Get media savvy. Develop a relationship with local media, including radio, newspaper and TV connections. Find an angle that hooks reporters and will benefit their readers or viewers. Pitch articles, interviews and relevant blog posts. Here's an awesome post by Patrick Garmoe at Copyblogger to help you out: 109 Ways to Make Your Business Irresistible to the Media: <https://www.copyblogger.com/irresistible-pr/>
- Fill out the Davis Creative GPS (Greater Publishing Success) Q&A® in advance of the completion of your book. This allows you to have all the log-ins, passwords, and answers you'll need to set up your accounts with industry-preferred vendors.
- Have a discussion with your Professional Author Consultant to discuss book title, subtitle, and book design. A well-formulated title and subtitle helps with brand positioning and SEO.
- Draft your back cover copy. Make the potential reader want to buy your book. WIFM: What's In it For Me (them)? This copy becomes the basis for your short and long book descriptions, which you'll need to prepare in advance of setting up your on-line vendor accounts.
- Add a "contact the author" section at the end of your book. Give details on how readers can connect with you via email, your author website or through social media.
- Identify and set up your social media accounts to target your identified audience. Decide when and what you will share on your social media platforms. Optimize your profile on Twitter, Facebook, Google+, LinkedIn, Goodreads and Pinterest.
 - Talk about what's going on during the writing/editing/design process
 - Post updates in real time
 - Share quotes from your book
 - Communicate insights and learning curves as you share
- Create a list of promo materials, (e.g.: book mark, postcard, slide show, speaker sheet, flat and 3-D cover images, etc. Identify a marketing professional to help you write and design these materials (quite often, your book designer helps with these things).
- Discuss the color palette of your brand with your designer and if/how that can be carried out through your book cover and marketing materials
- Have a discussion with your Professional Author Consultant to discuss pricing for all versions of your book (e-book, paperback, hardback, large-print, audio)
- Set-up or update your website. Make your book easy to buy. Ensure your website includes a book tab with links that are clear, easy to find, and go directly to your listing at every retailer you're listed with (Amazon, Smashwords, B&N, Kobo, or Apple iBookstore).
- Sign up for the Amazon Affiliate Program. Add to your income by earning fees on all qualified purchases through your affiliate link (not just on your books). <https://affiliate-program.amazon.com>
- Purchase the URL of your book title and have your web person point it to the book page on your website.
- Have a BLOG tab on your website. Link your book to trending topics. Write articles, blogs, e-news segments which tie your book topic or genre to current popular interests.
- Create a free download, offering content which ties into the book ("Top 10 Ways to . . ."). Connect it to a landing page to capture email addresses for future e-news communications.
- Select and set up an e-news subscription and template. Build your email list. Invite people to subscribe, and make it worth their while by providing remarkable content. Use your list wisely to create and build buzz for your launch.
- Engage your tribe early, keep them 'in-the-loop', and ask for feedback so they become invested in the successful outcome of your book or project.

- Create a Speaker Sheet and start soliciting speaking opportunities, positioning yourself as the expert in your field.
- Develop a variety of FB memes using quotes and/or endorsements from your book
- Create a list of talking points about your book: Facts, Benefits, Calls-to-action
- Share completed chapters of your book with peers to gather early reviews, endorsements, and other verbiage about your book.
- Brainstorm companies, experts, businesses, organizations or groups that you can approach for joint marketing ventures.
- Familiarize yourself with the e-book Pre-Launch options available on Amazon: https://kdp.amazon.com/en_US/help/topic/G201499380
- Set up on-line book giveaways via Goodreads (<https://www.goodreads.com>). Or try a member giveaway at Library Thing (<https://www.librarything.com>)
- Contact genre experts and well known book review blogger sites in your genre. Reach out for early/pre-release reviews. At least three months prior to publication, make a list of book bloggers and reviewers in your book's genre, read their guidelines on what and how to submit, and start sending your manuscript out for early reviews.
- Create a readers guide at the end of your book. Use your book's description to let people know that your book contains a helpful discussion guide at the end.
- Understand Amazon's system and use it to your advantage. Use categories to streamline and increase discover-ability. More reviews will help your Amazon ranking. Read this informative article: <https://mfishbein.com/book-description/>
- Plan to write a series. Creating a series is a very powerful and effective way to develop a presence, gain reader loyalty and boost sales.
- Tempt your readers with more. Insert a sample chapter or one-page feature description about your next book in a series at the end of your current book for long-term reader engagement.
- Advertise your previous works in each book you publish. One of the best places to advertise your previous work is at the end of your current book, where you've got a happy reader, eager for more.
- Create a digital promo kit. Include graphics, images, links, excerpts, and sample Facebook shares and Tweets, that can be sent to bloggers upon request.
- Update your email signature. For every email you send, ensure that you include info on your new or upcoming book and a link back to your blog or book website.
- Set up your Amazon Author Page: <https://authorcentral.amazon.com/gp/help?topicID=200620850>
- * Set up your Amazon "Look Inside" function: <https://www.amazon.com/gp/help/customer/display.html?nodeId=14061791>

LAUNCH

A book launch is NOT ABOUT SELLING BOOKS. It's about being seen as a credible expert — a person who loves what they do, is serious about their area of expertise, and is not afraid to share it with the world.

- Time your Launch. Time the announcement of your new book with an important, relevant news event, blockbuster movie or trade show.
- Community outreach — be friendly. Introduce yourself and get to know the owners and staff at local, independent bookstores and coffee shops. Who do you know? Who do you need to know? Step outside your comfort zone and devise a plan to reach out to these people and schedule book signings. You promote the book signing and THEY get new customers.
- Join forces with local merchants. Team up with store owners and other businesses to offer certificates, prizes and merchant coupons to be shared or given away during your book promotions. (Advertise these perks on your site and on printed materials).
- Attend live networking events, conferences and expos. Attend, or write a proposal to present at an event, to gain connections, increase your credibility and develop a supportive network of influencers. Visit each booth and hand out promo postcards or book marks about your book.
- Time and coordinate launch promotions. Try to time your guest posts, author interviews, giveaways, advertising and other promotions to run at the same time, so that each promotion gains momentum from the other. The perception of 'being everywhere' will strengthen your chances of creating the word of mouth marketing momentum we're looking for.
- Be the subject-matter expert. Tie concepts in your book to topics that require expert opinion.
- Take advantage of vacations. Do a little advance research and set up some readings and visits at your destination's local libraries, schools or bookstores.

- Don't stop promoting one book to start writing another. The buzz and excitement of a launch can be exhilarating, but the marketing and promotional effort for a book must continue far beyond the initial days and weeks of 'getting it out there'. Include in your marketing plan a schedule that allows for ongoing promotional activities of your previous work, while providing time to write your next book as well.
- Schedule book readings or author visits live or via Skype. Try schools, your local bookstore, library or community college. Get people interested before you get there: create a packet that gives a summary of what to expect during your visit, printed materials like a flyer and book order form (that can be photocopied) or other promotional materials (like bookmarks).
- Connect with your readers off-line. Gain exposure through book signings, book clubs, writing groups, school visits, workshops, library readings and local area meet-ups. For tips on book signings, check out <https://www.thebalance.com/author-readings-book-signings-2799979>
- Get used to video. Record your readings and share on your YouTube channel, Facebook Page, Google+ and on Goodreads. <https://support.google.com/youtube/answer/1646861?hl=en>
- Find your cheerleaders. As you help promote other authors and businesses with similar target audiences, you build good will and a strong network of peer support for your current and future projects.
- Create a Bit.ly vanity URL for your book. Bit.ly is a link shortening service that can also give you stats on the number of clicks on your link and where it was shared. Use Bit.ly to create a link that is easily shareable (not super long or a jumble of letters and numbers) for your book. <https://bitly.com>
- Purchase advertising. Set up a Google Adwords account, or try Facebook or blog ads. Other advertising options include sites like BookBub or EReader News Today.
- Try giving away a book or a condensed version of your book for free. Giving away your work for free is controversial, but often free now can mean increased sales down the road. Freebies might include free chapters, free signed copies of your book or other giveaways.
- Add a Hellobar book teaser to the top of your author website. <https://www.hellobar.com>
- Create a virtual bundle. Package together a print book and e-book, an e-book and course, or an e-book with videos and a workbook to add more value and options for your reader when purchasing your work.
- Encourage your fans to market your book. Your fans can earn a little extra income by enrolling in Amazon's affiliate programs and adding links to your books on their websites or blogs.
- Re-purpose content and reach more people. Take your popular posts, useful insights, inspirational quotes, noteworthy results, chapter outlines or key points and re-purpose them to share as a presentation on SlideShare or short videos on YouTube.
- Slideshare. You can embed your presentation on your site (or others can embed it on their site), and you can embed YouTube videos—including your book trailer—into your Slideshare slides. Remember to add hyperlinks so viewers can get in touch or visit your author website. <https://www.slideshare.net>
- Create a book trailer. Show your expertise and personality. If you don't feel you have the skills to create a book trailer, hire a company to make one for you.
- Consignment sales. Consider trying a consignment style approach in gift shops, specialty stores, boutiques and galleries. The store owners may not want to purchase your books outright, but may display and sell them in their store for a cut of the profits. Be sure you are clear on how to handle damaged books (it happens).
- Non-profit events are a great way to highlight your book, and have a percentage of sales go to the non-profit.
- "Merchandise" your brand with your book. Create mugs, t-shirts, post-its, etc., using key phrases found in your book. Use CafePress.com or Zazzle.com as your back-end so you have no investment in merchandise. These sites also handle all sales, taxes, shipping, etc., sending you periodic royalty checks based upon sales.
- Create an on-line launch party with Zoom.com. GoToWebinar.com or Google+. Invite other experts with complimentary skill-sets; have them cross-promote the event to their tribes and you do the same.
- Create an on-line book launch. Set up a webcast (using something like ZOOM, GoToWebinar, etc.) where you are interviewing a pre-arranged series of guests, all highlighting your area of expertise. Just like a real book tour you want to build excitement, offer prizes or make the content build over a series of days, so that your readers become your tribe and invite their friends, which eventually grows your following and your readership.
- Engage your tribe through social media. Ask your readers to send in images of them with your book and pin them on Pinterest (people love the human connection).

- Send an email to your list. Give them an incentive to buy your book (Ex: they could send you the receipt in exchange for a “free” seat at your next webinar or workshop)
- Create a series of YouTube videos where you (author) are talking to your audience as if you are having a small mini-workshop on one of your topics of expertise. Put the URL in the description below the video. This is a good way of getting teaser content out. You could also post videos of interviews with some of your readers/clients.
- Create video testimonials and post to your book's YouTube Channel (with URL links to where people can buy your book). You can also upload these videos to Facebook and to your Amazon Author Central page.
- Start a Facebook group for your book or your topic. These are high-value places to connect, get ideas, and even get great content for your next book.
- Use LinkedIn discussion forums on your topic to get in front of your target audience. Make sure you have a link to your book in your signature. Some forums will let you do announcements so you can let the group know when you launch.
- Run a Facebook event when you are having a free promotional day (or days) on KDP. Or set-up a launch event. Make sure you have enough critical mass to do this otherwise the event can look very empty. This might be a great thing to do for a second or subsequent book when you already have a reader base — or a first book if you have a really strong marketing strategy and some support to get you out there and get you noticed.
- In addition to your bio, add resources and extra goodies at the back of the book. Because this also increases the overall length of your book, the reader will see more than 10% content when they click the “look inside” feature which will help you sell more books because they can see how great your book is.
<https://www.amazon.com/gp/help/customer/display.html?nodeId=200486880>
- Do a book signing the traditional way — arrange this with a local book store or a book festival.
- Guest post frequently and strategically on other blogs. Guest blogging is one the best ways to increase visibility, gain influence in your genre or topic and draw targeted readers to your on-line 'bookstore' or author site.
- Participate in a podcast tour. Do some research to find author-friendly podcasts, or use your connections to create your own podcast tour.
- Develop a workshop based on your book content. Especially for non-fiction writers, teaching your book's content can further solidify your expertise in the minds of your readers and your peers.
- Use Vine. Vine is an app that allows you to make short video loops, and forces you to get to the heart of your message quickly. Fun to make and easy to share, your Vine videos can include a myriad of images and behind-the-scene glimpses of your writing process, your brand or even your personality.
- Sell your books using Pinterest. Use Pinterest to relate to the fans you already have as well as intrigue new readers with 'visual' stories of you, your brand and your work. Your incentive? Pinterest has 70 million users, with approximately 80% of those being women. And stats show that about 70% of Pinterest members use the site to get inspiration on what to buy. (Plus it's fun!)
- Donate. Build goodwill and good Karma by getting your book into the hands of people that might not normally have access to your work. Considering donating your book to hospitals, shelters, churches, libraries, doctor/dental offices, hair salons, organizations or clubs.
- Run a big charity fund raiser so that for every book sold on a certain day or a certain week you give all or part of the profits to a charity of your choice (or better yet, run a fund raiser and then send everyone who donates, a free PDF of your book — you won't make money directly from this but it's all about promoting you and your book).
- Back-of-room sales bring a greater profit than on-line sales. Promote your work when giving lectures, speeches, and teaching at workshops. Always have a selection of your books with you and available for purchase.
- Reconnect with your University Alumni. Your university, college or even high school can be a great resource. Notify your alumni of any upcoming events, check to see if they have a listing of alumni books (so you can add yours), and ensure that they are on your press release distribution list. You can even offer to do a presentation for faculty or the students.
- Make a series of how-to videos for YouTube related to your non-fiction book content.

POST-LAUNCH

- Host and record author hangouts on Google+. This post offers a step-by-step process: <http://www.bookpromotionhub.com/6055/how-to-use-google-for-book-promotion/>
- Post some free content or excerpts from your book on <https://scribd.com>.



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- All those great reader images you asked for — get people to post them on Facebook and tag you. It's a great way of letting their friends know about you. Comment on threads in Facebook groups or on other people's threads to build your reputation as an expert. Create a post about your book on your Facebook business page. Pin it to the top.
- Offer to do a presentation at a local Meet-Up group. Don't 'sell', just give great information, and make sure to have some books to hand out in case people ask.
- Run a Facebook ad but make sure it's closely themed around time or an event — maybe you have a Christmas recipe book and just before Christmas you run an ad targeted at foodie groups.
- Run a contest or a giveaway for your book from your website or Facebook page using an app like <https://woobox.com/>, <https://www.shortstack.com/>, <https://www.rafflecopter.com/> or <https://www.wildfireapp.com/> (there are others — just do a search for Facebook contests or giveaway contests). There are lots of rules and regulations around contests depending on where you live but if you use an app they will help guide you through this. You can do this with print or digital versions of your book and remember just to double check with your distributor or your publisher that what you are doing is OK with them).
- Have your book translated into one of the widely spoken languages like Spanish or German to increase your sales reach.
- Create a discussion on <https://www.quora.com>. Ask questions, engage users, DON'T make it just a pitch for your book. If you are keyword savvy then use keywords in your post title and content so that it will show up on the search engines and give you ongoing promotional returns.
- Create several, high-quality \$0.99 e-books to post on Amazon. Use these as teasers for your other books — people will take a chance for \$0.99, and if they like your content they'll be back.
- Contribute advice and ideas to LinkedIn groups and make sure you have a section of your profile that talks about your book (and tells people where to buy it).
- If you have an email list, create an auto-responder sequence filled with stories based on a three-step-sequence: 1)first one is 100% content, 2)second has content, but also let's people understand the problem your book solves, 3)the third one is a straight up promotion for your book.
- Look for events which target your same audience and ask to set up a booth or be a guest speaker.
- Make sure you follow up with everyone you need to. Make sure you deliver all the bonuses you promised and send all your "thank you" notes.

This list is a compilation of ideas generated by experience, as well as ideas found through research on the internet. This list is by no means full and complete, as the publishing industry, digital technology, and marketing strategies continue to change on a daily basis.

We'd love to hear about the creative ways you have marketed your non-fiction books — feel free to email me any additional ideas which you have found beneficial in promoting your books,
cathy@daviscreative.com

**HAVE FUN . . . AND ENJOY PROMOTING
 YOUR BUSINESS WITH YOUR BOOK!**



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