

# STRAWBERRY PUBLICATIONS

*Author Marketing Handbook*

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The harder you work at promoting your book the luckier you will be in selling it! Don't find yourself saying...

**“The book didn't sell because I didn't promote it.”**



This handbook is going to help you to think things through and then follow through. Marketing begins when you start having ideas.

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# BOOK DETAILS

Title:

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Author:

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Publisher:

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Publication Date:

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Expected Release Date:

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# MARKETING GOALS

*Defining your goals will help to identify where you want to go in the long-term promotion of your books.*

In this section detail the goals for your book:

- How readers will be affected?
- How many copies you will sell?
- Your overall vision for successful sales of your book.

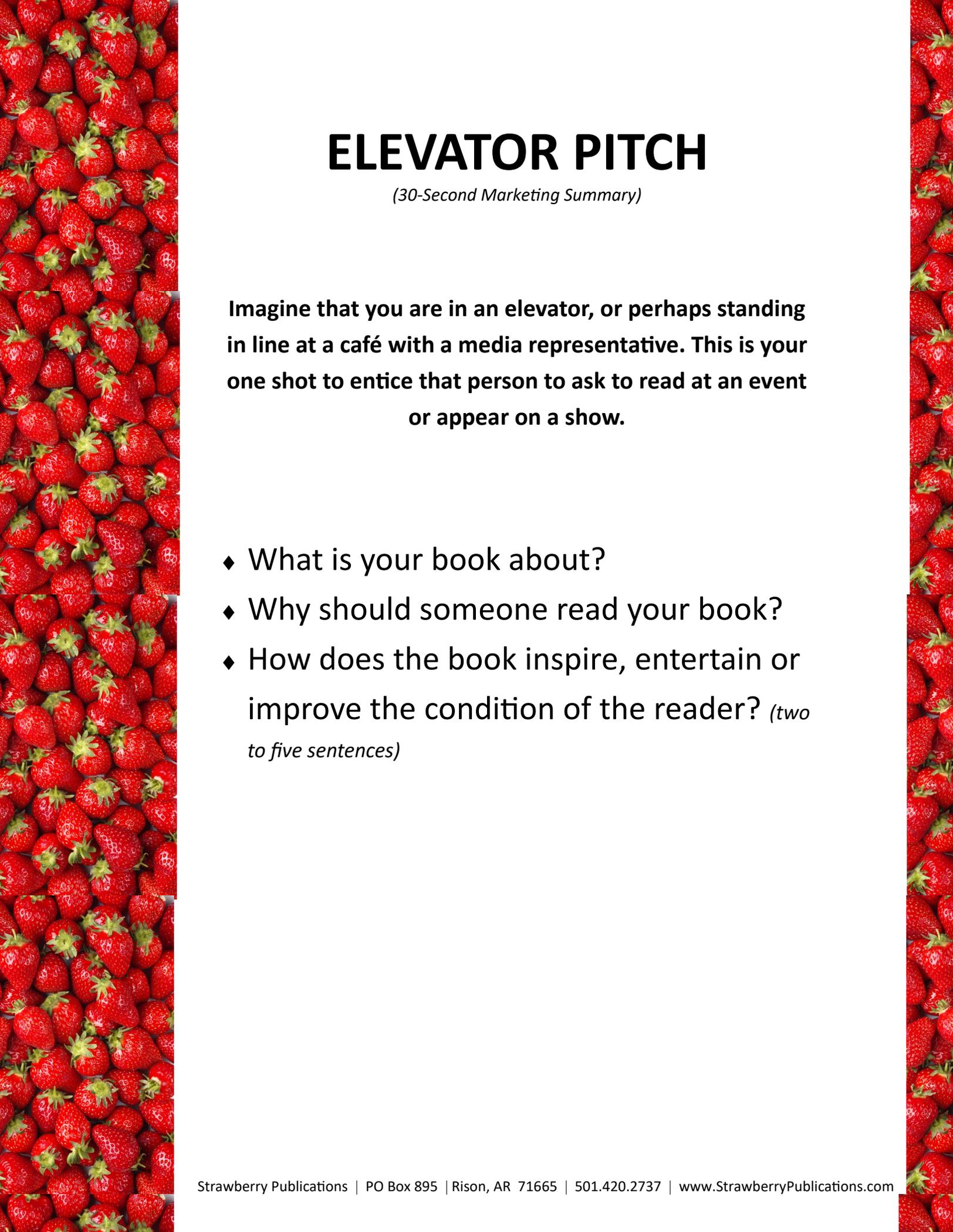
# BOOK DESCRIPTION

Give a brief description of the plot, the four main characters (hero, villain, romance, mentor/sidekick), and the main emotional hook of the storyline. *(100 words).*

# AUTHOR BIOGRAPHY

*This is information that any host of an event, or media representative will want to know. If you don't have a press kit, you should at least have these basic questions answered.*

- ◆ Tell us about yourself. *(150 words)*
- ◆ Explain the background that led you to write this book.
- ◆ What experiences or research prepared you to write? *(500 words)*
- ◆ Why would a reader be interested in you as a writer?

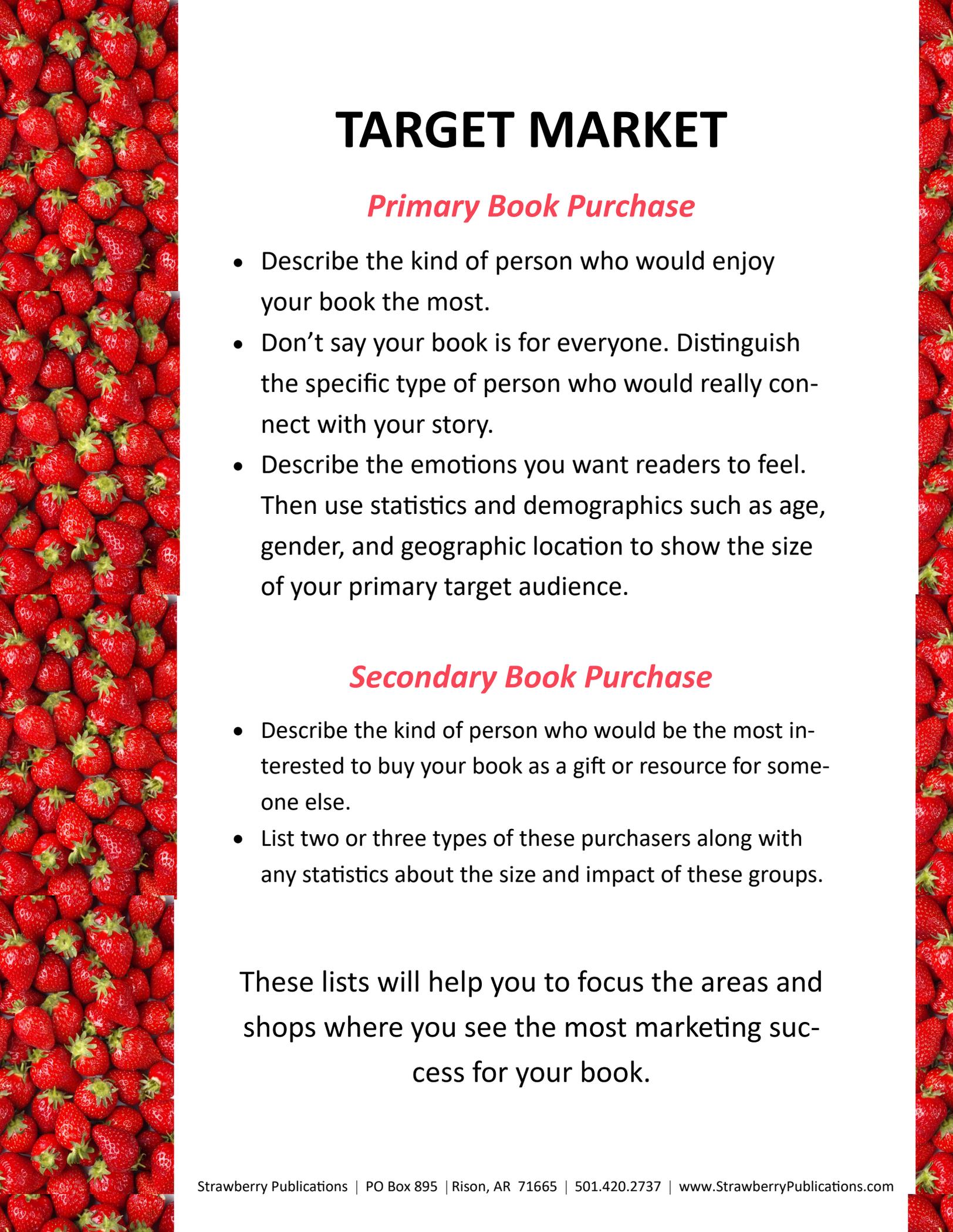


# ELEVATOR PITCH

*(30-Second Marketing Summary)*

**Imagine that you are in an elevator, or perhaps standing in line at a café with a media representative. This is your one shot to entice that person to ask to read at an event or appear on a show.**

- ◆ What is your book about?
- ◆ Why should someone read your book?
- ◆ How does the book inspire, entertain or improve the condition of the reader? *(two to five sentences)*



# TARGET MARKET

## *Primary Book Purchase*

- Describe the kind of person who would enjoy your book the most.
- Don't say your book is for everyone. Distinguish the specific type of person who would really connect with your story.
- Describe the emotions you want readers to feel. Then use statistics and demographics such as age, gender, and geographic location to show the size of your primary target audience.

## *Secondary Book Purchase*

- Describe the kind of person who would be the most interested to buy your book as a gift or resource for someone else.
- List two or three types of these purchasers along with any statistics about the size and impact of these groups.

These lists will help you to focus the areas and shops where you see the most marketing success for your book.

# AUDIENCE LOCATION

*Identify your audience, and you'll have a better chance of targeting their hangouts for events.*

- ◆ List ten places where your primary target audience congregates in large numbers (online or offline).
- ◆ What websites, blogs, and publications do they read?
- ◆ What radio or TV do they watch?
- ◆ What events do they attend?
- ◆ What organizations do they join?

(If you don't know, do some research or talk to your prospective readers.)

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# ENDORSEMENTS

*(Personal & Professional)*

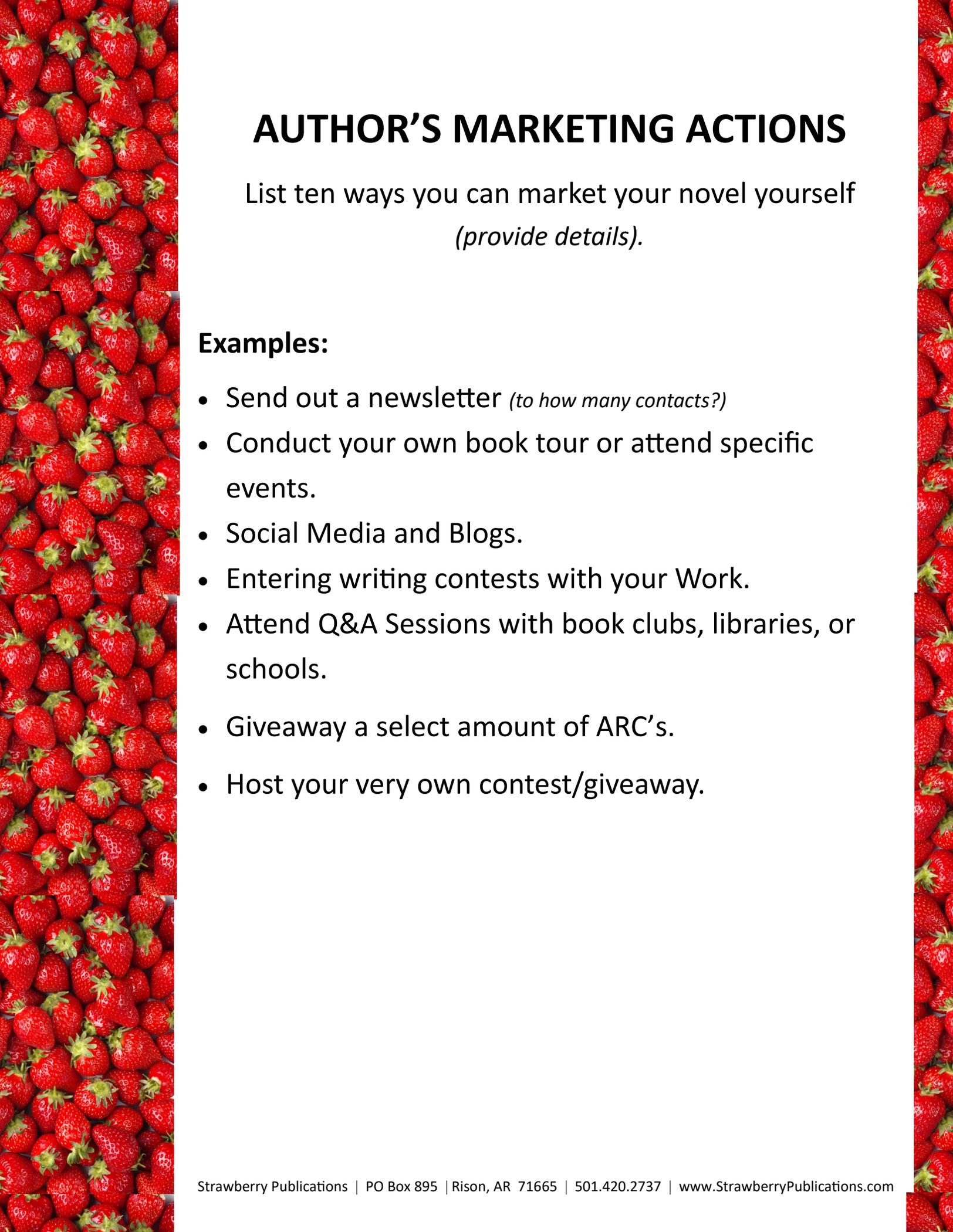
*Your endorsements can be literary reviewers, influential bloggers, celebrities, musicians, friends, family, and more.*

- ◆ Ask that each endorsement be at least two to four sentences.
- ◆ List the names of anyone who agreed to give you a testimonial; and check off when you've received it.
- ◆ Send your endorsements to your publisher to add to the overall marketing plan.
- ◆ Add endorsements to the Front or Back matter of your book.

# COMPETITION

*Being aware of the other books that are competing with yours will help you to wrangle readers and demonstrate to them why your book is a good (or better) use of their time and money!*

- Name at least three other books/novels published that are similar to your book.
- Include the title, author, publisher, publication date, ISBN, and price. *(This information can be obtained by searching Amazon or the New York Times)*
- Briefly explain how your book is different from each.



# AUTHOR'S MARKETING ACTIONS

List ten ways you can market your novel yourself  
*(provide details).*

## Examples:

- Send out a newsletter *(to how many contacts?)*
- Conduct your own book tour or attend specific events.
- Social Media and Blogs.
- Entering writing contests with your Work.
- Attend Q&A Sessions with book clubs, libraries, or schools.
- Giveaway a select amount of ARC's.
- Host your very own contest/giveaway.

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# MARKETING TIMELINE

Fill in a timeline on accomplishing the actions below. If you don't intend to do the action then skip it.

- ◆ Manage Personal Newsletters, Blogging & Social Media
- ◆ Arrange Speaking Events and Book Signings
- ◆ Contact Major Book Reviewers
- ◆ Pursue Print Media and Magazines
- ◆ Pursue Radio & TV Programs as a guest
- ◆ Contact Influential Bloggers & Arrange Advertising



# READING & SIGNING EVENTS

*When your publisher arranges events on your behalf, your credibility grows exponentially!*

Make sure they know the details:

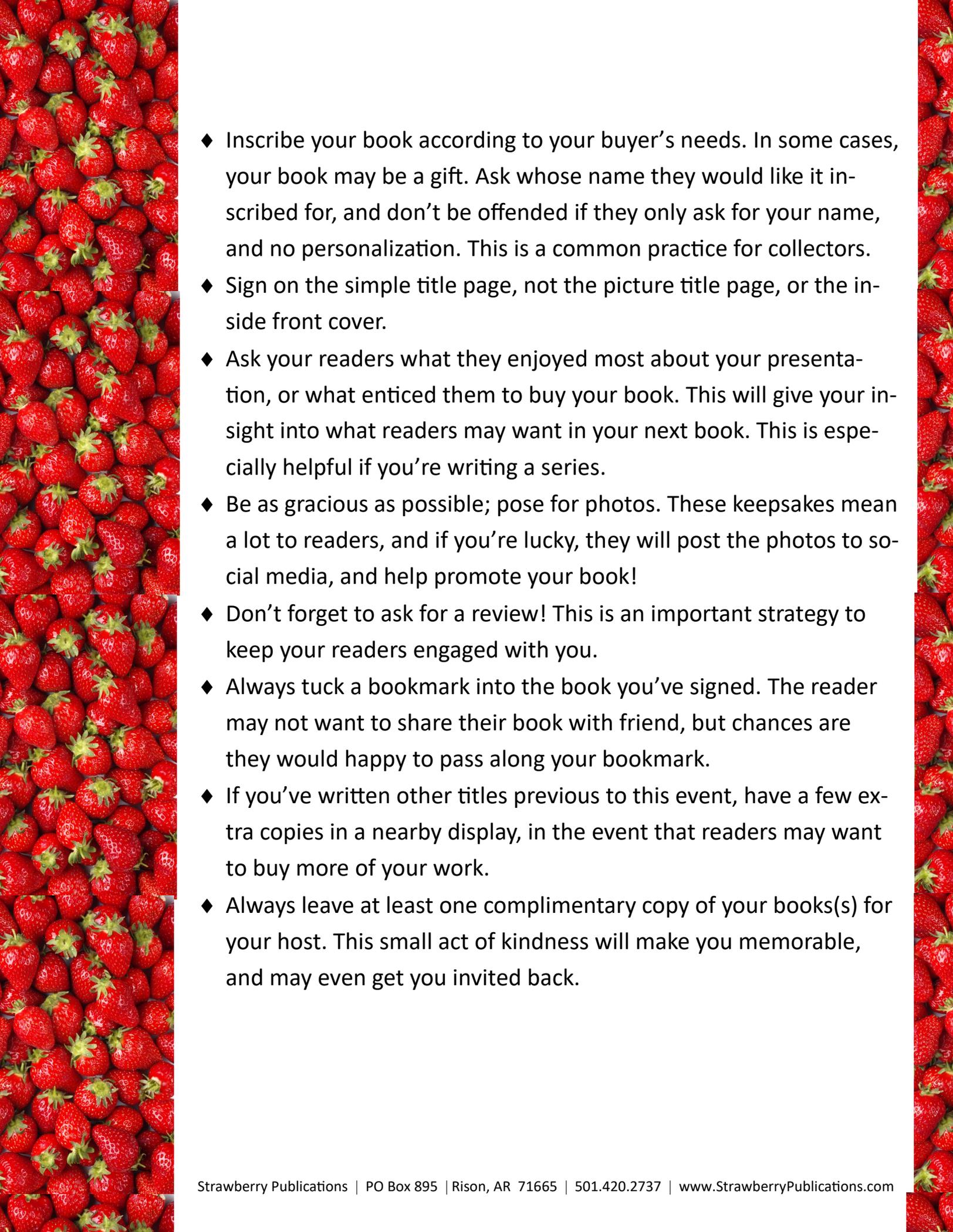
- Name, phone number, and email address of the person you would like us to contact.
- The name of the location where you would like to have the event. *(bookstore, library, school, retail shop, etc.)*
- Any special dates that you would like to target; and your availability, so we can schedule appropriately.
- The anticipated number of people who will attend, so we can order enough inventory.
- Whenever possible, we will schedule two or more events in one day, to make the most of your time.



*Reading a selection from your book for an audience is the best way to connect with readers and sell books.*

## Keep the following in mind:

- You know your story and characters better than anyone else. When you read, be sure to include that special understanding in your delivery.
- You don't have to read from the beginning of your book.
- Choose a segment of your book that can stand alone, but also entices a reader to want to learn more in the next pages.
- Don't give away too much! Leave your listeners wanting more. **NEVER GIVE AWAY THE ENDING!**
- Eye contact and enunciation are vital. Be sure to engage with your audience and make sure even the folks in the back of the room (or passing by) can hear you.
- Practice your reading several times before the event. Get comfortable with your delivery.
- Avoid long pauses, "um", "ah", and extra explanations. Allow the words you've written to shine.

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- ◆ Inscribe your book according to your buyer's needs. In some cases, your book may be a gift. Ask whose name they would like it inscribed for, and don't be offended if they only ask for your name, and no personalization. This is a common practice for collectors.
  - ◆ Sign on the simple title page, not the picture title page, or the inside front cover.
  - ◆ Ask your readers what they enjoyed most about your presentation, or what enticed them to buy your book. This will give your insight into what readers may want in your next book. This is especially helpful if you're writing a series.
  - ◆ Be as gracious as possible; pose for photos. These keepsakes mean a lot to readers, and if you're lucky, they will post the photos to social media, and help promote your book!
  - ◆ Don't forget to ask for a review! This is an important strategy to keep your readers engaged with you.
  - ◆ Always tuck a bookmark into the book you've signed. The reader may not want to share their book with friend, but chances are they would be happy to pass along your bookmark.
  - ◆ If you've written other titles previous to this event, have a few extra copies in a nearby display, in the event that readers may want to buy more of your work.
  - ◆ Always leave at least one complimentary copy of your book(s) for your host. This small act of kindness will make you memorable, and may even get you invited back.

# IDEAS FOR USING YOUR BOOKMARKS

*It's a great idea to keep a small box of your bookmarks in your car's glove box, just in case you find yourself in a situation where you need more than you've carried in your pocket or purse.*

*In addition, tuck them away in your briefcase, wallet and computer bag, just to make sure you never run out.*

## **Don't wait to run out before your order more!**

- ◆ Hand them out at gatherings you attend instead of business cards.
- ◆ Tuck them into books of a similar genre or story at used bookstores.
- ◆ Pin them on coffee house bulletin boards.
- ◆ Tuck them inside the books you autograph at signing events.
- ◆ Tuck them into the envelope with a letter or holiday card.
- ◆ Scan them and post them to your social media pages.
- ◆ Leave one behind with the postman or garbage man (*at holiday time*), or at the barber shop, dry cleaners, pet groomer, or beauty salon.
- ◆ Leave one with the receptionist at your doctor or dentist's office when paying your bill.
- ◆ Tuck one in a book you donate at your school, church, or temple fundraiser.
- ◆ Offer one to a repair person who comes to your house to solve a problem.
- ◆ Ask friends and network partners to support you by sharing your bookmarks with their friends and associates.

The main thing when handing out your bookmarks is to keep in mind what an effective tool they can be.

Take maximum advantage of their full potential. And never, ever, be caught out without them.

# AUTHOR CHECKLIST

*Make sure you have all these points covered before you execute your marketing timelines!*

- Consider keeping a small inventory of your books on hand for unexpected guests.
- Keep plenty of bookmarks on hand.
- Use personal stationary that matches your books.
- Generate buzz for your book and your publisher; remember, a partnership requires shared effort.
- Share your book's webpage with everyone you can.
- Make a specific Facebook page for yourself and post frequently.
- Consider using other social media to spread the word, such as Twitter, Pinterest, and Instagram.
- Pay attention to the colors you use for all your marketing materials; they should complement the cover of your book.
- Dress appropriately for all your personal appearances, use the venue as your guide.
- Wear a badge with the cover of your book on it, to make you easily identifiable to fans and staff at signing events.
- Stay in constant contact with your publisher, so they can enhance and build on your efforts.