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HOW TO MARKET YOUR BOOK

5 Easy Ways to Increase
Revenue From Your Book

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INTRODUCTION

Bookstore

Welcome!

Congratulations on taking the first step to marketing your book!

It's difficult to market your book because the market is saturated.

It's tough to get your book out there.

You need to discover How to Market Your Book and this ebook will teach you 5 simple and powerful tactics to increase your book sales.

You are most likely thinking and/or asking the following questions:

What if your book is out there in the world

But nobody is buying it?

You want people to buy it, read it, and benefit from it

Clarify the purpose of publishing your book in the first place

The methods you choose to boost sales will help you reach that goal.

Here are 5 easy methods for boosting your book sales.

Creating the perfect balance is key.

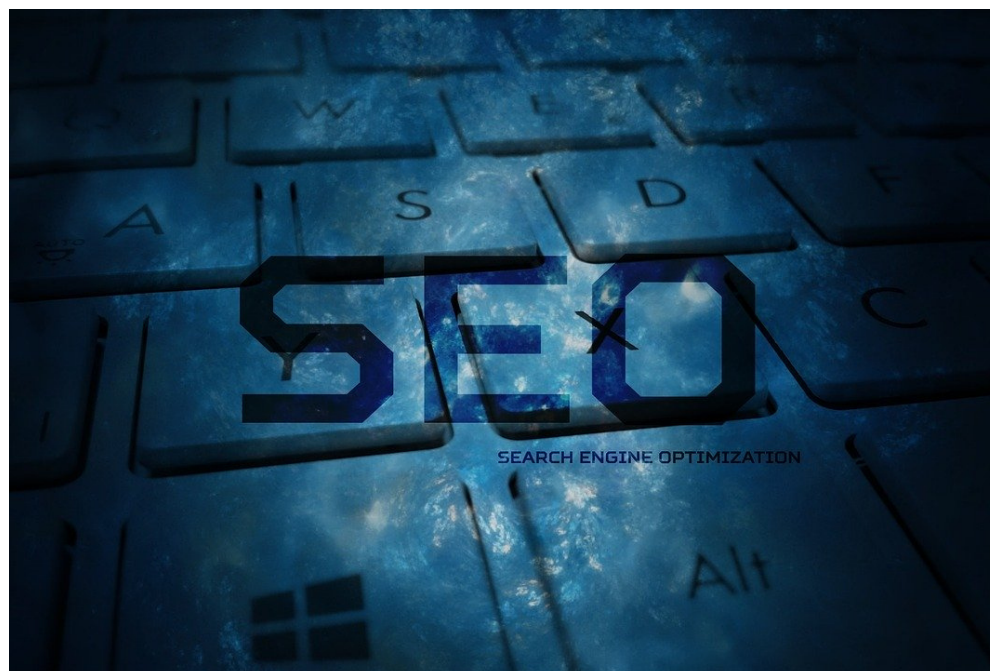
OPTIMISE FOR SEARCH ENGINES



- Bad SEO might explain the lack of sales
- If you do it right, people will search for these keywords and your book will appear at the top of the results pages
- Put these keywords in the text of your book descriptions and web content
- Don't stuff your text with keywords, since this can have a negative impact on your SEO
- Make the phrases highly relevant to the content of your book
- Use the Google Keyword Planner to find good keywords
- Sign up
- Enter relevant keywords including your book title
- It will show you lots of information about these terms
- Competition tells you how many other people are using the keyword
- High search volume and low competition is ideal
- Try "long-tail keywords."
- Use your chosen keywords anywhere you talk about your book online

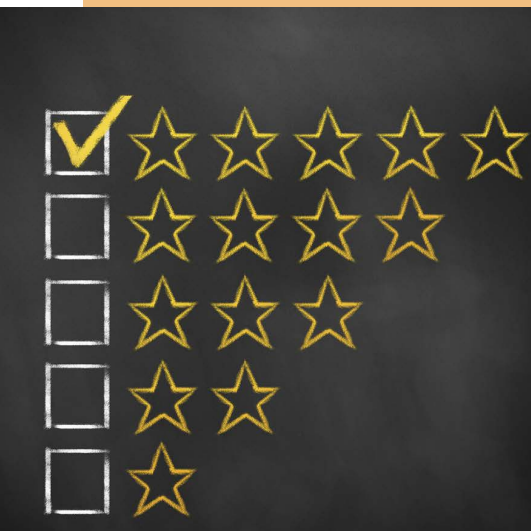
Next Steps:

- Use the Google Keyword Planner tool to find a list of keywords you can use naturally in your text when you talk about your book
- Update text where you talk about your book with your chosen keywords



Get REVIEWED

- Online reviews are very important
- When people are shopping online, they always read reviews
- Reviews help establish your credibility and send traffic to your page
- Be proactive in seeking reviews yourself
 - Ask people on your email list
 - Connect with other writers in online author groups
 - Submit your book to bloggers in your niche
 - Offer them a free copy in return for feedback
 - Put a call to action in your book
- It's okay to offer something small as a way to say thanks no matter what the reviewer wrote
- Don't ask anyone who's too closely associated with you
- You can use your reviews in a number of different ways to drive sales



Next Steps:

- Decide on two of the above methods to get reviews and implement them
- Include them in your regular marketing schedule

*Getting good reviews
helps with your
credibility*

RAMP UP YOUR MARKETING

- Marketing should be an ongoing effort
- Choose a few activities to get the word out and work them into your calendar



Email Marketing

Offer useful tips and information related to your book
Focus on helping your subscribers

Social Media

Build an audience based around your book's topic
Focus on helping and engaging

Blog

Write articles that solve your readers' problems using your unique expertise.
Use keywords, encourage comments and engage readers

Videos

Post on YouTube and social media.
Talking about your book, reading it, or solving audience problems

Podcast

Discuss issues related to your book
Interview industry leaders, take listener calls, or answer reader questions

Get Interviewed

Look for people with big audiences
Or in your niche or a relevant to your book

Press Releases

Find newsworthy and relevant events
Include information about your book and why people who are interested in
this news should read it

Next Steps:

Choose one of the above marketing strategies above and implement it

Once you have one strategy implemented, you can add another if you're capable of doing so. You'll see more results for your efforts

Monitor your results to see if your efforts are driving more sales

Make A SPECIAL OFFER

- People love a bargain
- You won't make as much but you will get greater visibility
 - Create a sale and tie it in to some event or occasion
 - Offer an exclusive deal only for customers or email subscribers etc, to say thanks for their loyalty
 - Flash sale = high number of purchases in a short period of time
 - Set a time limit to give a sense of urgency
 - Bundle your book with another book, premium content or something else of high value
 - Offer a free webinar based on some part of your book
 - Offer signed copies
- Talk about your discounts wherever you connect with your audience
- It's essential to build buzz



Next Steps:

- Create a sale or special offer using the ideas from this chapter. Set the terms for the sale and the length of time it will run
- How will you advertise your sale? Choose a few methods for getting the word out

Build A COMMUNITY

- Social media allows you to easily set up groups and get users to join
- Other methods include
 - creating an email list of subscribers
 - attaching an online forum to your blog or website
- Facebook is a good choice since nearly everyone has an account
- Set up a private group where you offer exclusive content, advice, and support on topics related to your book



- Build the group around related topics
- This gives you the chance to attract new buyers
- Get people in your community talking - Post content, ask questions, and get people involved
- Focus on helping people solve their problems, not promoting your book.
- Somewhere on a sidebar, you can pitch your book along with a link where people can buy.

Next Steps:

- Decide on a topic related to your book for your online group
- Create an online group on this topic and invite fans and



Want to learn more about how to promote and market
your book and bring in increased revenue?
Head over here:

authoracademybookstore.com.au/author-academy-bookstore/