

7 EFFECTIVE WAYS TO GET YOUR BOOK MARKETING & SOLD

www.thebookrefinery.com

- ## 2. Your List

Building up a list of people who want to buy your book is super smart. These are people who have done business with you, know you and trust you. They are your first group to market your book too. Don't have a list? Then follow the next 5 steps and start building.
- ## 3. Publications

Which publications do your target audience read? If you can identify that, then test a small ad in that publication. Get in contact with the editor of your target magazine and offer a reader offer. See if you can feature in an article. Only spend what you can lose.
- ## 4. Book Launch

Get the most leverage out of your book launch. Offer a mini seminar and have guest speakers that will be of benefit to your guests. Don't just have a launch that is all about the book, make it a valuable and memorable to your guests. Invite the press or local radio.
- ## 1. Create a landing page



Create a **landing page**. This is where you will direct ALL of your sales. Make it a clean, easy to follow process. Have a **buy it now** button and use a trusted payment method.

WWW.YOURBOOKTITLE.COM

Try and get your book title URL or the closest version This will help promote your book and become the brand. Direct all your advertising to that url. Have an email capture form in the selling process, so you can up-sell any additional products.
- ## 5. Social Media

This is great if you have a good following, but remember likes do not mean sales. Direct your followers to your landing page and build good rapport with them. Offer free info & strong reasons to buy. Remember your competing with 1,000's of other authors, doing the same.
- ## 6. Radio

Approach your local radio & offer to speak about your subject. You could have a question & answer session with listeners, but make it ALL about the radio station, rather than you. Give free advice & then you can offer a special deal to listeners of the station.
- ## 7. Affiliates/S.A.

Approaching people who offer parallel services to your own can be very effective. You could set up a joint alliance with several non competing companies and offer them a special deal that is just for their customers, in return you get a new stream of targeted leads.

BEWARE - Most newly published authors want to get their book on Amazon. But a few words of caution. Firstly, they charge a high % for the privilege. Do the math before you commit. Secondly, you have NO idea who is buying your book, so if you want to keep a track of your buyers, therefore, sell directly from your landing page.