

DAVID PETERSON

HOW TO MARKET YOUR EBOOK IN 2020

ce qui te prend tout d'un coup ? Pourquoi veux-tu à tout prix te replonger là-dedans ? Tu as vraiment envie de revivre tout ça ?

Je regrettai son manque de soutien.

— Alors, tu ne veux pas venir à Orphea avec moi ?

— Non, Jesse. Désolé. Je crois que tu déliras complètement.

C'est donc seul que je me rendis à Orphea, vingt ans après y avoir mis les pieds pour la dernière fois. Depuis le

-7. Disparition d'une journaliste. Lundi 23... — Page 19 sur 123

**An Authors Guide to Effective
Marketing in 2020**

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INTRODUCTION

How To Market Your Ebook in 2020

The single most important thing you can do, as a home business enthusiast, is to write an eBook and establish yourself as an expert in a given field. By doing so, you automatically set yourself apart from the hundreds of thousands of others out there marketing and promoting on the internet. In fact, when you properly write your eBook and learn how to market your eBook, your eBook can be the seed to multiple income streams and a ticket to a lucrative career.

If you feel you are not an expert in any field, then become one. It's easy to do. Just pick a subject you are passionate about, use the internet to research the subject and then write your eBook. You can easily start part time and you can find plenty of tutorials, support materials and support systems on how to write your eBook. With this in mind, the focus of this article is to show you how to market your eBook once you write it.

Marketing your eBook has a lot to do with what you are looking to accomplish:

- 1) Are you looking to earn immediate cash?
- 2) Are looking to promote a product, service or website related to the subject of the eBook?
- 3) Are you looking to make a name for yourself as an independent consultant or entrepreneur?

If you are looking to earn immediate cash, then how you market your eBook is to sell your eBook to an audience interested in the applicable subject matter using the following steps:

- 1) First, after writing and proofing your eBook, give away copies of your eBook to professionals who are interested in the subject you are writing about. You do this to get positive testimonials;
- 2) Once you secure testimonials, then, build a marketing website around your testimonials. Seek whatever help and expertise you need to properly design your website;
- 3) Next, set-up a ClickBank.com vendor account and position yourself to have interested ClickBank.com marketing affiliates market your eBook for you. By promoting your eBook, your marketing affiliates earn a percentage of the sale depending on how you set- it up in ClickBank.com;

4) Once your website is built and your ClickBank.com vendor profile is set-up, then seek out Joint Venture (JV) partners in your subject area. JV partners are individuals and/or companies who already have a following of individuals who are interested in what you are writing about (i.e. e-mail list, membership organization, etc). Your objective is to also offer them a free copy of the book and encourage them to set-up as marketing affiliates for your eBook. This way, if they like the eBook and recommend it to their following, they earn a commission as an affiliate. Generally, if your JVs find that your eBook offers valuable information to their following, you shouldn't have a problem. You can easily research and locate potential JVs by doing a Google search on keywords related to your eBook and contact the individuals or companies that show up on the first page of the search results.

On the other hand, if you are looking to promote a product, service or website related to the subject of the eBook, then how you market your eBook is to simply give the eBook away for free as an incentive for individuals to join your opt-in mailing list. After interested individuals opt-in to your mailing list, you will then direct them to a webpage promoting the product or service you are looking to promote.

Then, as individuals in your opt-in list read the eBook and learn more about you and your expertise, you can continuously offer more products and services via e-mail.

In this case, you want to develop your website around the product or service you wish to offer and use the eBook as extra incentive for individuals to opt-in to your list. The product or service you are offering has to be appealing enough to serve as your primary incentive. The eBook is simply the icing on the cake.

If you are looking to promote yourself as an independent consultant or entrepreneur, then how you market your eBook in this case is to follow the same basic procedures as if you were promoting a product or service. You give it away as an incentive toward building your opt-in list. However, in this case, the value of your eBook is the primary focus. In other words, in this case, the value of your eBook is the cake.

CHAPTER ONE

Marketing Your Book - The First Steps

Many authors believe that when book writing is done, their job is over. Some think that completing the book was the hard part, and now that the last word is written, profits will start rolling in. For the ultra-famous authors this may be true, but for most authors you probably need to take some steps in marketing your book to create sales.

The internet has created some really innovative and effective ways for marketing your book that will make it easier than ever to generate book sales. Online marketing shouldn't be your only avenue, though. You will want to create a well-rounded marketing plan that includes local avenues as well. You may even need to be more creative in your marketing plan than you were in writing the actual book.

Many authors in today's digital world are taking full advantage of all that social media websites have to offer in book marketing. If you want to be fully successful in marketing your book, you need to have a Facebook and Twitter account not just for you but for your book, too.

This builds the image that you are an authority and makes people want to hear what you are saying and buy what you are selling.

There are also other avenues you should look at for book sales, such as affiliate marketing, which pays people a small commission for each sale they generate for you. This is basically what Amazon has been doing successfully for years, but on a small scale, and it's effective at reach a wide audience in just a short period of time. Yes, you will have to pay a commission out of your profits, but you will sell more books than you would have sold before.

Market Your Ebook Properly

Writing and marketing your own ebook is an excellent way to help build your online and/or home business.

Being able to offer your own informative, quality ebook will establish you as someone who knows what they are talking about. This will earn you trust and respect and go a long way towards building your online presence.

People will start coming to you and your site when they need products, advice, support, help, etc. thus bringing you many more customers and /or subscribers.

There are many ways to market your ebook. Some of the best ways are listed below:

Put your ebook in your sigtag along with a free bonus. The free bonus will attract more people and bring in more sales.

Joint Ventures: Team up with other ebook authors or ezine publishers or webmasters to cross promote each other's products or services. Agree to send referrals to each other and recommend each other's products.

Use an excerpt from your ebook as an article and submit it to as many directories as possible. Be sure to mention your ebook in your resource box.

Search out quality targeted ezines and purchase solo or top sponsor ad spots.

Submit your ebook to as many ebook directories as you can. The more links to your ebook, the better.

Write a keyword rich sales page and optimize it for the search engines with meta tags and page title.

Offer two or three free bonuses with your ebook. make and offer that is very hard or impossible to refuse.

Ask a few people to write reviews for your ebook in exchange for a free copy. Post the reviews on your site.

Offer a free report as a lead-in to your ebook. People love free information and if you offer a quality report that gets them interested they very well may want to buy your ebook.

If you publish an ezine, ask other ezine publishers to swap solo or top sponsor ads. I prefer top sponsor ads but many marketers have said that solo ads get the most results.

Start an affiliate program and offer people a percentage to sell your ebook. One of the best places to do this is Clickbank. For a small fee you can set up your affiliate program and increase your sales many times over.

Offer the first chapter or two as a freebie. Be sure and leave them wanting more.

Visit message boards or join discussion groups to learn marketing strategies that have worked for other publishers and authors. If it works for them, it can work for you as well.

As with any marketing campaign, you have to stick with it. Be consistent. You cannot submit to a couple of directories and post to a couple message boards and then sit back and wait to get rich. Marketing is a daily commitment.

The possibilities are endless as to ways to market your ebook. Be sure and combine many of the strategies for one successful marketing campaign. Be creative and come up with new innovative marketing ideas. Find out what works and get started marketing that new ebook!

CHAPTER TWO

Use Social Media to Promote Your Books

If you listen to the gurus, social media is the marketing phenomena of the internet. It allows you to gather a following of rabid fans and eager buyers. They'll just line up to buy from you and demand that you sell them your products.

Yeah, sure! Sell me one to go with my bridge in Brooklyn.

Social media may not be the Golden Fleece but it is a powerful tool that you can use to successfully promote your book or eBook. The trick is in understanding what it is and how to use it well.

At this point, there are really four types of social media. Twitter is the most hyped version at the moment, with Facebook moving up close behind. But social media is more than just these two types of information tool. It also includes recommendation sites and review sites.

Each of these types of social media represents a different opportunity. Each requires a different technique to use successfully.

Twitter and its clones are short messaging systems. As a result they are focused on quick interest generating mini-ads which point to more detailed information. So if you are going to advertise your book or eBook using Twitter try sending out messages that are focused on your target reader's motivations. What's the problem you're solving in your book? Big feet? Send out a message saying "Do you have big feet?" and your URL. Then send out some quotations from the book. Whenever you post an article that is related, post the title and a URL to more detailed info on your book.

Twitter, one of the most popular of the social networks is a wonderful place where you can promote your book. Here are three things that you can do to promote your book:

1. Promote your book signings. You can promote these well in advance, include links to the venue and other important information that will allow people to connect with you in person. We all know how fun it is to get an autographed book! Include a link to the venue.

2. Author tidbits. Do you have some interesting things to share about yourself? While readers love to read your books and such, they also want to know about you as a person. So share some interesting personal information. Make that person-to-person connection with others. Make sure you link back to your book blog.

3. Microblog your book. Yes, share the detail -- or as much as you can within 140 characters. Select interesting information and other tidbits and make sure to have a link back to other free information on your blog -- and, of course, so they can purchase your book.

So there you have it -- 3 easy ways you can promote your book using Twitter. Try some of these things and see how you can create more connection and more visibility and credibility for you and your book! To your book marketing success!

Facebook and other record type social networks are great for keeping static information and for getting feedback. Think meeting rooms. You definitely want to have a Facebook fan page. But also think about their advertising which can be focused on just people who are interested in your subject.

How to Use Facebook to Market Your eBook

Facebook has emerged to be a very powerful tool for marketing and as of late more and more authors are using Facebook to promote their eBooks. You should know how to use Facebook to build your presence in any business but it can be particularly useful when it comes to promoting an eBook. There are people who are very good writers but don't know how to market their products which leads their efforts to go into vain.

If this is you, you may find this very useful! It has become very easy to get followers and friends on Facebook so the right marketing will certainly help you to sell your eBook on Facebook.

Here are some tips to use Facebook for marketing your eBook:

Start your Facebook page for your eBook and provide a link to your website on the page.

You can also use your Facebook page to provide interesting excerpts from your eBook.

The name of the Page can be the title of the eBook.

Make a group for your eBook and add as many people as you can so that it will help you to reach a broader number of audience. Start interesting discussions on the topic inside the group and make an interactive community inside the group. The group name can contain the title of your eBook. Invite your friends to join your group. Ask your friends to add their friends into the group which will help build the list of followers.

You can also use Facebook Notes to cover some interesting areas from your eBook. This will certainly help you to provide the readers knowledge about the theme of the book. You can also provide the links to the website inside the note.

Increase the number of your friends in your friend list daily by adding more users to your profile so that it will give you an added advantage of marketing your eBook to a large number of people.

Provide keywords for your eBook in the page note or group so that it will rank higher on the search engines searches.

Interest your audience by giving them a brief summary of your eBook. This will draw the audience towards your eBook.

Get likes from followers and friends on your eBook page which will create a better impression about your page among the audiences.

Post events about your public speaking engagements, library visits, book signings related to the eBook.

These tips will help you get a big fan following on Facebook and provide you with the direct marketing of your eBook to the Facebook users thus getting a larger number of hits and visits on your website that promotes your eBook.

from there you should be concerned about the conversion ratios and performance of your site itself. Ineffective marketing such as badly performing pitch pages can undermine your efforts to get traffic if your not maximizing your traffic in the first place. This is always something to consider as sometimes it's not so much about the volume of traffic as it is the way eBook is being pitched to customers.

How to Sell Books on YouTube

In case you're not familiar with YouTube, it is a website on which users upload, share, and view videos. Posting and watching videos is free. Users can search YouTube for videos on selected topics; in fact, it's the second-most often searched website (after Google). So there's plenty of traffic on the site from people who want to hear about your book—all you have to do is create compelling video content that will engage viewers.

If you've never made a video before, don't worry—neither had a lot of other authors who are now pros at making and uploading videos that help sell their books! Get some practice by just talking about your book: Why you wrote it, the plot or message, and how readers will benefit from reading it. If you aren't comfortable in front of the camera, ask a friend to sit off-camera and interview you; you'll probably forget you're on video after a few minutes.

If you're determined not to be filmed, you can talk about your book while walking through a location associated with the book or even use a slide show of photos that relate to the book. The important thing is to get started, because practice will help you create better videos.

Tips on creating your video:

- Keep your audience in mind. Don't just try to sell your book—think about what readers would like to know about you and your book. This is an opportunity for potential audience members to start getting to know you and what you have to offer. How-tos, answers to FAQs, expert interviews, insights on characters and their development, and entertaining stories are all popular on YouTube.
- Keep it short. YouTube users have short attention spans; it's much better to have five three-minute videos than one 15-minute video. More videos also provide more varied marketing opportunities.
- Optimize your listing. Make sure the title, tags, description, and category are complete. Include a link back to your website at the end of the description so viewers will be able to easily access your other content.
- Reach out. Connect with other authors who have large followings on YouTube. If they're in a complementary market, a cross-promotion partnership might be very helpful as you build your own audience.

After your video is uploaded:

- Embed your YouTube video on a page on your website (there are easy instructions on YouTube, but if you have trouble, your web designer can take care of this in under two minutes) and then promote the page. For example, you might write a short blog that relates to your book's topic and embed a video about your book at the bottom so readers can learn more. You can repurpose that content further by sending out a newsletter to your readers that includes a link back to your blog.
- Brand your YouTube channel. You can do this yourself or have it done for a small fee, but a branded YouTube channel sets you apart and makes it clear that you are committed to engaging with your viewers.
- Share your YouTube video across social media platforms, such as Facebook, Twitter, Google+, and LinkedIn.

Recommendation sites such as DIGG are the original type of social media. These sites are used by people who are surfing and aren't particularly interested in specific information. They are more interested in just seeing what's out there than in picking out specific sites as would a Google surfer. Google gives the surfer a list of "all" sites that reference the keyword and lets the surfer pick and chose.

Recommendation sites tend to automatically send you off to a site that a previous surfer has recommended. The good thing is that your visitors actually do all the work in listing your site.

Review sites usually aren't included in the social media heading. But they really are just another form. A good rating on a key site for your subject can result in a large number of visitors and buyers. However, getting a review site to review your book or eBook can be difficult. And frequently you'll have to pay the site for any books they are able to sell.

CHAPTER THREE

Tips on Marketing Your Ebook

A lot of people are already discovering the merits of writing an ebook. Whether you intend to use your eBook to showcase your literary targets or use it as a marketing tool, you should know how to promote your eBook and make sure it reaches it gets downloaded by your target market. There are those who can easily create ebooks but not all of them know how to market them properly. Do not let your hard work go to waste and start marketing your eBook the right way.

At the outset, you have to have a good product. It is a prime requisite whether you're publishing a print book or a digital book. Any product that you hope to sell has to fundamentally, primarily be good.

Tease your audience

Treat your eBook just like a new product or service that you have to promote. Products and services are given hype through advertisements to entice the audience. Musicians release teasers for their music videos, and the same goes for movies. Apply this type of treatment to your eBook to be able to build anticipation among your audience.

The easiest way to do this is to make a blog post regarding your upcoming ebook. Build rapport with the readers by letting them become part of your project. You can ask for suggestions and feedback while you are at it. During the writing process, you can give them brief updates about your progress. It's all about whetting their appetites.

Ask your friends to help you out

What are Facebook friends and Twitter followers are for, right? Use your connections to help spread the word about your project. Your friends can use their statuses to inform their friends about your work. Of course, make sure that these friends will buy your book as well. Word of mouth through social media is a very effective way to promote your project.

Provide previews

As part of your "tease the audience" move, you should provide a chapter or two as previews of your ebook. You can post them on your website or offer it for download. This will give your readers a taste of what to expect from your ebook. Never underestimate the charm of free material. If they like what they will read, they will be determined to buy the finished product.

Get recommendations from other bloggers

Your fellow bloggers can help you out by giving reviews and recommendations about your ebook. Once you have finished the book, you can send free copies to select bloggers and ask them to publish a review on their websites, which you can link to your own. Recommendations from famous bloggers will increase the interest in your work and raises its credibility too.

Design an arresting and eye-catching cover. At first glance, readers see the cover of an ebook. The cover of your ebook has to therefore be attractive and professional-looking. The ebook is sold online, though, so the cover is small. The graphic should stand out as a thumbnail image. If you're tasks, hire a specialist ebook cover designer.

Put a cheap price tag on your book. An ideal price for a saleable ebook is \$5.99 or less. A survey done by Smashwords reported that the most profitable ebooks are priced at \$2.99 to \$5.99. 99 cents ebooks always get more downloads but it's obviously a poor price point to earn your income. Lulu, a bigger online self- publishing company says that ebooks costing 99 cents to \$2.99 sell more units and have their authors earning more revenues.

Don't underprice or overprice your ebook. A cardinal rule of ebook self-publishing is to control the price of your ebook. If you're sure you want to price it 99 cents, you'll have to be certain that you want people to buy it for 99 cents.

Create an awareness for your ebook. It's the best marketing strategy. If you want to sell your ebook, let people know that it exists! It's no big internet marketing tip. Create an awareness for your book on the internet through social media, blogs and forums, among many other methods.

Keep the price down

A minimal price tag never fails to attract the attention of the audience. People tend to buy stuff even if they are not fully acquainted with it if it comes cheap. Unless you are already an established author or blogger, stick to a lower price bracket to attract readers.

Marketing your eBook should go side by side with the writing process. By doing this, you're making sure that there are people who will be waiting for you to finish your eBook so they can buy it.

Packaging is everything if you want to sell something, including your ebook. Hire a specialist, a professional with enough experience to convert and design your ebook. A reputable company offers the best ebook conversion services at valuable prices. Also there are a few reputable companies which offer most of the services mentioned above from cover designing to eBook conversion to marketing your book.

CHAPTER FOUR

How to Leverage Kindle Unlimited for Marketing Your Books

Whether you're an experienced author already racking up sales and new readership, or you're just dipping your toes into the vast waters of the self-publishing industry, the thought of making your books available through Kindle Unlimited (KU) has no doubt crossed your mind.

The real question is, should you or shouldn't you?

Is there a clear advantage for you, the author, in using this service? Because let's be honest, your main goals are to gain exposure for your work and make a living while doing it.

With this in mind, let's discuss how you can market your books effectively by leveraging the Kindle Unlimited platform, along with the pros and cons of using KU vs a wider distribution strategy.

What is Kindle Unlimited?

If you don't already know, Kindle Unlimited is a subscription-based service offered by Amazon that allows readers (Prime and otherwise) to access their entire inventory of KU books for one low monthly fee.

At under \$10 a month, it's easy to see why Kindle Unlimited has gained a reputation as the "Netflix" of books!

But, wait a minute... \$10 a month for unlimited access to all of their books!?! If you're wondering who makes money with this arrangement other than Amazon, you'd be in good company.

Authors the world over have been scratching their heads and tip-toeing around signing up for Kindle Unlimited because they're not sure about its long-term benefits or potential drawbacks.

The Pros and Cons of Using KU vs. Using Wider Distribution

There are several pros and cons that go along with using KU vs. wider distribution options, or doing the exact opposite.

Pros

It enhances the reach of your books - Amazon has at least fifty percent market share in the US and UK when it comes to digital book sales. That's VERY significant. Their best-selling Kindle e-readers, tablets and apps, as well as Amazon's amazing ecommerce platform and knack for turning browsers into buyers are what drive this phenomenon. And it's increasing every year.

The bottom line? Having your books featured on Amazon increases the likelihood that they will be found and read by a lot of people.

You gain access to Amazon's ecommerce tools - Amazon's team is masterful at getting consumers to buy, and it's no different when they market digital books.

Through their KU program, you gain access to unique promotional tools like their Kindle Countdown Deals and Free Book Promotion, which both help to boost your readership and launch your new titles to success.

You earn royalties for ever page read - Unlike traditional books sales where a customer buys your book and you get a one-off payment, with KU authors are paid a small royalty for every page read from each book.

Yes, you probably won't make millions, but every penny does add up.

Cons

Exclusivity of your book title with KU - You read right. If you decide to promote a book using Kindle Unlimited, you cannot promote that title anywhere else.

You're title is bound to Amazon's KU for 90 day spans, after which, you have the option to renew your contract.

Potentially low earnings - Unless you're in the top percentile of book publishers in the Kindle Unlimited program, you shouldn't expect to get hefty royalty checks.

The vast majority of self-published authors find that the potential for earnings per book are much higher on other platforms when compared to KU.

There seems to be more to love about the program than there is to hate it.

But is it wise to put all of your eggs in one basket and have titles exclusive to Amazon's Kindle Unlimited? Is there a point to even signing up if the chance of earning significant royalties are slim?

The Answer: Yes and No, depending on your marketing strategy.

How to Use KU to Sell More Books

We already mentioned that Amazon has the lion's share of the digital book market, but something that you may not know is that their KY customers are no ordinary readers.

The average person who signs up for a subscription service like Kindle Unlimited is best described using one word: Voracious!

Think about it.

Who else would sign up for an unlimited supply of books each and every month? Someone who can't get enough of the written word and who has the potential to turn into a very loyal reader, if given a good reason!

Marketing experts the world over have used the "free offer" angle to hook new users into their products and services for decades. Some examples are, free samples given away at wholesale clubs, free trials of software and free content given away to get new subscribers for email lists.

It's so surprise that this strategy works amazingly well for selling eBooks too, especially if you're newer to the game and haven't made a name for yourself among readers.

If you view Kindle Unlimited as a springboard for launching your self-publishing career it can be a real asset. The key is not to make all of your books available there, but only a few of your absolute best.

And why your best work?

Because, if a reader comes across one of your books you want them to be so excited, spellbound and addicted that they have no choice but to go out and buy additional titles if they want more. How's that for encouragement?

Even a single exceptionally written and presented book offered on the KU platform has the ability to move you from completely unknown to prominent among your target audience, literally overnight.

But what if you're an established self-publisher who already has a significant following?

If you're already well-known and enjoying lucrative digital books sales, Kindle Unlimited may not be an essential aspect to growing your readership (although it can't hurt).

On the other hand, by not publishing at least one title on the platform, you may be missing out on significant marketing potential (don't worry, you can always use a pen name).

Lindsay Buroker, one author earning a full-time income for her work, attributes anywhere from 85-90% of her income to utilizing the Amazon Kindle Direct Publishing and Kindle Unlimited platforms. In contrast, her other book titles spread across seven alternative platforms collectively bring in the remaining 10-15%.

In her case, the math is undeniable.

But the only way to know how it would work for you is to choose some titles, register for your own Amazon KU account and see what happens.

The Perils of Avoiding Wider Distribution

No matter how you feel about Amazon, the fact is that they are one of the major book distributors worldwide. While it may be a grave mistake to leave them out of your plans for marketing and distributing self-published titles, total exclusivity could be equally troublesome.

While it can be very effective, as with most things, there is one caveat to using Kindle Unlimited exclusively for marketing your brand.

While Amazon does have the majority of readers, you are missing out on the millions of readers on other platforms such as Apple's iBookstore, Kobo, Barnes & Noble, and more.

For that reason alone, it is never recommended to use any single distribution and promotion strategy. Instead, focus on using KU to promote some of your best books to gain the exposure and new readership that only Amazon can offer and put the rest of your books up for sale on any platform and in any format that will produce sales and profits for your work.

CHAPTER FIVE

Amazing Low-Cost Ways To Market Your Book

Here is a list of effective, popular, proven-to-work, and low-cost ways to market your book. I personally use every one of them, so I know for a fact that they are an effective way to build up your audience and sell more books. The steps to marketing your book, and deciding which avenues are good for you to utilize for this, might take you a few months to figure out. But all of the ways on this list are very easy to set-up, and most of them are low or no-cost to you.

1. **Blog Your Book:** Post articles from your book, as well as articles on related topics, on your blog. This is a great way to prove to your audience that you know what you are talking about. Writing on your blog is also a practical way to create the content that eventually might go into your book. The best website for blogging is WordPress.

2. **Write Guest Posts:** This is a very effective way to get your name in front of the readers on other blogs. You should only post useful content on other blogs that let you include a link back to your blog.

If they don't allow this, don't waste your time on them.

3. Get Published In The Print Media: Do your best to get your articles printed in magazines and newspapers. This will get you a lot of credibility with your audience - and this credibility will eventually help you sell more books. The very big mass-media publications are very difficult to get published in - especially for beginners. Start with the smaller industry specific publications. These little publications are always in need of high quality content from someone they can trust.

4. Post Your Profile: Post your profile on blog listing websites. This is a great no-cost way of getting very wide exposure on the internet - and, most importantly, in Google searches. A few good websites for you to look at are Bloggers and AboutUs.

5. Connect Your Blog: Some blog listing companies will also connect your blog to your profile page on their website. This means that every time you post to your own blog, it will also show up on the blog listing website - automatically. A good website for you to look at is PaperBlog.

6. Create A Google+ Account: This is very quickly becoming a very important and popular way to connect with others. It takes a while to figure out how to use all of its features. But because it involves Google, you must learn how use it and take advantage of all of its features.

7. Use LinkedIn To Develop Your Professional Network: This is the best way to show the world what you have accomplished. It is also an amazing way to connect with people all over the world with similar professional qualifications and interests. Some of these people will become part of the audience for your book, as well as a pool of people to ask to write testimonials and endorsements for your book.

8. Use Everything Amazon Has To Offer: Amazon is just about the most amazing tool for marketing your book as well as yourself. It has several tools that are very effective and easy to use. Amazon's best feature is the Author's Page, where you can add lots of information about yourself and your publications, as well as add a video. This Author's Page is like having an additional website devoted to you. Amazon has several other ways for you to connect with your audience.

One such tool is Listmania, where you can help guide readers by listing your favorite books for a particular subject.

9. Article Marketing: This is a way for you to post your articles (blog postings) on an "article listing website". On these websites, readers can search their database by typing in particular search terms and find articles that contain the appropriate article tags. The best website on the internet for this is EzineArticles.

10. Post Videos On YouTube: At the very least, you should post at least one video about your book. This is your chance to show yourself to your audience, let them see you talk about your book, and see how confident you are about your topic and your book. It only needs to be a short video, anywhere from two to five minutes long.

Things You Must Know before you market your books in 2020

Once your book has been written and published, you want to find a way to promote your book that is going to reach as many people in your target audience as possible. There are some things you must know in order to get your books across to readers.

Here are the things you must know when marketing your book, particularly if you are on a stiff budget.

1. To whom you are selling your books?

You need to know who your target audience are, because there is absolutely no point trying to sell your book to people who are basically not interested in reading any book in the first place. If your book is about "How to tell your man is lying in 3 easy ways", then you market your book on websites where female traffic is heavy.

2. Leave your Mark

Make sure you leave a link to where interested readers can purchase your book in your signature line. You should never send an email without it because it very important. You should also leave a link to your blog, website, newsletter etc. if you do not have a website, this is the perfect time to get one!

3. Use the Magic Word

This might sound crazy but how many people do you know, who do not like this enchanting word - FREE? Yes, make sure you provide a free PDF download of the first few chapters of your book. This is a sure fire way to awaken your readers' appetite so that they will buy and read the rest of your book. When you use the word 'free', you will no doubt interest many people.

4. Start Blogging!

You need to develop a relationship with book bloggers, they will promote your book especially if they find it very interesting, and this of course is not a bad idea. WordPress and Blogger are good starting platform. Blog about yourself, your interests, and what drives you to write your book.

5. Create a Book Trailer

Do not forget to use YouTube to promote your book! Create a captivating video trailer about your book, and do not forget to show your actual book cover design so people can make out what it looks like. Often people will keep in mind what a cover looks like even when they can't remember the title. So be creative and see what happens.

6. Don't forget your hometown

While it is true that the internet is an incredible way to reach readers, it should not be the only way! Do not undervalue the power of your hometown. People are thrilled when someone from their hometown writes and publishes a novel; they sure want to be a part of the process of making the book successful. These people can be your best form of advertising. Give a way few signed copies and ask them to pass it on, or to let others know about your book and where they can find it.

7. Sponsor Book Signings

Book signings are another great way to endorse your book and boost sales. Bear in mind it does not simply have to be at the bookstore but perhaps at the local library, community centers or coffee shops in your neighbourhood. Expand to neighbouring towns and cities in your area, which enhances the chance of reaching wider audience and readers.

Remember there are lots of writers out there and it is your job to make sure your book stands out. One thing to keep in mind is when you are trying to reach readers, do not to limit yourself to one venue. Keep exploring the broader possibilities in promoting and marketing your boo

Modern Day Take on Marketing Your Books

Compare the marketing of books from five years ago to today's methods and it is almost like comparing night with day. Today, authors are better able to dictate their success with self marketing and can enjoy healthy success without the aid of a publisher. The most ideal relationship would be between an author and a publisher that could embrace the digitally driven world we live in, together.

There are many non-traditional ways that you can get your book marketed, once you know how and where. Consider the way we are learning, informing and researching in today's electronically enhanced environment. Using all of these platforms as well as your non-virtual avenues can go a long way to saturate the market with you and your book.

Marketing your book should be equally important as marketing yourself. Knowing how a perspective book purchaser thinks and the areas they seek out information will help you to corner those areas and target them specifically. Find a solid and informative site like Tribal Authors where you can get further ideas and information on how to best market your book in today's economy with today's electronic media capabilities.

Do not dismiss the importance of marketing your book in the flesh, as well as concentrating with your electronic presence. There are still lots of avenues that you can pursue if you are savvy with your time and availability. Stalls, markets, fetes and fairs can all prove successful exposure sites, as well as your public library, newspaper articles, local news broadcasts and radio.

Casting your net wide and far will give you a better ability to find success via the internet, that you would physically not have been able to capture in the flesh. Covering all the local and close by media opportunities will have your name and book circulated in more traditional environs.

CHAPTER SIX

Using "Tipping Point" Concepts to Market Your Books In 2020

Ever wonder how trends get started? As much as we'd like to think that all trends are Madison Avenue creations propagated by the media, many times a movement is sparked by the action of a few. Then word of mouth makes it spread. Author Malcolm Gladwell examines this phenomenon in his 2000 book "The Tipping Point". There's a chapter where he describes how this kind of movement by a few groups powered Rebecca Wells's 1996 novel, "Divine Secrets of the Ya-Ya Sisterhood", to surprising success. When I read that I sat up and took notice. I realized I could use the same concepts to market my first novel, "All I Need to Get By". You can too! Here's how.

1.) Write Your Book So It's "Sticky"

Don't compromise your artistic integrity, but do ask yourself the hard question: how much will your story appeal to others? When a book is "sticky", it's easy to remember. The story stays with people and they want to talk about it and tell others to read it. "Bridget Jones's Diary" is definitely sticky. So is practically everything that Stephen King ever wrote and all of the Harry Potter books. The topic doesn't have to be upbeat either. Truman Capote's "In Cold Blood" was a sensation when it was published despite its grim subject matter. Since I was writing about a family with a powerful father figure I knew a lot of people would connect and see themselves in the characters. What aspect of your book will draw people in?

2.) Be a Salesman

Yes, be a salesman, but not in the way you might think. I'm not talking about being "in your face" like the stereotype of a used car salesman. As Mr. Gladwell points out in his book, it's the little things that can persuade others. For a writer, that "little thing" is confidence and a strong belief in one's work. I recently spoke to a writer having a hard time feeling confident about her work.

She's trying to get up the courage to submit a manuscript to agents and publishers but, as I said to her, "How can someone get behind publishing your book if you can't get behind it yourself?"

People are attracted to a person who stands for something, who believes in what they're doing. If you can be that person, people will want to buy your book. They'll know you have something to say. If you're dealing with low confidence, know that working on improving it is just as important as improving your craft as a writer. After all, no one is going to champion your book the way that you can.

3.) Use Small Groups To Spark Your Big "Epidemic"

In the fertile soil of small groups, word of mouth grows. That's what happened with "Divine Secrets of the Ya-Ya Sisterhood". It became a favorite for book groups, especially mother-daughter book groups. Those groups sparked a word of mouth wave that spread like wildfire. As Mr. Gladwell points out, "small, close-knit groups have the power to magnify the epidemic potential of a message or idea". I explored this concept with some success by contacting book groups across the country and offering to visit them if they read my novel.

What groups can you reach out to in order to harness the power of those circles? And how can you fan the flame of your message so it will spread?

One Last Note: Why is all this important? Well, if you've gone through all the trouble to write and publish a book, your efforts won't stand up if you don't tell people the book is out there. And the concepts offered by Mr. Gladwell are so simple and organic that you may find the whole marketing pill easier to swallow. So take it--it's good medicine.

Recommendations For Marketing Your Book

First of all, if you've not published a book before, don't even think of trying to market anything until you have finished writing it. There are two reasons for this. One is that you can't find a market for something that no one (including you) knows how it looks and "feels." The second reason is that you will write and revise (if you're smart and don't want to ruin your chances) before trying to market, and one of the truths of the writing process is that a work can take on a life of its own and change its focus or direction during the writing. In other words, the finished product may turn out to be different than what you've envisioned.

(Parenthetical note: if you don't have the self discipline to write and complete your manuscript, don't think you would ever survive the rigors of marketing it. Manuscript format, at this stage, isn't as important as finishing the work.)

Second step: after you've completed your work, go to a large bookstore and spend at least two or three hours (possibly even several trips) looking at the "type" of book you've written. The reason for this: all publishers have a certain type of book or "feel" that is characteristic of them. You, as a new author, are most unlikely to get them to take a book manuscript that is unlike the "formula" that's been making them money lately.

(That's why you should go to a bookstore, not a library. You need to know what publishers are selling today, not in the past.)

3. Make a list of all the publishers who are publishing books that are "like" what you have written. If anyone has published something almost identical to what you've published, reconsider your own project. Are you flirting with a copyright infringement? You want a publisher who has published something with the same feel, not the same material/treatment.

4. With that list of publishers, do one of three things: go to a public library's reference section and look at; or buy; or get the online electronic version - of the current *Writer's Market*, a book available in those three ways.

5. Look up each publisher. Note what they say about manuscript submission: whether they take unsolicited manuscripts, if you have to have an agent, what format they want things in, should you just query first or send the entire manuscript, etc. Follow their instructions to the letter.

6. If the publisher you're looking for doesn't appear in *Writer's Market*, try to find them online and look for their manuscript submission policy.

7. If you cannot find them in either place, ask the bookstore for ordering information (phone number, for instance) and call them. Don't waste their time telling them about your book. Make it short and to the point: "What is your manuscript submission policy? Do you have author guidelines?" Then do what they say.

8. Educate yourself about manuscript preparation for the particular genre you're writing (a picture book is different from a non-fiction adult book, for instance.) Sources: *Writer's Market* or other more specific books in the bookstore or library.

9. Educate yourself on how to write an effective cover letter and query letter. Know the difference. Only send what the individual publisher wants. Remember that you only have one chance to make a first impression.

10. Do not send (or suggest) illustrations for a children's book. Publishers have told me repeatedly that they work from a "stable" of established artists, and they do not want to see your cousin's artwork, even if they love your manuscript.

Never, never correspond by mail to anyone in the publishing industry without sending a SASE.

Learn what SASE and other common publishing acronyms mean.

Learn what simultaneous submission means and don't do it unless the publisher specifically says it's okay.

Make any correspondence to a publisher short, snappy, professional and perhaps memorable without making a fool of yourself.

Know the essentiality of strong openings or "leads" in both letters and manuscripts. An editor I know told me that if something did not "grab" her in the first two paragraphs, she passed on it.

CONCLUSION

In Conclusion, for the sake of simplicity, here are five activities you can focus on that will definitely get your books in the hands of eager readers.

Message your current subscribers

Social media posts

Media releases

Blog Tour

Speaking from the platform

1. Messaging your current subscribers

Don't have a list? That's one of the first things you need to focus on. A targeted email list is definitely something every author needs. When you have a list, you have control over what you send to your subscribers. Without a list, you can miss a lot of great opportunity.

An easy-to-use database management system is AWeber.

The best way to build your list is to offer something of value in exchange for someone's name and email address. I have several ways I encourage people to opt-in to my list. For example, my complimentary report, Hit #1 on Amazon, is a favorite with my community.

2. Social media posts

Rather than trying to be seen on every social network, pick 3 - 5 (maximum of 5 with 3 being better - less is more in this case) and go deep into those networks. The ones I tend to get the most traction from are Facebook and Instagram. I use Twitter, Pinterest and LinkedIn, but the greatest response is with Facebook and Instagram.

I post various types of information on a regular basis. Everything from pictures and videos of a race I participated in, to links to blog posts that my community enjoys.

The key is consistency. It's about building familiarity and name recognition. That way, when you are promoting a book your community is much more likely to buy your book.

3. Media releases

Often misunderstood and underutilized, media releases are a great way to gain traction with various media sources. According to Mickie Kennedy, founder of eReleases, "All businesses can benefit from press release distribution. No matter what industry you're in and no matter how small or big your company is, you can benefit from press release distribution. Even if you don't have that "Oprah story", you do have stories that can get you coverage in trade journals, magazines, blogs, podcasts, and other publications that cover your industry. Of course, you can't get that publicity unless you tell your story."

Make media releases a part of "business as usual" in order to get your message out to market. As with virtually any part of marketing, make sure you target the correct outlets for your message.

For example, if you are releasing a book on childcare, avoid sending your information to pet editors. It's not a match. The more targeted you are, the better.

You need to be strategic in order to get your book discovered by the media.

4. Blog tour

Oh my! I LOVE blog tours. In a nutshell, a blog tour is a virtual book tour. You can get your message out to thousands, even millions, of potential readers by being a featured expert on various blogs.

As with anything, you need to be very focused on your approach. Start with a "wish list" of blogs you would like to be featured on. Determine what the benefit to the blog owner (and their readers) is so when you reach out to them, they know you have thought through why they would benefit from hosting you.

As with anything, the more you reach out, the greater your results.

5. Speaking on the platform

By far, this is one of my favorites. You can get paid... or not. Often, you can make more money by not getting paid, but having the opportunity to sell your books and other information products.

You can also negotiate with the media planner for them to buy a book for every person in the audience. They may even have sponsors who will purchase books in bulk for all event attendees.

There are a number of ways you can benefit on the platform.

Finally,

When you put time into a strong marketing plan for your book, you will get great results. The key though is to implement the ideas. Action results in sales.

How can you market your book?

Here are a few:

Tell your friends and family

Announce it on your blog

Guest blog about it on other people's blogs

Announce it to your ezine list

Be sure to Tweet about it and ask your Tweeps to re-tweet

Announce it to any forums you participate in

Put a picture of your cover on Facebook

Talk to local bookstores about author signing events

Offer to do an author talk at the library

Send a copy of your book to other bloggers

Provide worthwhile comments on other relevant blog posts and on Linked In with a link back to your book site

Write articles with good information that let people know about your book; post them to sites like Articlefactory.com

Pass around business cards with a picture of your book, your website, phone number, and how to order

Create a press/media page on your website so newspaper reporters and radio/TV shows can quickly get information about you. Include interviews, book reviews, articles and photos

Provide the the first chapter or an excerpt of your book on your website in exchange for the reader's email address. You'll be building an email list of people you can keep in touch with.

Don't forget to send out a press release to local newspapers in your area

Writing a book, publishing it and marketing your book are all necessary pieces of getting your message out to the readers who are hungry for it. Be creative and spread the word about your book. The more you market your book, the more copies you'll sell.

Thank you again for downloading this book!

I hope this book was able to help you with strategies on how to market your Ebooks in 2020

*Thank
you*



GOOD LUCK!