

Paperbacks



Made Easy

Book Promotion 101: Overview

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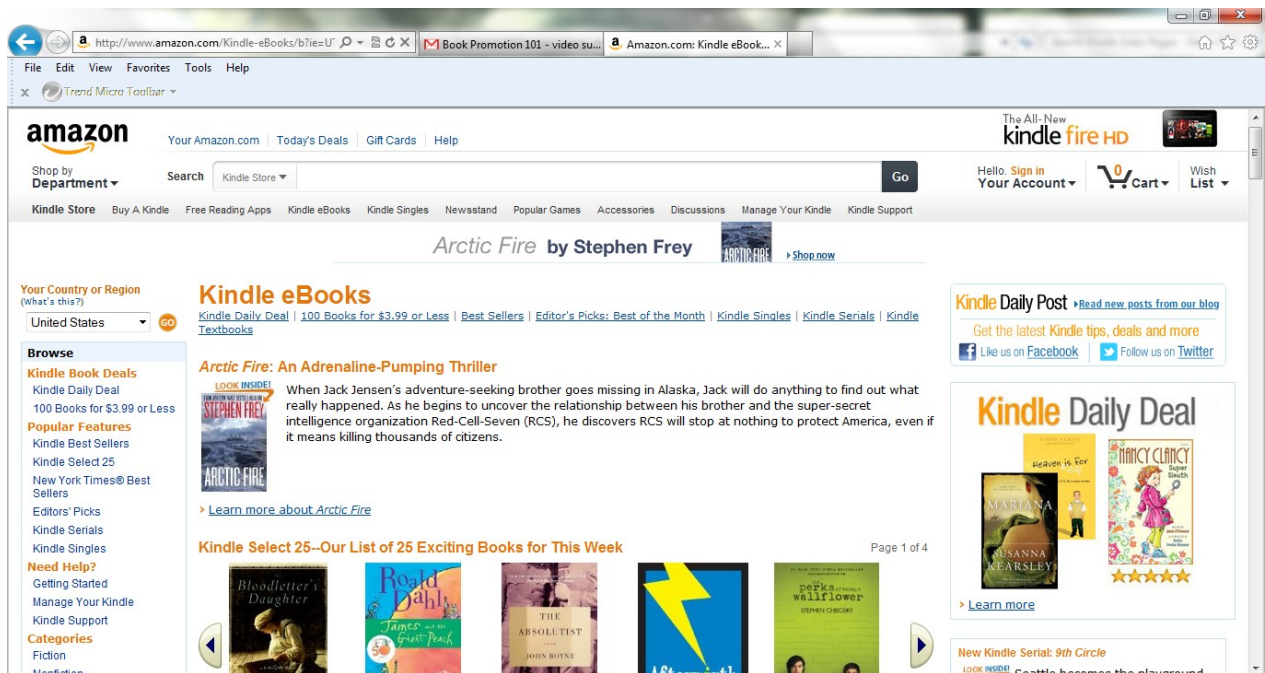
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Introduction

Just like any other author, you will want your book to sell well. Not only will this give you notoriety, but the passive income that you desire. The way that people accomplish success such as this is through good marketing.



Amazon takes care of a lot of the marketing aspects for you. This is because Amazon is created for buyers to easily find what they are looking for. However, there are a lot of additional marketing tools and techniques available to you that you may not know about; many of these techniques are of little or no cost to you. For these reasons, *Book Promotion 101* will cover:

- On Amazon Promotion
- Off Amazon Promotion
- Free Methods
- Up-scaling and Outsourcing

Why Promote Your Books?

The environment for Kindle is becoming more competitive. Therefore, putting promotion strategies into place is starting to become essential. It seems like it would be more work, and at first it is. However, when you are promoting your Kindle book(s), you are actually making the work easier for yourself. Instead of going back, creating another book, and publishing it to make more money, you can concentrate on building sales on the current book(s) that you already have out.

Meet the all-new **Kindle Family**



Promoting your book allows you to differentiate yourself from the competition. Self-published authors rarely use promotion techniques. So, by doing this you will not only be able to stand out better to your target audience, but you will also be able to reach your audience in more places than your competitors will.

Another advantage to promoting your book(s) is that you will create more of a fan base for yourself. Since people will be pre-disposed to you, they will be more likely to follow your work. By doing so you are already promoting your next book too. Once you have all of these promotions set into place, people will already know about you and many will already be anticipating your next book before it even comes out. You can really compare this to rolling a boulder. It may take some effort to get your momentum started, but once you do it things will happen faster and easier for you.

Promoting your book will also lead you into additional junctures in your career. The Kindle marketplace is really becoming a venue for people who want to become an expert in their niche. There are a lot of writing and speaking opportunities that come up in the Kindle

marketplace, but when you stretch outside into other markets, you open yourself up to even more opportunities for success.

Many authors choose not to go the extra mile and promote their book through Amazon or by any other means. Through research it was found that people don't promote their books because they are confused or overwhelmed by the process. They simply don't know where to start or where to turn once they get started.



It is human nature to get overwhelmed when things don't come as easy as we would like them to or when we can't see 'the forest through the trees', so to speak. When we get overwhelmed with a task we have a tendency to avoid it. We may also stop what we are doing and not complete the task at hand.

The secret is to remember to take your time and everything will come together eventually, day by day, step by step. Promoting a book is not typically something that yields results overnight, and the process takes some time. However, down the road you will be amazed by what comes out of your hard work.

How to Eat an Elephant...



"Can I write about you writing about me in your column in my column?"

Don't think of your book's promotion as a huge task. Think of it as something that you are putting together little by little. Tasks like writing a blog post, or making a connection with another author, should all be thought of as building blocks to accomplish the overall goal of promoting your book. During this process you will be:

- Sharing your content day by day
- Connecting with other authors that are in your niche
- Building relationships that will help you to reach your audience

Reciprocity is the mutual or cooperative interchange of favors or privileges. This interchange is very important to writers in general, but even more so to those who are just starting out. Working with others who are in the same business as you is a very important aspect of promoting your book.

One of the best ways to make connections is to join forums and social groups with similar types of people that have the same types of goals. Staying involved and integrated helps you to develop a system for social proof. For example, one of the things that you will need is good reviews. These don't always come about organically. Big-time authors don't really have to worry about this aspect, but to everyday writers who aren't yet accomplished, this can be very imperative to the success of your book. So, you have to push your book a little to get it going.

Making connections with other authors can help you to develop cross-promotions, helping you to gain exposure. For example, if you were to connect with a best-selling author in your niche, they may add a link to your books from their website. These are the types of opportunities you should be looking for while you are connecting with others.

Creating a Blog

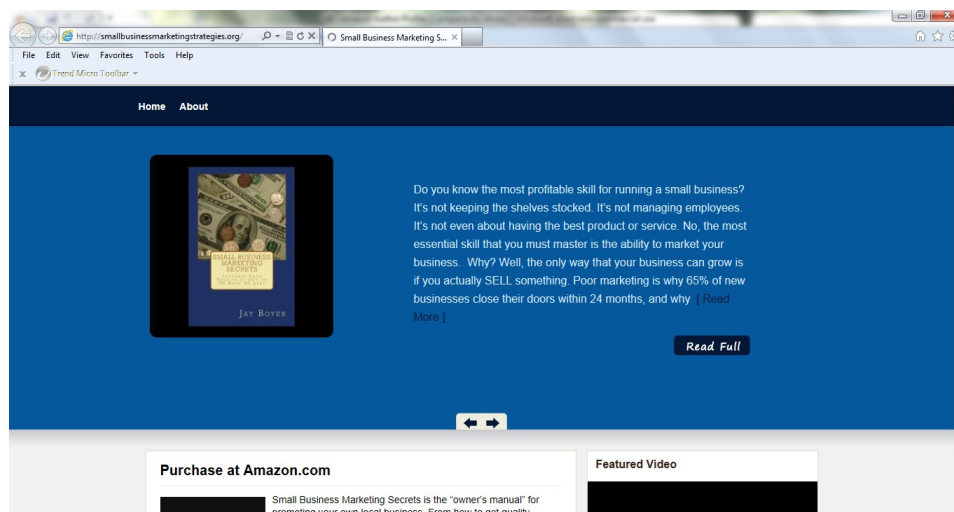


The first thing that you will want to do is set up a blog as a “hub” for yourself and your book(s). Most writers who care about promoting their book have their own website with a blog. Whether your website is about your book or just generally about your niche, you should concentrate most of your efforts here.

What is generally recommended is buying a domain and setting up a WordPress blog, or the like. Your blog should be SEO ready. This is how Google recognizes your keyword terms. This will help you to drive traffic to your blog.

WordPress is a good platform to use for your website and it has many advantages. If you are part of a niche that already has blog sites available on the subject, it is good to post on them as often as possible. This will help you to be recognized easier and attract attention to your work; plus, you can often post for free.

Optimally, you will want to have your own blog and post on others as well. This is a way to cross-promote your own self. Many people will have one main blog of their own, and then set up blogs on other websites which link back to the main one. This is easy to develop overtime, and is a simple way that you can promote your book outside of Amazon. Here is an example of a basic author’s blog created by Jay at <http://smallbusinessmarketingstrategies.org/>:



Blogging Basics

Don't fret too much about blogging. You won't be the one creating all of the content. Creating the content can be very exciting, but you can also add video, let other people contribute, or add other people's related information. One thing that you can do is set up 'guest blogging'. This goes hand-in-hand with the idea of social media and integration. You can get another author within the same niche to talk about their book, since the subjects are related. This will help to attract more traffic to your blog, and help the other author to get more attention as well.

The more content that you have on your site, the more people will be drawn to it through Google. So, you should always be updating your website. You can do this a little at a time. For instance, set a timer for 20 minutes and during that time add a little more to your blog. If you do this every day, over time you will have a wide expanse of content.

Interviewing someone for your blog is also a great idea, especially if they are well known in your niche. You can interview someone over the phone and have the conversation transcribed. You may also opt to create a video interview for your blog.

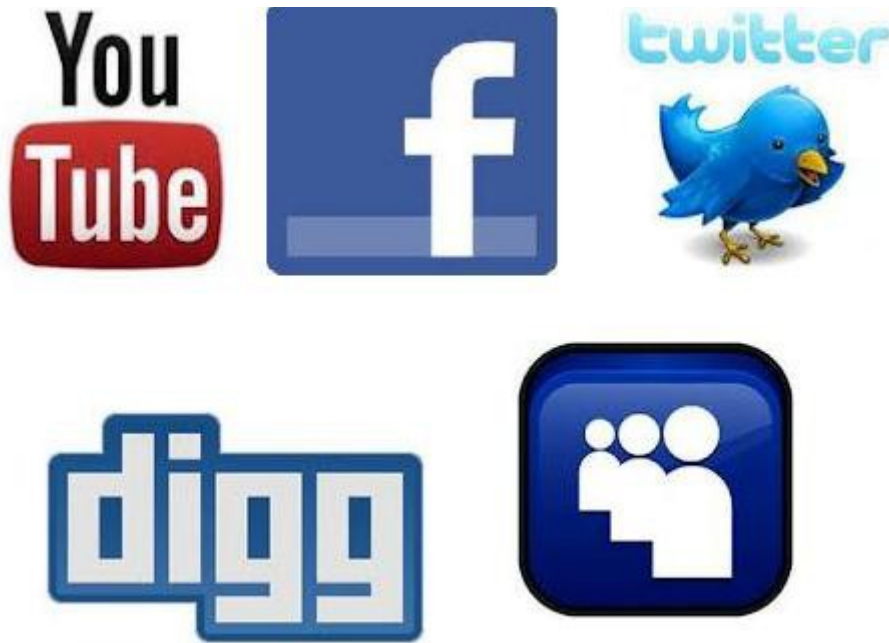
Videos can be very powerful. So, if you find a video that is related to your niche, you should insert it into your blog. This way, people who are attracted to the subject matter will run into your blog while searching videos. You will also be adding more interesting content for your guests.

Once you have a good amount of content on your blog, you should add a list of content to your blog. Building this list will make your page more searchable and keep people on your website longer. This is a great way to let readers know about news, such as upcoming interviews, videos, and new books that are related to the subject matter at hand.

Don't forget that you can also turn things around and blog or interview for someone else in your niche. This is another reason why interacting with others is so important. There are other people with blogs looking for interesting content in their niche. Holding a book give-a-way or guest blogging on their website is a great way to attract attention yourself and the people that you are working with as well.

Connecting With Readers Using Social Media

You will want to power up your social media. By doing this you post the information once and it will continue working for you. So, every blog post that you write should be connected to social media sites such as Facebook and Twitter.



When you do this, people who are on social media sites like Facebook will see your blog even though they may not necessarily be searching for it. This is the beautiful thing about using the Internet. All of these websites are interconnected, and by using these sites you are allowing your blog to be part of this interconnectivity.

By allowing your blog to be linked, someone who wouldn't normally see your blog will visit it. Now that they know about you, your blog, and your book, they are more likely to continue to read about your work, and eventually buy your book. So, you want people to be able to find your information in as many places as possible.

You can also automate the information that you're sending out through the social media sites. For example, HootSuite is a social media management website which allows you to manage your information on multiple networks at the same time. This site makes it incredibly easy to manage your social media and you only have to visit the website once a week.

WordPress is great to use for this kind of exposure. This is because it has a lot of free plug-ins which allow you to automatically update your social media accounts with your blog contents so that you don't have to manually visit each social media account individually. In other words, you can set it up in a way that every time you update the content on your blog it updates in all of your social media accounts too.

You should remember that video websites like YouTube are also considered social media sites. YouTube is one of the top websites out there, and therefore you should link your blog to this site as much as possible. Also, posting videos from YouTube onto your website is going to help with your exposure. Even more importantly is that posting videos to your website is going to make people stay there longer. Having people on your website longer is going to increase the chances that they are going to buy from you. Also, one of the things that Google takes into consideration is your 'bounce rate', which is how long people stay on your site.

Leveraging Mobile Apps

Once you have your blog and your social media sites established, you should look into mobile applications. The Android market, for example, is a huge market that you can tap into. This may bring you a whole new branch of consumers who may not be checking Facebook or searching keywords on Google, etc.



There are easy ways to take the social media connections that you have already established and turn them into a mobile promotional app. If you don't yet know how to do this on your own, you can turn to websites like Fiverr.com where people will create these apps for you for a small fee. iPhone is a little more difficult to create apps for, but you can certainly look into reaching iPhone users through mobile apps as well.

Your Amazon Author Central Profile

Amazon will help you create your an author profile at Author Centra. In fact, you can have up three author profile pages in case you use pin names. A lot of people get this confused because you can only have one Kindle Direct Publishing (KDP) account. It is recommended that you use the same email address for these as you have used for your KDP account to cut down on confusion.



Your Author Central page will allow you to include links to your blog post, add pictures, videos, and a biography. You can also link into your other books in order to sell more. This allows people to get to know you and the work that you do. Videos, in particular, are a way to connect directly to your audience. This allows people to “warm-up” to you.

Don't be afraid to re-use and re-purpose the work that you have already done. For example, sometimes you can re-work some of your information and give it out for free, and then people will be more than happy to buy a book from you, even if it is the same basic information. It is also a good idea to create a video on one of your chapters in order to give people a small sample of your work.