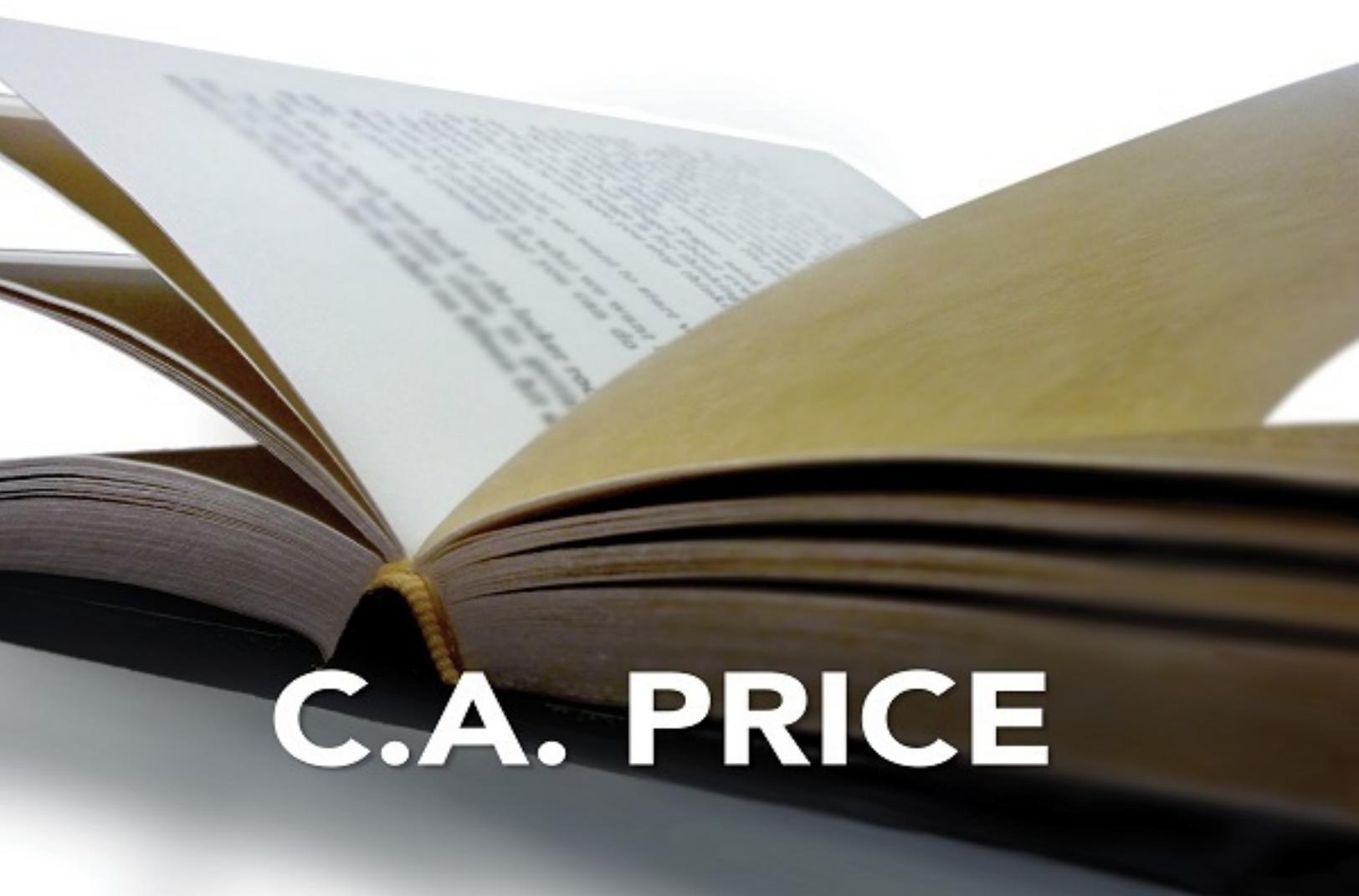


BOOK MARKETING

for Authors

19 Tips & Tricks to Market your Book to Readers



C.A. PRICE

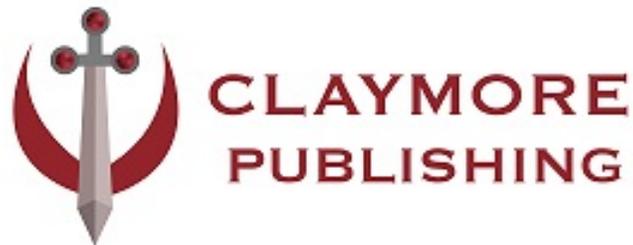
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Book Marketing for Authors:

19 Tips & Tricks to Market your Book to Readers

By Craig A. Price Jr.



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First edition

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Cover design by [Treasure Scarbrough](#)

Empowering women? Women wanting to break away from the male-led government? Read more about these amazon women called the Ikchani in my novella based in the same world as The Crimson Claymore and The Chronicles of Starlyn.

You can get it FREE [Here](#)



As an Indie author, [reviews](#) are really important to me. If you enjoyed this story, please leave a [Review](#). I would really appreciate it.

Content:

What does the content of my book have to do with marketing?

Before you do anything to market your book, you need to make sure you have a good product to market. I want you to think about it. When a Kirby vacuum salesman comes to your door and promises they can get a stain out of your rug, they're going to make sure they're able to do it. They're selling a quality product and not an average product.

How can you make sure your book stands out from the rest? Have you looked at a lot of Self-published books? Look at some of the older ones, or the ones done by retired people. They all have something in common. Look at their one star reviews, and you'll often find what is most complained about. Take a close look at some of those comments, how many actually talk about the story itself? Most of the time, readers complain about errors, the cover, and how it's formatted. I've seen a lot of self-published covers where the cover image doesn't stretch all the way on the front of the book. You don't want white space around your image. You also want the spine and the back to match the front. You want it to look like it's supposed to be there, and sometimes that can be as simple as matching colors.

So what all do you need?

Professional *Editing*, Professional *Cover*, Professional *Formatting*, Good *Blurb* (Read "Gotta Read it" by Libbie Hawker.), Professional Author *Photo*.

I'm going to break each of these down for you. All of these things together will be the content of your book. The first thing you need to make sure you have is good content. Nowadays, readers can be vicious, and there are trolls everywhere. Don't believe me? Look at some of the greatest books out there, go to their Amazon page, and look at the one star reviews. You need to do everything you can to bring a professional product to your reader. This includes editing, cover, formatting, blurb, and author photo.

Let's get started.

Editing: This one should really go without saying. Editing is the single most important thing you can do before you publish your book. The problem? Editing is expensive. Many of us write because we love to, not because we have the extra money to blow. The best thing you can do is learn as much as you can and self-edit as best as you can before finding yourself an editor.

There are several great books out there that can help you, *Self-Editing for Fiction Writers* by Renni Browne and Dave King, *Revising Fiction: A Handbook for Writers* by David Madden, *The Elements of Style* by William Strunk, and *Eats, Shoots and*

Leaves: The Zero Tolerance Approach to Punctuation by Lynne Truss. There are also several books by Mignon Fogarty that are very helpful. Mignon Fogarty also has a podcast called Grammar Girl that is very helpful for learning grammar.

You should also learn the difference of show versus tell, which is one of the hardest things for authors to comprehend. I had trouble with it for the longest time. There are a few excellent books out there by Angela Ackerman and Becci Puglisi that are very helpful for better understanding show versus tell: *Emotion Amplifiers*, *The Emotion Thesaurus*, *The Positive Trait Thesaurus*, *The Negative Trait Thesaurus*, *The Rural Setting Thesaurus*, and *The Urban Setting Thesaurus*.

You can learn a lot about your writing from hiring an editor and through a critique group. You've heard many things like, *read your work aloud*, *find a critique group*, and *hire an editor*. They all work. Read your work aloud and you will catch a lot of errors. You can also set up your computer or your device to read your work back to you. The computer voice will really be able to catch errors you didn't know were there. The problem with reading through it yourself, is you know what's already supposed to be there.

How to I self-edit? There are several things I do, including reading those books, having an editor, and having a critique group. You need to realize what you do wrong and learn from it. If you go through a critique group and don't learn how to improve—you're doing it wrong. Same goes for an editor. If you have an entire manuscript edited, you should learn what your weaknesses are and do better in the future. One great thing that has helped me is printing out my entire completed manuscript and putting it in a binder. I will keep it with me as I travel. If I'm at work, I'll have it with me, and I'll work on it between projects. I don't use a red pen, there is some kind of psychology against a red pen. Plain and simple. It's scary. Red pens are scary. I like a light blue, it's my favorite to use for editing. I buy a color pack of Pilot 0.7 pens. I like how they write, and I'll use the light blue first. Don't use black, and don't use red. You can't see black and red hurts. Read through your printed manuscript and make marks.

Tighten your sentences. As *Elements of Style* puts it: Omit Needless Words. Also make sure you use show vs tell as much as you're able. A great book to read for help on how to show emotions rather than tell them is *The Emotion Thesaurus: A Writer's Guide to Guide to Character Expression* by Angela Ackerman and Becca Puglisi, as I've stated before.

What can you do to fix grammar, plot holes, and punctuation without the services of an editor? The first thing I would suggest is looking for a community of writers near you. There are many writers guilds or writing communities out there. Look locally. Sometimes you can find them online, or sometimes you will see fliers at a local library or coffee shop. Look around, ask some people. The next thing you want to do is see if

they have critique groups. A critique group can be a great thing to improve your writing. Not all writers are editors. But, all writers have strengths. What is your strength? Mine is captivating endings on chapters and building tension. Grammar? Not so much. Everybody uses their strengths in critique groups and you can use those comments to improve your writing.

Besides locally, where can you go to improve your writing? There are a lot of great online communities out there. One popular one is Critique Circle. This is an online community of writers critiquing each others work. You have to critique others in order to get your own critiqued. This is a good place to start. Another great place to find readers who critique is Wattpad. On Wattpad, readers can highlight sections and make comments.

Where can you go for a professional editor? How do you find one? One great thing you can do, is find an author whom you like their work. Especially if they're self-published, most of the time (9/10) they will tell you who their editor is. Email them. Ask.

Other places to look. <https://www.elance.com/> <http://www.the-efa.org/> / <http://www.bookdocs.com/>

Recommended editors: <http://mariedits.blogspot.com/> / <http://www.jason-whited.com/editing/> <http://www.acloserlookediting.com>

Formatting: Learn to do it yourself or hire somebody that can do it for you. Formatting is very important. A reader will notice if it looks wrong. They might not know what the problem is, but they will know there is a problem. I will tell you from experience a few common things I've seen. You can pick up a self-published book, open it up, and see bad formatting. Sometimes the authors won't indent any paragraphs, sometimes the entire novel will be double-spaced (you only used double-spaced for submissions, you change this back to single when you format, or 1.1-1.5 for children to teens), sometimes you'll see the indentions are too far in (the author used tabs instead of proper indent), there is no header with the author name or title, the page number isn't centered on the bottom, page numbers missing, too large of a margin on the outside of the pages, headers on first pages of chapters when they shouldn't be, and so much more! I have seen them all, and yes, they do happen! Pick up three books in your genre, by a traditional publisher, and look inside. Make sure you're giving your readers a professional product.

E-Book: Your e-book format will be the easiest. The best thing you can do is buy Scrivener as a word processor. It will make things a lot easier for you. It is only \$40, and let me tell you, it is absolutely worth it. You have all your chapters separated on the

binder on the left. Make sure you have no tabs. An easy way to remove tabs in scrivener to make go to format > ruler. Select all your text and move the top arrow on the ruler all the way to the left. Go back through and make sure it didn't miss any. (Any single spaces you will have to manually delete.) After that, select all of your paragraphs except the first one and move that top arrow until it says 0.25". The first paragraph in your chapters and new scenes do not require indentions. Add your cover to the scrivener file, and you can add any research down at the bottom under research. This is a great place for your outline, character sheets, and research. When you're done "compile" it to an EPUB and upload it.

Paperback: For one, do not use tabs. We've all grown up using tab, it's what our teachers taught us in school. Tabs are terrible, and they'll indent your paragraph too far. That will do two things, it will look bad, and for your paperback edition, it will cost you more money. If you have proper indentions, you will have more room on the page for words. Your indention should be from 0.25"-0.3". I use 0.25". Another common thing is margins. Everybody is so used to 1" margins, but 1" margins in a paperback look terrible. I suggest 0.4". I think the common is from 0.3-0.5", but I think 0.4 is a good middle. It also allows more words per page. You will also need to set up a gutter. And don't forget about justifying your text. Our word processors commonly start on left alignment. For both our e-Book and paperback version you should have it justified. It's a much cleaner look. When making your paperback you want to make sure your name is on the odd pages, and the title of your book is on the even. Your page numbers should be centered on the bottom. Another key thing that makes your paperback look better is having no headers on the first page of the chapters. In Microsoft Word you have to use section breaks which can get a bit complicated. It will also mess up your page numbers and you'll have to manually type them in at the start of each chapter. You'll have to set the page size you choose. The most common sizes through CreateSpace are 6X9, 5X8, 5.25X8. I choose 5.25X8. The reason is most bookshelves are 8" or less. Finding a place for a 9" tall book is hard. Especially if there are a few local bookstores you plan on trying to stock your books. The extra 1/4" gets me more words a page, and with print on demand, that helps. Font is important. 90% of Indie Publishers agree that Times New Roman should never be used. It will make your book look less professional. The recommended font is Garamond. I use a Garamond size 11. I go down from a size 12 so I can get more words per page. It also matches the size of my paperbacks. I literally picked up a copy of The Wheel of Time and compared it to the size. Another great thing to add to your paperback edition is Drop Caps. Drop caps are where the letter is much larger and drops into the text at the start of a chapter. Some books use a two line drop and others three. I used three for my epic fantasy, but I used only two for my urban fantasy.

Places to learn how to format:

<https://forums.createspace.com/en/community/docs/DOC-1482>
<https://www.createspace.com/Products/Book/InteriorPDF.jsp> /

People to Hire for Formatting: [Angela Quarles](#), [Calthoria Formatting Services](#)

Covers: Covers are very important. I know many people say throughout life to not judge a book by its cover. But the problem is, readers really do judge a book by how it looks. Think of the last time you were in a bookstore or browsing online. The first thing you do is look at all the covers and then the title. The truth is a cover is a picture, and a picture is worth a thousand words to the reader. You need to look at covers in the genre you're writing and use those as inspiration. Readers are used to a certain type of cover for the genre they read, and you want them to get the same feeling when they look at yours. When you find a cover designer, show them your favorite covers by authors in your genre, or look at the top 100 on Amazon in your genre and find covers that you like.

It is very important that you have a cover that is similar to other covers in your genre. Readers will look at a hundred titles and click on the cover that interests them. If your novel is an epic fantasy, but your cover has a person with modern clothes and no sword, a reader that is looking for fantasy will glance past it. Covers are very important. Look at covers of your favorite book, look in your genre on Amazon and find which ones are doing well. Do not try to make your own cover. If you have graphic design experience you may be able to make something decent, but you'll end up changing it later to something better.

Where can you get a cover? If you're on a budget, look locally for up and coming artists. There are lots of events that artists do, and you should be able to find one. If they are good, and not known yet, they will be more than willing to draw you something for a low cost. However, if they are only an artist and don't know anything about covers or graphic design, you will need to find someone locally studying graphic design. Make sure you give them an idea of what you want, and show them popular covers for the genre. You will also need a graphic designer to help make the print version.

If you're not worried about budget as much there are a few great sites for covers. One great place you can go for covers is <http://www.99designs.com> . If you listen to the following podcasts: Rocking Self Publishing, Self-Publishing Podcast, or The Creative Penn, they have a way to get a free power pack upgrade. It is a \$99 value and highlights your request to more designers.

Another great place, and a little less expensive, is <http://inspiredcoverdesigns.com/> .

Covers are very important, so make sure it looks good. Often, it is the one thing a

reader will pay attention to before opening your book.

Blurbs. Writing a good blurb can be hard. Some people have a knack for it, like Libbie Hawker and Bryan Cohen, but most struggle with it. A blurb is a lot like those nasty queries that you send off to agents. You want to entice the reader, but you don't want to give too much away. That is the hardest part. You have to get them to want to read more. A fellow local author I know has a fantastic blurb, and it's so great she could even make it into a one liner. It's a young adult novel titled *After Me*, and here's its blurb: "Being dead is all fun and games, until you fall in love ..." BAM. The reader is hooked. When I read that, I picked up the book and read it straight through, and it is as interesting as it sounds.

What is the goal of a blurb? A blurb is a book description that helps you sell more books. You don't want your book description to be too long. You need a short, punchy, catchy taglines. You'll want to write it in present tense and use as few words as possible to demonstrate your plot's best selling points. Next, you'll want a selling paragraph that uses emotional adjectives and genre cues to get readers in the right mood. You don't want to talk about swords and magic if you're selling historical romance that has some swords and magic in the background. You want to appeal to the readers who want to read your book first and foremost. And lastly, you need a call-to-action at the end that asks readers to buy.

Why are *taglines* important? Look at any book description online or on your kindle app. Do you notice something? You don't see the full description, especially on your phone or eReader application. You only get a few lines. You really have to pack a punch. Take the key elements that are interesting in your story, and deliver them in one line. This is often called an elevator pitch, and you really have to draw the reader in. Remember the one I just mentioned? "Being dead is all fun and games, until you fall in love..." Write epic fantasy? How about "Searon wants revenge. Instead, he finds a snarky wizard and a quest he never wanted..." (That's from my epic fantasy "The Crimson Claymore") Or a bit of a longer tagline that I have for my Urban Fantasy, *Undiscovered Origins*, "**Jade is a 16 year old slave in a traveling circus who wants nothing more than her freedom. She finally believes she has found someone special when she meets the new fire-breather, Drake—until she sees him commit murder, and he didn't look human when he did...**" Deliver a punch so that the reader will click the "read more" button.

A strong *synopsis* is important. You don't want it to be too long or give away too much. You also don't want to give too much information of the history of the character or the world. You really need to give them one paragraph that will entice them so much they'll want to buy it. You want to hit them emotionally.

Examples:

“When Searon loses everything he once holds dear, he begins a quest for revenge, leaving behind everything except his Crimson Claymore. He runs into something he doesn’t expect ... an arrogant wizard, who won’t leave him alone unless he forms an army, an army that could fulfill his revenge, and save all of humanity in Calthoria.”

“When Drake discovers what she witnessed, Jade becomes panicked. Drake buys Jade from her master, but what Jade once hoped would be freedom becomes imprisonment as he forces her to flee with him. As they journey, Jade realizes that Drake is indeed not human at all. She witnesses Drake creating real fire from his mouth and transforming into a horrifying beast with wings and sharp teeth. Harder still, she must come to grips with the reality that she may not be human either after discovering she can control all the plants in the forest. During their journey, they are attacked by a barrage of creatures, and Jade wonders what mysterious world she has gotten herself caught up in. Drake confesses to her that there are lots of half-humans across the sea, and it’s the only place half-breeds are truly safe. A threat is growing that is killing all of the half-breeds in the shadows, and nobody yet knows why or who it is. All that Jade ever wanted was her freedom, but now with new friends by her side, she must discover how to use her powers to save her friends and discover who her enemies truly are.”

What is a *selling* paragraph? This is an opportunity to let readers know if you’re writing in a series, what genre it is, and what readers will enjoy your book. And whenever you add the word “you” into a description, you’re connecting with the reader and it’s a proven selling term. Here’s an example.

“The Crimson Claymore is the first book in Craig A. Price Jr.'s Claymore of Calthoria, a sword and sorcery epic fantasy adventure. If you like Terry Goodkind, R. A. Salvatore, and Brandon Sanderson, then you'll love a series that combines all of their best traits in a fast-paced, captivating, magic-infused adventure.”

What is a *CTA*? I’ll talk more about “CTAs” or Call to Action in the next section, but this is a good thing to put at the end of your description as well. You don’t want to end your synopsis without a call to action at the end. If you remind the reader to go up and buy the book, it improves your chances of it actually happening.

“Buy this epic fantasy filled with magic and sarcastic wit today!”

Want more info about creating blurbs? Read “Gotta Read it” by Libbie Hawker and check out Bryan Cohen as well: <https://www.sellingforauthors.com/> & <http://www.bestpageforward.net/blurbs/>

Why do you want a *Professional author photo*? Look at some of the author photos from some of your favorite authors? The chances are a lot of time was put into their

photo. If they're a thriller writer, they're probably not smiling. If they're a romance writer, they probably are. And if they're an epic fantasy writer, they might have a beard, because why not? Author photos can be important.

CTAs (Call to Action):

Make [Clickable Action links](#) in back of eBook. An [Email list](#) (**Building your email list should be #1 priority.**) Use [Auto-responder](#), offer your reader something for signing up. [MailChimp](#) or [aWeber](#) are common services for Email Lists. [SumoMe](#) is a popular pop-up program to sync with your email list. Link to your review pages. Link your Other titles (Starting with Series) If you're in more than amazon, you need to create a landing page that links to all platforms. Link to *Social Media*. Link to your *website*. And don't forget a link to leave you a review. I use a landing page for reviews as well. Include every site your book sells on that can have reviews. And don't forget Goodreads and LibraryThing.

Calls to Action are very important. Especially in a world where everything is a touch away. Most people will be reading on their phone, tablet, or eReader with WI-FI. You need to make it as easy as possible for them. You want to make it easy on them to join your mailing list, go to your website, and leave you a review. If you don't, when a reader finishes your book, they will move on to the next one. You want to prevent them from leaving before checking you out, and leaving you a review. Reviews will be one of the most important things for you. If your reader gets past your cover and your blurb, they will read your reviews. The more reviews that you have, the better chance you have of them buying your book. A lot of the promo sites require a certain number of reviews before they'll feature you, so that's another good reason to focus on getting reviews.

The best way to get a reader to join your **mailing list** is to give them something for free. Sometimes you can simply say "Join my mailing list for updates of new releases," but it's much more attractive to say this, "Join my mailing list for updates of new releases and a FREE story." Put information about your email list in both the front and back of your eBook. In the front, make it short and sweet, and don't mention updates, just mention the free product. "Click Here for a FREE eBook!" Sometimes people will only look at the preview, or they'll take a while to read the book as they add it to their queue. If you put a sign up to your email list in the front, you'll have more and faster sign ups. Then at the end, put the sign up for your email list again, but add the information about updates for new releases. If they've finished your book, they may be interested in what else you have coming up. A lot of time people jump at the chance for something free. It can be a free short story based on the world you have created, or once you get enough content—a free novella or novel. When they join your mailing list, you'll be able to update them with each new release you get and increase your sales during the first week, which is very important for Amazon's algorithms. Make sure your newsletter goes out with an email your fans can email you back at. In your newsletters,

ask them questions, talk about your favorite books in the genre you write. Don't just spam them, interact with them. "Who was your favorite character in the book?" — "Which character do you want to know more about?" Your email list is the most important part of marketing. Once you have a solid email list, you will be able to sell your books directly to your customers. Don't depend on Amazon or any other retailer to sell your books for you. Have your reader sign up for your email list, and then you can directly send them to the retail websites. Once you build your email list large enough, it is a good idea to break it down into a few smaller lists. Then when you have a new release, you can email parts of your list every day of the first week you've released your new book. Why is this better? Amazon doesn't shoot you to the top with one big spike of buys in a single day. If you have 500 people buy it on day one, your book will spike, but it will fall fast. It is actually better to have 100 people a day for 5 days buy your book. It's a steady climb, instead of a spike and crash.

Make links to your other books. Especially if your book is part of a series, it will be important to link to the other books in your series. Especially if they've just finished book 1 and you can direct them straight to book 2. This is another important reason to use landing pages. Even if book 2 isn't finished, you can have a landing page, where you can state you're waiting on the edit and cover design for it to be released, then again direct them to "If you sign up for my mailing list, I will let you know as soon as it's released." Then when it does release, link on your landing page to everywhere it is sold. Another good idea for a series is to offer a sample chapter or two at the end as a teaser, especially if the chapters have a bit of a cliffhanger. Link the parts of your series first, then link your other books as well. Link them to your website, not straight to amazon. A lot of eBook retailers won't allow amazon links, so instead of creating several versions of your eBook for each retailer, landing pages allow you to only have one.

Link to your website in your CTA. It is important that you have a platform. There are some authors who get by without it, but a platform will be very important. Whenever a reader wants to know more about the author, they can head over to your website. Make sure you have one. In the beginning it can be something simple like part of a wordpress, blogger, or weebly, but eventually you'll want your own domain. On your website you can have separate pages for each book, an email list signup, and a blog or podcast. A platform is more important for non-fiction authors who have something else to provide, especially a blog. It is hard to make a blog work as a fiction author, you'll end up talking about writing, and then none of your readers will buy your books. You can have more information for readers, more tips, and more help for readers on your website. Another great place to check out for a website is: <http://mywriting.network> . It is a wordpress platform specifically geared toward authors, with help and tutorials to help you make a website.

Social Media. If your readers like Facebook or Twitter, they may follow you on them. Make sure they are included in the back of your book. Make them a click a way, so they don't have to remember your handle or website and search for it later. Most will forget. They'll move on to the next book, and completely forget about it. Make it easy.

I make a review page on my website where it goes to all the different sites they can leave me a review on. That way I don't have to make a different version for each place I post it. If you make a review page, instead of having information about every book, just link it to your profile on the retailers so they can see every book you have, then they can click on which book they want to leave a review on.

Beta/Alpha Readers & Street Teams:

Beta and Alpha readers are very important for reading through your manuscript before passing off to an editor. In the beginning you may not have a lot of beta readers, but as you gain true fans, you will gain more. A street team is like a die hard beta reader and fan. They love your book so much they will tell everybody they know about it.

What is the difference between a beta and alpha reader? Alpha readers read your book when it still has problems and needs to be edited, perhaps even before it's finished. Beta readers look at it when it's as close to publishable as you can make it.

Where can you find beta/alpha readers? Beta readers can be friends and family to start. You can find some in local writing communities, or even online writing communities. Wattpad is a great place to find beta and alpha readers. What do beta readers do? They read your story and if they notice any errors, they will let you know. You may be missing a comma, or you used the wrong word. They will find it and tell you about it. The more or better beta readers you have, the better shape your manuscript will be before turning it in into an editor. This is a list of people that will grow over time. Don't stress too much about having beta readers before you get going.

Wattpad. Wattpad is a great community of writers and readers. I could really go on and on about Wattpad and how great of a community it is, and I may. First let me explain what Wattpad is. Many years ago there was only one main website for writers to post their writing. It was FanFiction.net, and that is obviously fan fiction. You write stories about Star Wars and anything else that you find cool. Well, eventually FanFiction branched off and split into two websites. One became original fiction and known as FictionPress. There were a few other websites I found over the years to post my writing like Writing.com (Requires membership fee to post more than 5 parts), Booksie, Authoronmy (Closed), WritersCafe.org, Movellas, and Wattpad. I've always had my writing on FictionPress and I was playing with WritersCafe and Booksie. Authoronmy was too much like social media where you can do a ton of read for read. I had Wattpad on my bookmarks list for over a year before I actually looked into it. It looked like an eBook website and not a place to post my writing. What Wattpad does is it mixes the world of eBooks to the world of amateur writers. So finally, I posted my novel up there. Out of all the websites I've ever used, I found readers on Wattpad. They read, and they read a lot. Not only did they read, they commented and voted on my chapters. If you're really unsure about your writing, it is a good place to put it up chapter by chapter. You'll get good feedback and critiques. It works a lot like beta readers. Some of the bonuses of Wattpad is people cannot copy your work. You can set up a copyright, and you cannot select text to copy it. People can read it on their app as well. Just like e-Readers, people can click and highlight text in your chapter. When they

highlight it, they can leave a comment on that section. Therefore, if you have a typo, people can highlight that section and tell you about it. It is a very nice way to get your work the best it can be before hiring an editor.

What is a *Street Team*? Street Teams are your die hard fans. Has there ever been a book that you've loved so much that you've told everybody you know about it? That's what your street team is, except for your book. They are people who will review your book on the day it comes out, they will tell all their friends to buy your book. They will talk to everybody about your book. They will promote it not only in person, but on social media and everywhere else. They love your book so much, that they will do all of this for free. Obviously, these people don't just pop up before your first book is released, or even after your first or third book are done. This is a list that is slow to grow, but once you have it established, it will help you tremendously. What can you do for your street team? Well, if they are promoting your book, give them something to promote. If they are in the same country as you, send them bookmarks about your books, send them author cards, send them signed copies of your books, or send them merchandise.

Keywords:

Use keywords in your description. Type your genre into Amazon and see what popular searches come up. Use those keywords in your description. Use [keywords](#) to get into Amazon's hidden genres.

Keywords can be very important, especially for non-fiction. There are many categories that you don't know about, and won't know about unless you look into it. Make sure you do your research.

When readers are looking for something in particular, they will do one of two things. They will google it, or they will type it into Amazon. The most common searches will pop up before you even finish typing. Use those exact words as keywords if it pertains to your story, and those readers will be able to find you. You can use keywords where it asks you to put in keywords. Those will get you into additional categories, but you'll also want to add keywords into your description. Type in the genre of book you have into google, amazon, and any other eBook store. What pops up? Terms will show up, completing the sentence you start. If that sentence of keywords applies to your book, see if you can find a way to add them in to your description or your title or subtitle if you're writing non-fiction.

It is important that your book is in the right category, and keywords can really help with that.

Sample:

Make sure your 10% sample is clean & hooks reader. Post it in various places, website, blog, social media, [Wattpad](#). A lot of readers will pick up the sample before deciding to buy. Make sure there is little to no fluff, this is another good reason to include your other titles in the back. Give them as much story as you can, and CLEAN story. Your first 10% is the most important, so make sure it has been thoroughly edited. The sample is another good reason to have an email list sign up for a FREE book. Sometimes a reader may look at the sample, but not feel ready to buy your book. However, they may sign up for your email list for the free book, and then get hooked once they receive and read it.

A lot of readers will look at the cover, if it appeals to them, and click on it. After they click on it they go to the three star reviews to read a few, and then the 4 and 5. If it still seems interesting, they will read the sample. Only if they like the sample as well, will they buy the book. Some authors include a mailing list page in the front to convince those reading the sample to join their mailing list for a free story. However, remember that as it may be seen when somebody “looks inside,” it often isn’t seen on the actual kindle app. Kindle likes to skip past all the beginning and start on chapter 1. So it all depends on what your plan is.

If you get an audio book onto ACX, they’ll let you use up to 15 minutes of audio for promotion. This is also a sample, it will be the sample the listeners hear when they click sample on an audio book before buying it, but you can also use it on your website and your social media. I wouldn’t use your first chapter unless it has lots of action and characters. You want to use an audio sample with plenty of characters and a touch of humor so your readers will know something about the story. Audio listeners want to hear how the characters interact with each other, and if the voice actor does a great job with voices or not. Make sure you choose a sample that shows them that.

Pricing

Pricing is something that goes back and forth during talks between Indies. Many people feel it's not worth to price your book at 99 cents anymore. 99 cents just doesn't work like it used to. When eBooks were newer, you'd see a book for only 99 cents, and you were like, "Yeah, that's only a buck, I can totally buy that and see if I like it."

Well, there are a ton of books for 99 cents now. I would suggest against it. I know what you're thinking. "But, you priced this book at 99 cents." Yes, I did. But, I didn't write this book to make money. I wrote this book and priced it as low as I can. Amazon won't let me price it for free, and the work I'd have to do to do that ... yeah ... it's not gonna happen. I have too many amazon links in here for most other sites to even accept this book. So trying to go free somewhere else and price match ... forget about it. Listen, I'm the president of the Mobile Writers Guild. I've loved helping people out my whole life. If I could, if I had the chance to go to college, and not get stuck in the horrible labor industry, I'd probably love to be a teacher. I love helping people. I wrote this book to help.

99 cents is still a great price for sales, and then promotions with the sales, but overall, I'd stay away from it. For one, Amazon takes 75% royalties, for two, the market is crowded. 99 cents doesn't stand out anymore. Price your book from 2.99 - 9.99.

There is another kind of person who wants to price their books high. "Readers deserve to pay \$9 for my book, I worked hard on it." Yes you did. I know you did. I worked hard on mine. This is going to depend on what type of book you have, and how long it is. Romance and lighter reads can price a bit lower. Fantasy and Sci-Fi can price a little higher. What I suggest is you find what kind of book you have, and go into that category in amazon and see what other books in your genre are selling. Remember, have the first book in your series a little cheaper, and then if you want to price the consecutive books a little higher, that is okay, but make it easy for a new reader to try you out. There are others who disagree, and set all their books at \$9.99, and they're actually doing quite well. The great thing about going Indie, is you get to play with your price, find out what works best for you. On the other side, you see Tradition Publishers hurting their authors by pricing their eBooks well over \$10, and in one case, to an author I really respect, R A Salvatore, his publisher made his eBook \$27, while his hardcover was \$12. He got several 1 star reviews from his fans because of something his publisher did, not anything to do with the actual book. Price your book effectively.

Sales:

Use sales, and market them, let your readers know. Put the first book in your series on SALE when your next book is released. (Entice new readers.)

If you apply to any promo websites, they will want you to place your book on sale. However, sales can be effective in many ways. If you have a series and you are releasing book 2 or 3, you can put your beginning books on sale during the first month to entice people to read through. Remember, Amazon places your book in the new releases category for 30 days. You have three speed bumps when you release a new book. The first is after 30 days, it will drop a bit. Then at 60 days, it drops again. At 90 days it drops almost entirely. If you don't have traction as it drops out of these new read areas, you will continue to fall down the charts. If your books are \$4.99, and you release a sequel, put your first book down to \$0.99. They will see that book two is higher in rankings because it is a new release, but many readers won't want to pick up book 2. If they go and look at the first book in the series and it is only \$0.99, it makes an easy funnel for them to go ahead and pick it up. If they begin reading it and like it, they will be more confident to pick up your second book at a higher price. The first 30 days will be the most important here, so I would considering making book 1 \$0.99 during the first month of a new release in the series.

There are many other scenarios where you may want to consider sales, perhaps during or after any events you attend. Think about different ways a sale can work for you.

Funnel:

Think of a kitchen funnel where the top of your [funnel](#) is FREE or cheap and there is little to no risk for the reader. True fans come out the bottom as they continue to buy your work. Consider [Permafrees](#) for the first novel in a long series, or short stories with characters in your novels. Include an excerpt at the end with a chapter or two. Include these permafrees stories on Wattpad, direct them to your paid works with author notes. You cannot have a book free on Amazon. Use Draft2Digital to mark your book as free, and encourage Amazon to price match it. Sometimes you'll have to ask several friends or people you know to go to the book page and suggest a cheaper price, and give a link to another retail outlet.

Funnel is a relatively new term when it comes to writing. If you want to know much more about it you can pick up "Write. Publish. Repeat" by Sean Platt and Johnny B. Truant, or listen to their podcast at "selfpublishingpodcast.com." Basically, unless you're a top name like Stephen King or Hugh Howie, readers have no idea who you are. You have to create an easy access point for them to find you. What is the easiest way for a reader to try out a new author? Most will be scared to take a leap of faith and buy your work for \$4-10. Unless you have the reviews and attention to back it up. Instead, give them something cheap or free. Make it as easy as possible for a new fan to say, "I don't know who this is... but his first book is free. I'll go ahead and give it a chance." This is why it is a good idea to have a permafrees book to start a long series. A lot of people are skeptical of making a book of theirs free. Especially if you have very little content up. Don't make it free right away. This is something you do if you have 5 finished novels in a series. Your sales go down because you're finished. You make that first book free to introduce it to new readers. Then if they finish the first book and like it, they will go to the next book and buy. This can also work for a cheaper first book like \$0.99 for the first book, and each following book \$3 or more. The top of the funnel is the widest part, and as readers trickle down the funnel, some climb out, but your true fans will keep on going down to the bottom. That is how a sales funnel works.

Platforms:

While many still think KDP Select is the way to go, there are a lot of readers on other platforms. Especially if you have a series. It takes longer to build traction, but everybody that has given it time, has found it worth it. [Kobo](#), [iBooks](#), and [Nook](#) are the big players behind Amazon, and you can use distributors like [Draft2Digital](#) & [Smashwords](#) to bring your work to these and other platforms easily. (TIP) All eBook stores only give you 35% royalty if you're priced under \$2.99, except [Draft2Digital](#), if you go through them, they can get you the full 70% - their cut. It will leave you with 60-65%, which is better than 35. There is a newer distributor called [Pronoun](#) who gives you 70% through all websites for a book priced from \$0.99-9.99. Pronoun doesn't distribute to all the places that Draft2Digital does (Inktera, Scribd, & 24Symbols) but they do some Draft2Digital doesn't. They actually distribute to Amazon and Google Play. Yes, that's right. If you want to sell a book for 99cents on Amazon, you can go through them instead to receive the full 70%. Their setup is actually very nice, where you can search specific amazon searches for your book to bring more depth to your keyword potential. Even if you choose not to publish through them, this tool is amazing, and could help you add keywords to your book on Amazon.

There is no doubt that Amazon provides the most sales, but don't discount every other player by going to KDP Select before you look around. Amazon is usually faster to bring sales than other platforms, but you have to be careful about putting all your eggs in one basket. Amazon is the top dog for sales on e-Books, and they know it. They can, will, and have changed their system before, and they don't change it to benefit writers. Let's review what Amazon has done in the past. In the beginning, they let you set your book for up to 5 days free during their 90 contract. Each free download used to count for a sale on your rankings. Therefore, at the end of your 5 free days, you skyrocketed on rankings and more people saw your book. That entitled you to a lot more sales. Now? Not so much. It'll still boost you a little bit, depending on how many downloads you get, but it isn't the same. Is that a bad thing? No, it wasn't exactly fair for unknown writers to compete right next to the greats because of a ton of giveaways. They changed it for good intentions, but that shows you they will change. Kindle Unlimited is another thing that changed. You used to get a full payment for every reader that read over 10% of your book. They changed that to go by how many pages were read. Again, this is not a terrible thing. A lot of people were writing shorter books in order to take advantage of the 10% for payment. Now it goes by page. Last I checked you receive a half a penny per page read. The longer your book is, the more money you can make. This isn't entirely fair for non-fiction books where they do not need to be as long, but it does prevent people from writing a bunch of short books for easy money. Again, another way they change things on Amazon. I've heard they've changed it again

in another way that hurts writers. Amazon is something that will constantly change, and that's why it's good to not have all your eggs in one basket. They've also recently been messing up author's page counts for KU, and banning authors from Amazon if they feel they are rigging the system in some way with pages read, even if they're actually not, and these "bots" are using lower ranking authors to "hide their tracks."

Let me tell you what they did to me. My kindle edition for my epic fantasy novel was 407 pages. That is a good page number for Kindle Unlimited. However after a few months they changed my kindle pages to 352 to match my paperback edition. I lost over 50 pages read per reader that read my book because they changed how many pages readers were reading. Therefore, if you only have a kindle edition you are getting more out of Kindle Unlimited. However, if you have both paperback and kindle, they will use the lesser page numbers to base your pages read. This is something I became frustrated with and one of the reasons I decided to go wide with my novel. You can learn more about going wide with your book on The Creative Penn and Self-Publishing Podcast.

Some writers have been really successful on other platforms. I know writers who do almost as good on either Nook, Kobo, or iBooks as they do on Amazon. It doesn't happen as fast, but you can make money by being on more than one platform. There are even some where they make more money on other platforms than Amazon. It is definitely something to consider.

What I would suggest, is give KDP Select a try. If you happen to really do well with borrows, stay in it. It's a good way to build readers (make sure you're sending them to your mailing list) and gain reviews. But plan to go wide, because remember, amazon can change what they're doing, and mess you up. However, if you've invested your time to spread wide across all platforms, if amazon makes a change, it won't hurt you nearly as much.

Print:

Do you really need your book in print? This is a complicated question. It really depends what you plan to do. What is your business model? For the most part, nowadays, print doesn't sell much. But it also depends on the genre. Young Adult and Children's Fiction sells better than adult fiction for paperback. Non-fiction sells well for print. Otherwise print doesn't sell a whole lot. But, what do you want to do with your books? Do you want to get them into local stores? Do you want to have book signings? If you want to just write and make the most money possible to be able to make a full time job out of writing, you may want to put the print on hold, as it takes a little extra time, and just produce a ton of eBooks.

You can bring your book into print through [CreateSpace](#), it is easy and makes your eBook more appealing by showing the print price cut and how much % they save by buying an eBook. Another popular self-publishing printer is [Lightning Source](#). They aren't as easy for print on demand like CreateSpace, but their quality is a bit better. And they will print hardbacks. [Ingram Spark](#) has become a big player for self-published books. They have paperback and hardback, and if you go through them, you'll be included in their catalog, which goes to most bookstores. If you are with CreateSpace and pick expanded distribution you are included in catalogs as well, but you're listed under CreateSpace, and most bookstores won't purchase you for two reasons. 1. It's Amazon, bookstores don't trust Amazon, don't like Amazon, or know that CreateSpace is self-published, and think all self-published books are bad. Or. 2. CreateSpace doesn't allow returns if they don't sell your book. With Ingram Spark, it doesn't show you as being self-published, being through Amazon, and it allows returns (which means less money from you if they return). Also, with IngramSpark, you can print hardcover, which is a feature CreateSpace doesn't offer. There is a new service now where you can print straight from KDP, but currently you can only sell books on Amazon, and cannot order the books in bulk to take to signings. Barnes and Noble has also recently started a print on demand service that offers the chance of possibly getting into their stores, and it may be something to look more into. Kobo currently has a beta program for POD self-publishing as well. If you're with CreateSpace, you will not be allowed to have paperback elsewhere with your current version as part of your agreement if you choose their free ISBN, but you can have hardback. Hardback is good for giveaways, or special signed copies for your street team.

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Print is also another great way to get your book into book stores, local libraries, and community events. You can talk to your local library and find out who is in charge of local events and donations and get in contact with them about getting your book into the library. You may be able to donate a copy and they will put it on the shelf. If you're self-published there is little chance you will be able to be on the shelves of your local Barnes & Noble or Books-A-Million, but the smaller independent bookstores is a possibility. You can look for a local writers guild near you that may have more information, or go to these bookstores yourself and ask the owner. Sometimes there will be events for local authors to attend to sale their books. This is another great thing to do, and it is worth finding a writers guild near you to see if they have any such events. It is best to connect with other authors in your area to do this with because there will be a higher turnout for multiple authors rather than a single author that many people don't know.

Another good thing you can do with print is have book signings. If there are any small local bookstores near you, or coffee shops, or comic cons, or many other places you could look into, you could have book signings. You may not sale a lot, but it's always nice to meet and interact with real human beings. When you have book signings, make sure you can accept credit cards. There are two easy ways you can do this, both of which are FREE. First, you can set up a paypal, and signup for Paypal Here. Look around in the options on the website, and then download their app on your phone. After that, they'll send you a FREE card reader. You will only get charge 2.7% on purchases made with the card reader.

[Square](#) is another great place. I know you've seen people around you pull out those small white boxes they plug into their phone to take credit card payments. You can do so as well. It's FREE. Sign up for it, look around in their options until you find where they'll send you a FREE card reader. Then, the same as paypal, they'll charge 2.7% per transaction.

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Bring your books to [Audible](#) & [iTunes](#) easily through [ACX](#). You can pay a narrator outright, or if you can't afford to—there is a royalty split program. You receive 40% or 20%/20% with a narrator for 7 years. More info? Read *Audiobooks for Indies* by Simon Whistler. Another popular website is [audiobooks.com](#), but as far as the audiobook market goes, Audible and iTunes own 90% of it. If you choose to not go exclusive to Audible/iTunes through ACX, they'll only give you 20% royalty instead of 40%. However, one of their contracts has recently run out, so things may be changing soon. Audiobook consumption over the past two years has gone up more than 26%, so it is definitely something to consider. As more and more people don't have the time to read, they will listen to books in their car, at work, or at home doing chores.

Audio is something that is becoming more and more popular as it becomes easier to access. Ten years ago audio books were expensive and cumbersome. You either had to have 10 cassettes or 10 CDs with the audio book and change out every time it ended. They were good for long road trips and truck drivers, but little else. That has changed. Now you can download Audible on your phone or tablet, or even a file from their website to put on your phone or mp3 player. It is one file and very low on space. It saves where you are at when you pause it and is easy to come back to later. Audio books are becoming big, and even some sell more than e-Books. People will listen to audio books during the commute or even while they work or do chores. Narrators have also drastically improved since the 80s and 90s. Most people who don't like audio books are people who heard some from a monotone narrator from long ago. It is different now. Most audio books are done by voice actors and they change their voice for each character. You can really become immersed in the story. You can even order headphones that look like earplugs now so you can listen to them while working labor jobs. It makes the day go by so much better. If that is something you're interested in, look at [www.plugfones.com](#).

Make sure you pick a narrator that works well for your story. You can listen to auditions and pick whoever you think suits your story the best. Listen to samples of audio books on popular Audible books to find what works.

There are a few other opportunities for audio books. Another popular site is [audiobooks.com](#), and they also have an app, but for the most part Audible is the most popular. There is also [GraphicAudio](#), which will probably cost a lot more. [Podium Publishing](#) is a big audio company, and if you're selling enough copies of your book on amazon, they may approach you to make a deal for an audiobook. Or, Audible itself may approach you about making an audiobook.

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When you post a piece of your book on ACX, narrators can audition for your book, or you can approach narrators through direct messages and ask if they'd audition for your book. Tell them why you like their voice, what project sample they did that makes you want them to try out. For one, it's a compliment, and for two, they'll understand what style of voice to use if they choose to read your sample as an audition.

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Audible lets you share a sample, share it on facebook, twitter, and whatever other social media you can find.

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There are many social media outlets, use what is comfortable for you. Each one has readers. (Twitter: follow the people who follow writers of your genre—most follow back) Use tags & links on profile. Use [Hashtags for writers](#).

Social media is not a place to spam people to read your book. People will unfollow you fast for that. It is a place to connect with readers and writers. Post stuff that is interesting. Post things about certain books that you like, and why you like them. You can even post how a certain book inspired you for your own book. Another thing that is good is recommendations. You don't point people to your book, that is advertising, and people don't like it. I'll use my novel as an example. "If you like The Crimson Claymore, you should read The Sword of Truth series by @TerryGoodkind , #epicfantasy #sarcasticwizard" I would use that example, because in my novel I have a very sarcastic wizard, and in that way, he is similar to the wizard Zed from The Sword of Truth series. I am not directing people to my book from his, but directing fans of his novel to his book. The thing about readers that many writers fail to grasp, is there is no possible way a single writer can keep up with their reading schedule. Readers can read dozens or more books in the time we can put out only 1. We are not losing a customer by recommending them to someone else, but gaining a loyal fan that not only likes our book, but other books that are similar. With twitter, hashtags are really important. A lot of readers or writers find authors from their hashtags. Do a few google searches to find what hashtags are good for writers, especially in your genre. Make sure to include them in everything you post. Post about books you're reading that you're enjoying with #amreading and don't forget to tag the author @author, there's a chance they may retweet what you post. #amwriting is another popular hashtag. When you find good hashtags, be sure to search for them on twitter to see how people are using them.

Wattpad is also considered social media. It is a place for readers and writers to connect. Most of your readers will be young or poor. They are on Wattpad because they love to read, but cannot afford to buy as many books as they would like to. Your conversion rate will not be high, but the social interaction is unlike any other. It is a great place to find beta readers for your rough draft. They will point out certain sections of your novel that need to be looked at. They are readers, and they will find errors that you miss. It is a great place to connect with readers in that way.

Goodreads is a social media for readers. A lot of authors are scared of it and stay off of it. The last thing you want to do as an author is scare away readers because you're promoting your book on a website for readers. Their groups are quick to kick out spammers, and that means none of them will buy your book ... ever. Readers are a very serious bunch. You don't want to spam your book. You want to befriend them.

Social media is about connecting with people. It is not a place to advertise (unless you're using facebook ads.)

YouTube is it's own social media. [Video Blogging](#) (YouTube), [Book Trailers](#), or even *Book Reviews* on similar books in your genre.

For some people, video isn't their thing. Most of us as writers are introverts. Which means we don't like being the center of attention. We like our isolation. There are several quotes out there that say writers like reader, not people. As sad as it sounds, it is true. We don't like social events. However, if you can break that wall and do some video, you'll be ahead of many other writers who are too scared to. There are many ways you can make video work. Some people like to use Video Blogging, where you talk about anything from your books, to other books, or even about yourself in general.

Book Trailers can be hard to make and expensive. For some genres it is easier than others. I write primarily epic fantasy, and book trailers are probably the hardest for something like that. It is something I want to give a try one day, but something I'm not planning on putting my time into right now. There are ways you can get help with this without spending too much money. Look at a local college near you for film and acting majors. A lot of them will do a project like this for little to no cost. They want to add videos and credits to their resume, and if they're currently in school, they have little to nothing on their resume. However, they know the software and how to make videos. This is a great place to start looking for something relatively inexpensive.

Book Reviews are another great thing. Not many writers are doing book reviews. It is primarily a reader platform. There is an entire community on YouTube called "BookTube". Readers will talk about their favorite books and why they liked them. This is a fun thing to get involved in, and something I plan on doing myself as soon as I have time. There are so many fantasy books that I love and would love to talk about. Since this is video, it is best to have a physical copy in your hand to show the camera and audience and talk about it. As a writer, you can spin it a little bit. As you talk about why you like the book, you can also talk about how it inspired you to write your own novel. Do not try and sell your novel in these videos. These are book reviews about books that you have read. But you can talk about how you're a writer and you love these books, why you love them, and how they inspired you. If the reader watching the video likes what you talk about and realizes you also write, they may take a look at your profile and look at your books. You can also have separate videos on your profile that you don't link to BookTube where you talk about your book, or read an excerpt from it. For more information about BookTube, listen to Rocking Self-Publishing episode 115.

Video is becoming more popular to share on other social media, especially facebook. If you make a book trailer, try sharing it on your like page on facebook, and

then try paying for a facebook ad so it shows up as sponsored to a targeted audience.

Remember, with targeting ads on social media like facebook, make sure you're targeting as specifically as you can. For me, I write epic fantasy, when I target an ad, I'm specifically going for people who "like" Terry Goodkind, Terry Brooks, R A Salvatore, Brandon Sanderson, etc.

I'm going to put blogs here under social media. Blogs aren't nearly as effective as they used to be, but if you can do them right, they can help in marketing.

[Blog tours](#) used to be very effective from 2011-2013, but less so now. Bloggers have so many people coming to them that it is hard to get one going, and even harder to find readers on these blogs.

Blog tours are harder to find and get into nowadays. They aren't as effective as they used to be. You won't get a lot of sales during a blog tour unless you get lucky. However, it is still possible. If you do your research and find a good way to get into a blog tour, then it is definitely worth trying. There are several different ways to get involved in a blog tour. Obviously, the best way is to find blogs in your genre to approach or blogs with subjects that are in your book. If you did extensive research on a topic to include in your book, you can look for those type of blogs. An example would be, if your book takes place on a sail boat, you should consider looking at sail boat blogs to do a guest blog post on. You could talk about what research you did to include the right facts in your book, and you may get a little crossover there.

Unless you can find a few ins with blog tours/interviews on blogs, I wouldn't worry about this one as much. Instead, I would focus on *Book Blogs* ([The Indie View](#) / [Book Blogger List](#)). There you will find specific people looking to read your genre.

There are many other social networks besides Facebook and Twitter. Snapchat. Instagram. Tumblr. Google+. If you prefer one over the other use it. There are readers everywhere. Find them and learn how to target them for that social network.

Cross Promotion:

As you build your career as an author, one of the most important things you can do is Cross Promotion. There is this worry and fear that a lot of authors have. “If I tell my readers who love my book about another book, they’ll go and read it, and they won’t have time to read my book.” This is completely untrue. Most readers read books faster than an author can release them. Look at George R R Martin and Patrick Rothfuss, their fans have been begging them to release their books faster. If readers are between your books, why not recommend them books you’ve enjoyed to read, or books you think they’ll enjoy.

Find other writers in your genre to cross promote each other. There are several different ways you can do this. You can tell your readers about each other through your email list, link to their book on their landing page.

Another great way is to find anthologies to enter. Most anthologies accept short stories from 1,000 - 10,000 words if not a little bit longer. One of the best things you can do when entering the anthology is having a short story about a character in your mail novel, perhaps a prequel, where it takes place just before the novel. Make it captivating and interesting, but make sure it has a solid conclusion. See if they’ll let you add that the story has characters from you main series, and if they want to find out what happens they can check out your book.

Another great way to cross promote with other authors is with box sets. A lot of times authors will put together large box sets with authors in their genre with anywhere from 5 to 10 books. The best way to do this is put the first in your series, and have your series already have at least 3 books in it, if not more. Then of course have a CTA in the back of your book to check out the next book in your series. You can set the box set at \$0.99 and every author in the set promotes the box set to their email list, social media, and helps buying ads. This is a very low risk for for a reader to check out several different books from several different authors, and if they enjoy your book, they’ll sign up to your email list (in your CTA, right?), and go on to read book 2.

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anthology accepting. If you get in, and your story is well received, you may develop a relationship with the other authors to continue to cross promote in the future. You may be able to find authors on several different social media platforms to cross promote with. There are writers everywhere, go and find them.

Email List:

Your email list is the single most important thing you can do for a marketing strategy. Do not put this off. Even if you have NO fans, begin building an email list. You can even start by making a folder for your list on your gmail account. There are several great email list builders out there, two of the most popular being MailChimp and aWeber. MailChimp is FREE at first, until you reach a certain amount of subscribers. However, the free version won't let you do an autoresponder.

What is an autoresponder? An autoresponder is an automatic message to those who join your email list. As soon as they join, they will be asked to confirm that they want to be a part of your email list, and then after they do, they get sent the first message you set up for them. This is where you want to give them something. Take a look at the beginning section in this book, the "Newsletter" section. I posted an image of a FREE book that readers can get if they sign up to my email list. With your first message to them, this is what I would be sending. I will have a message to go along with it, adding a bit about my writing and humor, as well as the FREE book.

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Okay ... how do I get a list? This is the hard part. Getting people to sign up to your email list isn't easy. This is where content comes in. You need to write books, and as many as you can. In each book, in the front matter (before the story starts), and the back matter (after the story ends), you need to convince people to join your email list.

How do I convince people to join my list? Okay, so you're walking along a grocery store, and you stop at the edge of an aisle. There is someone standing there offering free samples. What do you do? You give it a try. If you like it, you may backtrack and buy whatever item they're selling. This is the tactic to get people onto your email list. You need to give them something. If you do a "sign up to my email list to get updates on my newest release." You may get a few signups, from some readers who are dying to see what happens next in your series. However, if you offer a FREE book, chances are they're going to want to check it out. Also, when you include it in the beginning, someone who's unsure about your book can sign up to your email list to get a free book

to read before deciding whether they want to buy your books. Want even more success for someone to claim the free book? Add the cover of the book as well. Who's your favorite author? What if they offered you a free book to join their email list? Would you go?

What if I don't have a novel to give away? Write a short story. Start with something small until you're able to provide something stronger. Do something in the same universe as your main series. Give some back story to a few of your characters. Let people know it has the same characters in the story, and you can only get it if they sign up to your email list.

Okay, I have a few subscribers, what do I do now? How do I keep them engaged? Don't spam messages to them, readers aren't going to want to see an email from you every few days. They may not even want one once a week. Don't only send emails when you have a new release. Ask readers questions. "Who's your favorite character?". Do giveaways. If you're having a goodreads giveaway for your book, let your readers know, give them a link to sign up to win your free book. If you've read any good books lately, let your readers know about it. Tell them why you liked the book. Include cover images of the books if you can. Do merchandise giveaways. If you've made anything related to your book, ask them a question about one of your characters, the first person to get the right answer, send them a piece of merchandise for winning. I talk more about merchandise in section 19. Ask them for names for your characters, if you pick a name they give you, include their name in the acknowledgments of the book you put the character in.

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Make an email list your top priority.

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Book reviews are important. There is little doubt about that. How do you get reviews if you have very little to no fanbase? This is not easy. In fact, it's hard. You are going to have to do a lot of leg work.

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Okay, so there goes my little rant. So, what did you come here for? Yes, I remember. **How do you get reviews?** There are several different ways. The best way will be when you get your mailing list and you create your street team. You'll be able to send your street team an ARC (Advanced Reader Copy) of your book and ask them to review it on the first day it's released. Remember the first 30 days amazon makes your book more discoverable, therefore, the more reviews you can get early, the better your book will look for readers seeing it come across their screen.

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Indie Authors: Put your book on CreateSpace – you can do that even if you are enrolled in KDP Select. Amazon owns CreateSpace so that means your paperback will be listed alongside the Kindle edition. The Kindle edition will appear to be good value as it will probably be cheaper than the paperback, and you may see an increase in sales of your Kindle edition. You can also have CreateSpace send out the winning copies direct to the winners if you wish.

The idea behind giveaways is for winners to review the book they receive. Most authors report between a 30 & 50% review rate. That's an out-of-the-ballpark better percentage of reviews after a promotion than you would get on Amazon with KDP Select free days.

Giveaways increase awareness about your book. The average giveaway gets 825 entries. That's your book being in front of 825 new eyes AND all their friends' eyes. Priceless. That can be increased to over a thousand entries if you can afford to support the giveaway with a self-serve advert.

When someone enters a giveaway, the “Add book to your To Read Shelf” is auto checked.

You can run an additional giveaway for the same title at another time – in fact Goodreads recommends it. They suggest one before publication and one a few months later, after publication.

They recommend starting the buzz about a book up to six months before its launch. Send hundreds of review copies pre-launch, so that when the book is published, the reviews appear online that same day. It can be a very successful strategy.

Run the giveaway at least one month before publication. Some publishers start as early as three months before publication. If you're already published, go ahead as soon as you like.

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You can also use [Instafreebie](#), and ask for reviews. [Instafreebie](#) is a great service, where you can give a copy of your book in exchange for a review (not guaranteed), but if you sign up for the paid version (you get a free 30 trial to test it out) you can demand that they sign up for your mailing list to receive a free copy of your book. This is a great way to add subscribers to your email list, and from everyone I've talked to, most of the people who get your book from [Instafreebie](#) are very attentive email list subscribers. And as I've said before, your email list should be your #1 priority for marketing your books.

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he puts down a book. But, on his blog, he tells you why he puts a book down. Read up on it on his website before you submit.

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Many of us look at the traditional book market and it always looks like it takes so long to write a book. When you’re writing full time, it does not take you a year to write a book. Some writers can write a book in as fast as 14 days. Others will take longer. Big Publishers will want to wait a year between releases, and nowadays with how much readers read e-Books, it is impractical to release so slow. You want to build your list as fast as possible and have as many books as you can available for readers.

Romance writers have been the only ones writing several books a year in the traditional world. Most others do as well, but they are forced to use a pen name so their “brand” is only releasing one a year. Now that self-publishing is becoming a big thing, this has changed. Writers can write and release at their own pace ... and readers love it! Have you ever really enjoyed a series by an author and have to wait a year before their next book comes out? A lot of the time it’s been so long that you have to reread books or glance over them to remember what happened. Readers these days are in a wonderful time, where they can consume content faster than ever.

If you don’t have the time to focus on most of the marketing things for your book, this is one you should definitely pay attention to. Especially if you are writing in a series. Write another book. Get the entire series out, and then promote. Promoting the first book won’t get you very far if you don’t have another book for the reader to go to.

Do not spend too much time on the editing/rewriting stage. Get your novel written. Let it sit for a time, and then read it aloud (or use voice reading software) and catch any errors you can. Then send it to an editor and let them finish the process for you. Get the product out and move on to the next one. We as writers can find a million ways to improve our novel, and some of us will spend years trying to achieve a perfect book. The problem is—there is no such thing as a perfect book. Every author out there can find a way to improve their book. You have to learn when to let go, and move onto the next book.

You cannot make a career on one book. Make sure you are writing. If your books are going nowhere and you feel behind on marketing. Don’t sweat. Write more books. The

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Getting into box sets with other authors will not be easy unless you already know someone that is successful in your genre. Once you become popular in your genre, it will be easier. However, it is a complicated process. It is best for the one hosting if they have their own business, like an LLC for their "publishing" company. Since you have many authors in one set, and will have to split the earnings, it can get complex, and is better as a company where there will be different kind of tax breaks. Make sure you look more into it before agreeing to host one.

Box sets for your series can be very beneficial to you. A lot of authors think, "Why would readers buy a box set when all my books are already available?" or "Why would I discount all of my books together, when I can make more by selling them individually?" One thing you have to remember, is not all readers are the same. In certain genres, like epic fantasy, a lot of readers won't pick up a book 1 from an unknown author until the series is ongoing or complete. If a reader picks up your book 1 and a sequel never comes, it will frustrate them. Therefore there are a lot of readers who will only pick up a completed series or box sets. They know these authors are serious and won't quit the series after only 1 or 2 books. You will pick up a different kind of reader, and this will not decrease your sales on individual books, but increase your sales overall by adding a different type of reader.

Anthologies are a great way to connect readers with writers who write in the same genre. You may have to do some searching for anthologies in your genre, but it is something that can really bring you some fans. If you write a short story or novelette

from 10,000-25,000 words, and you have 5-6 other authors doing the same, you have several great stories in one book. The best way to do this is write a story about characters in your main series. They can be your main characters and a side quest they go on, or smaller characters throughout your story with a background story about them. Readers that read the anthology will come from all the different writers participating, and it is an introduction to your writing and your characters. If you can, include something at the end of the story that says, “If you liked these characters, there is more about them in my series.”

I’ve talked about anthologies and box sets before, but this is definitely a big one that can really help you promote your books. When you combine these anthologies with box sets, it can really get some cross-promotion going. You will find a lot of readers who may not have found you organically.

You have to be careful with box sets if you are in Kindle Unlimited. They have recently changed some rules where you cannot have a kindle unlimited book involved in an outside boxed set. You’ll want to be sure to research that if you choose to do Kindle Select.

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Reviews from big players come at a cost, but they can be great for marketing. [Kirkus Reviews](#) (Most expensive), [San Francisco Book Review](#), [Portland Book Review](#), [Readers Views](#), [Indie Reader](#), [Midwest Book Review](#), [Self Publishing Review](#), [ForeWord Book Review](#). [Here](#) is a very informative post about Kirkus Reviews vs the rest. Kirkus is the most known and popular, but they are the most expensive. It cost over \$425 for a review with them, but these others ones all added together average out to about the same. Paid reviews will NOT get you sales. People think that readers stalk these wonderful review sites looking for a great title, but there are so many reviews that come through them, that it does little for you. However, what these ARE good for is by having a reputable company review your book, they are Social Proof. You can put these on your cover on the front or the back. And under your editorial reviews section on Amazon. They help readers decide who are already looking at your book.

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discount your book. They will show their readers “discounted” books. They used the same model as Sam’s Club and Costco. Join our “exclusive” club, and we’ll give you a discount on bulk.

Let me start this out by saying that if you only have one book out, this is not something you want to invest in. This is something that is great once you already have a series in place. If you discount book 1 to \$0.99, and you already have book 2 and 3 out, then you promote book 1. You will get a lot of traffic to book 1, and those readers will likely continue on to the rest of your books. This is very effective and keep in mind Bookbub is the big player here. They cost the most money, but they work the best. Since they are the big player, they are the hardest to get. You will need to make sure the book you pitch them has a lot of reviews and a good rating. Otherwise they will turn you down in a heartbeat. These other sites can work well, but they don’t have the same conversions as Bookbub, but that does make them cheaper. I would suggest you use as many of these as you’re comfortable with, and stagger them. That way there is constant traffic to your book over a month period. This is especially good during a release of a later book, because as readers finish your book 1, they will continue on to the rest of your books, and help them climb the rankings.

What is the best strategy for book promo sites? After you have a series in place, and a lot of reviews, do everything you can to get a Bookbub. If you get one, they’ll let you know several weeks out (they stay booked). When you have the day they will run a promo, usually after tons of rejections, you can begin to prepare. Depending what day of the week you get your bookbub, plan accordingly. If you get it in the beginning of the week, use one or two promo sites each day after the Bookbub. If it’s in the middle of the week, plan promotions before and after your bookbub. Bookbub will give you a huge spike. However, amazon doesn’t like spikes, they like consistent sales. Therefore if you can climb your sales before and after your huge spike from Bookbub, or even just after, there’s a higher chance you’ll stay sticky in the rankings on amazon. It also gives you a chance to make the USA Today or NYT bestseller lists. (Only if your books are available everywhere and not Amazon exclusive.)

Merchandise:

You can use for prize giveaways to fans to build traffic. They are also great door prize giveaways for events. [Zazzle](#) or [CafePress](#).

Merchandise is definitely not your top priority, but they are fun things to have to give to your Street Team, Email List, and as door prizes for events that you go to. Your street team is very important, and something that comes with time. They are your biggest fans, and what they do is push your book to everybody that they meet. These are the people you want to cater to because they believe in you and your books. Send them special things for being a part of your team, send them autographed copies of your book, buttons, bookmarks, even a coffee mug. There are many different things you can do on Zazzle or CafePress to make merchandise. Think of characters of your book with clever lines of dialog and make it into a quote on a coffee mug, or so many other things. Ask questions about your book or characters to your email list, and those that send back a right answer, send them a prize. There are many ways you can make merchandise work for you. It is also a great way to keep your email list active and wanting to open the email list. Because if they do, they might be the first to answer the question to get themselves a free coffee mug, and who doesn't like coffee, or at least tea?

Other merchandise you may want to consider would be bookmarks, postcards, and business cards. There are a lot of different styles you could do. I like postcards to have your cover image on the front, with your book description on the back. Then bookmarks, I've often seen the cover and a description, however, I think if you have many titles, it'd be smarter to have the cover images of all of your books on the bookmark along with your website. Then business cards; I saw a really clever business card one time. The author had all the normal stuff on the front, his name, his website, a few small book spines as an icon, the fact he was an author; but the back of his card is where it became interesting. He had four small covers evenly spaced for each of his four published books. I used his card as a bookmark, and then when I finished his book, I looked at the back of the card, and immediately decided to pick up another book of his.

If you're at a book signing, don't sit down. Stand, and talk to everyone who passes. Pitch your book to them. "Do you like the Shanarra Chronicles? You'll love my epic fantasy novel, *The Crimson Claymore*." Then I'll hand them a postcard with my cover on the front and the description on the back. If you want to make it as an author, be sure you work for it.

Launch

What is the best way you can launch a book? I hope you've learned a few things in this book. Now I'm going to talk a bit about launch strategy. If you do this, there is a great chance you will have success, provided you have quality content and a fantastic cover. It does matter.

Day 1-29: Launch your book, tell your fans about your book. Depending on how many you have, how large your email list is, either all at once, or scattered over the next few days. Do a few promotions with some of the smaller sites. Try to scatter as many promotions as you can. Find people to review your book. If you don't have a large list, find the book bloggers and send them ARC copies so they can finish it BEFORE the book is out. Try to get as many people to review your book during the first few days as you possibly can. This will open you up to promote your book to slightly stricter book promotion websites.

Day 30-59. On day 30, release your sequel. I know for some of you, you're thinking, "WHAT!? ALREADY?" Yes. If you just finished your first book and haven't written your sequel, and you're thinking about releasing. Stop. Go and write book 2, and 3 and 4, and as many as you can stand. Don't promote it, let amazon's sticky keep it up. Continue to run small ads on the smaller promotional sites.

Day 60-89. On day 60 release book 3 in your series. If you know the name of all your books before you release book 1, this is what landing pages are good for. In the back of your book you can have "Awesome Series Books" and then put the first book on top, and then each sequel right below it. Readers will want to go on to the next book, click it, be taken to a landing page for that book on your website, and find out it hasn't been released yet. What do they do now? Well, it's a good thing on that landing page you say the scheduled release date, or maybe you even have it ready for pre-order. Then at the bottom, you can have an opt-in for your email list, where you tell them you can update them as soon as the book releases. How are your reviews doing? Do you have more than 20 now? Start trying to get into Bookbub. Each time they reject you, try again. Keep trying. As soon as you slip through the cracks, promote book 1.

Day 90+: If you have more books in your series, keep pushing them out, every 30 days if you can, or at least 60 days. If your series is done, start a new series, and do the same thing. Keep pushing, keep writing, keep dreaming. Slow down? Never. Keep going. Start doing the other things I suggested, find your niche in social media, start finding authors to cross-promote with, find box sets and anthologies to join, create your own box sets, start making merchandise. But never stop writing.

Marketing 101

A review

Marketing isn't what you think. It is not as hard as you imagine.

Myth: Traditional Publishers market the book for you. It doesn't matter if you are traditionally published or self-published. You will have to market your book. The only thing a traditional publisher will do is mention your release in their newsletter and on twitter. If you have an agent, they will mention you on twitter or a few places. Your agent may mention a few good reviews that you get. Unless your book takes off, that will be the extent of it. You will have to market your own book if you want to see it take off.

What is the most important thing an author can do to market their book?

* Write a good book with quality edits.

* Formatting

You must have a good opening to draw in a reader, but beyond that what can you do to sell a reader on you? Formatting is very important in the digital age. The problem with formatting now days is that everybody thinks about a paper book. E-Books are different. When you picture your book you see it like a print book. This is something you must forget. Print sales are dwindling, and E-Books are picking up. Especially if you are self-published, your e-book sales will be most of your income. When you see a book in your hands you open the book and see the title page, copyright page, followed by other books by the author, dedication, acknowledgments, and an author note.

Is this how you are formatting your E-Books? This is wrong. The only thing you should have in the beginning of your digital version is title page, copyright page, and possibly a dedication page. Everything else needs to be pushed to the back of the book. Why? I know many authors still try and squeeze the other books by in the front of the book. That is how paper books have done it for years. Let me tell you why that is wrong. Most readers will have no idea who you are. They don't care about your other books. I want you to think about a paper book you have read by an unknown author.

Do you pay attention to the other books by them when you flip through to the starting page? You may gloss over them. *When do you actually read the other book titles?* You flip back to that page after you've read the book and enjoyed it. This should be the first page AFTER the end of your book. Another important reason why you don't want to clutter the front of your e-book is because of Amazon's "sample" feature.

When someone comes across your book and they don't know who you are, what are they going to do? Will they impulse buy it for no reason? The FIRST thing a reader will do is look at your reviews. They will see your average star rating and read a few of your reviews.

What if you have no reviews yet? Or, what if there are only a few? If they really enjoy the cover and description, they may impulse buy your book. More likely, they will request a sample from amazon. How do samples work? Amazon will send a sample to their device. A sample is 10% of your book. The first 10%. It is very important that you keep the first 10% of your book clean. Make sure the first 10% is really enticing, and that it is without clutter.

How do you format your book page? When you add your other books at the end of your E-book, make sure you include any that are a part of the series first. After the series make sure you have a blank space and list the rest of your books. If they are different series label them. If applicable, state the series name in italics, and include the titles afterward. Include the book name they are currently reading – especially if that book is book 2. Make sure that each one of those books has a clickable link that directs them straight to the buy page. When you add clickable links in Microsoft Word you highlight the book name, right click, and click hyperlink. Add the direct web address. Every one of your books should be clickable so the reader doesn't have to think. How many books have you read and enjoyed and wanted to look at other books, but forgot about it? With the lower price of E-books – the chances are if they liked your book, they will immediately go to buy your next one. Readers now days are forgetful and lazy. If you don't make them clickable, they might forget your name when they look back into their e-book store. However, if you make it as simple as a click, they may go straight away and at least buy it. A lot more readers are reading either on the kindle fire, or kindle apps on tablets, ipads, and phones. The number goes up everyday, and it is the way of the future.

What if you only have one book? If you only have one book, instead of your book list, make your first priority your mailing list. You need a clickable link that directs them straight to a page on your website where they can sign up for your mailing list. Do you have a mailing list? Having a mailing list is an essential tool to have to market your books – especially new releases. If you don't have one, check into MailChimp. How do you ask someone to join your mailing list? Make something free. Do not say, please join my mailing list. Instead, try – if you join my mailing list I will send you a free short story and keep you informed of updates on my latest novels as they come out. That is a much better “Call To Action”. Play around on MailChimp or another email list website to figure out how to set things up. You can have an “Autoreponder” where you can type a message and a link to get their “free” short story or e-book for joining your mailing list. As soon as someone joins your mailing list they will get an email with your first

autoresponder. There are other programs like aWeber and a few more, so you have choices. Or if you're low on funds, and low on people, just make a custom list on your gmail account to start. Just start an email list.

What comes after your book page and mailing list? After your book page and mailing list you should include a small author's note. In this author's note you should thank them for reading the book, and let them know you are a new author – or an independent author. You should explain how important reviews are to you, especially as a new author/independent publisher. Politely ask them to review your books. Ask them to review your book on any retailers they can as well as Goodreads, or LibraryThing if they are able. Make sure it's simple for the reader so they can leave you a review at the click of a button. I direct the word "review" to a landing page on my site where I briefly talk about why reviews are important, and direct to all review websites. Each site goes to my author page so they can click on whichever book they want to review.

After all of this, include your acknowledgments and any closing author's notes. In your acknowledgments include a link to your website, use the full URL to do this (in case they are reading on a device that doesn't have internet). Include the link to your blog as well if it is different than your website.

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About the Author: I would keep your about the author page in the front for certain non-fiction books where it would be good to put your experience and qualifications for your subject in the front so the reader knows you are qualified to talk about the topic. Otherwise, I'd keep it in the back.

Good books to read about Marketing and Importance of formatting: Write. Publish. Repeat by Sean Platt and Johnny B. Truant. Let's Get Digital by David Gaughran.

Good Websites about Formatting:

<http://davidgaughran.wordpress.com/basics/formatting>

<http://guidohenkel.com/2010/12/take-pride-in-your-ebook-formatting>

<http://paulsalvette.com/p/ebook-formatting-tutorial.html>

<http://susanrussoanderson.com/2014/01/05/how-to-create-an-ebook-using-scrivener/>

http://www.simplyscrivener.com/features/formatting-editor-part_i/

<http://ourwriteside.com/book-formatting-102-craig-price-jr/>

Formatting Programs:

Scrivner

Mac: TextMate or TextWrangler and Calibre , Vellum

PC: Notepad++ and Calibre

Print Books: Having your print books linked to the kindle store is very helpful as well. Some authors will disagree that print books aren't worth it anymore. It is true that especially as an Indie author that your print sales will be in the 5-10% range compared to your E-books, however print books will do 2 things for you. If it is linked to your Amazon E-Book, it will make the price of your E-book look more appealing. Say your print book is on Amazon for \$10.99, it will have a line through that price and say "Kindle Price" let's say \$4.99. It will show "You save: \$6.00 (55%)". Right below that is "Buy Now". This savings will help you get sales by readers who may be unsure. Also, even though print sales are low, the ones that do get it will be readers that don't read E-Books or Super fans. You want to do special things for your super fans. Your ultimate goal will be to get 1,000 super fans, if you can, you should be able to make it as a writer. Super fans will buy all of your books that come out because they like you that much. Some authors say that print isn't worth it, but those readers that do read paper and love your books would never find you if they were on E-book only. You should want to provide for these fans. Another suggestion I have is to have signed copies available on your website. A lot of Super fans want you on their bookshelf, and would love a signed copy. Make your signed copy more expensive than your regular books, factor a couple of dollars to sign and a couple more for shipping and make sure you say that shipping is included in the U.S. Having a print book of yours on a bookshelf is a great thing. Even though you don't make as much money as you would with E-Books, your super fans that buy your paper book. What do you think they want your paper book for? Do you think they read it, or let it collect dust on a shelf? A lot of them will have that book on their shelf and show it to people. Someone may come over that has never heard of you and they show your book to them. That friend may not want paper book, but at the recommendation of their friend and seeing the book, they may go on to buy your E-Book. Word of mouth is very important. Other fans may loan your book out to their friends, which is another great way to reach readers.

Those will be your most important keys of marketing.

What do you do after that? You should find a way to connect with your readers. If you enjoy blogging, do that. If you enjoy talking – make a podcast. Remember – connect to readers, not writers. You can bring some traffic in to your books if you talk about writing, but you will be much more successful if you talk about things that are in your genre. Is your book a fantasy novel? Talk about fantasy books that you love and why you love them. DO NOT SPAM your book in your posts. Instead, at the end you can put your name with “author of this book”. If fantasy is your genre, write about fantasy books that you love, fantasy shows on television like Legend of the Seeker and Game of Thrones. If you write crime or thrillers you can talk about NCIS and CSI. If you write non-fiction, simply talk about the topic that you write in.

What is going to help you sell more books? Write another book. Series will be important. If you have a novel that is part of a series, it will be easy to lure readers in. This is called a funnel. You create the first book in your series and follow up with its sequels. You can price the first book at a lower price than the rest and that will help. Say 2.99s for the first book while the others are 3.99.

How can you bring in a new reader without risk to them? Try something called permafree. With permafree, the first book in your series is free and all the others cost money. This is especially useful in a longer series. When they can try a free book before they decide to become long time customers it can take off a lot of the reluctance to try a new author. If your series is shorter, like a trilogy, and you can't come to terms with making it free. Instead, use short stories as your funnel. If you have a few free short stories of characters from your main series, try making a few of them free and directing them to your main series at the end of the book.

Are there marketing sites you can use to promote your book? There are a few decent ways to market your book. Most will cost money. The top site to use is Bookbub. There are a few other trusted sites out there, but be careful. Do not use these if you have no traffic to your book. Make sure you have several good reviews so they can look at your book first. You can direct them to the first book of your series if it is permafree, or if you are running a sale. Sales look good for promotions. Make sure you update your book description on those websites with all caps include “Sale, this month only for \$\$”. This will create more of an impulse buy. “Well if it's on sale, and it looks interesting, I might want to pick it up now rather than later.”

How do you use social media? Social media is tricky, and to really build an audience it will take you years. You can have your social media as part of your “CTA” or “Call to Action” at the end of your book to help. However, do not spend money or spam to get followers. Those followers won't be engaged followers and they will mean nothing. If none of them read your posts because they don't care about you as an author, there is little point. Do NOT SPAM your books on social media. You will lose interest in

readers really fast. Some authors like to post about themselves all day, and that is entirely the wrong approach. Instead, post about relative reading. If you are selling fantasy, fill your posts about Game of Thrones (What you thought about the episodes, or links to news about the show), include a few posts that you've made on your blog about the show between everything else. Don't say it's your blog, just put "Great blog post about how the last episode could have been so much better" or something that is catchy. If you write non-fiction, link to great articles about the subject by other people, and include a few of yours in the mix. You should only promote yourself in 10% of your posts, otherwise you will lose readers by being too "Spammy".

Great books to read: Write. Publish. Repeat. By Sean Platt and Johnny B. Truant. Let's Get Digital by David Gaugran. How to Market a Book by Joanna Penn.

These are excellent books on writing that have inspired me and taught me a lot about the craft. I highly recommend each one of them for more information about making the best book you can. Some of these are on marketing, while others are about the craft of writing.

[Write. Publish. Repeat by Sean Platt & Johnny B. Truant](#)

[How to Market a Book by Joanna Penn](#)

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[Description \(Elements of Fiction Writing\) \(Monica Wood\)](#)

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[Save the Cat \(Blake Snyder\)](#)

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[5,000 Words Per Hour: Write Faster, Write Smarter: Write Faster, Write Smarter by Chris Fox](#)

[The Fantasy Fiction Formula by Deborah Chester](#)

Writing Podcasts:

There are many great resources for writers out there. They range from books to blogs to classes and even podcasts. Sometimes we can get lost as we search for helpful advice to help our writing and publishing career. There are a bunch of books and blogs that I enjoy, but sometimes finding the time to take out of my day to sit down and read can get overwhelming. Sometimes I feel my time is better spent writing, or building connections. Over the last year I have discovered Podcasts on writing. There are so many out there.

What is a Podcast? They are like a radio talk show, except online. You can subscribe to them through iTunes or download the mp3s straight from their site so you can listen to later on your phone or mp3 player. Some of the writing podcasts are for the craft of writing itself, and writers will talk about everything from plot, characterization, to world building. (For these I would suggest "Writing Excuses" and "Dead Robot Society") There are others about publishing and marketing. ("The Creative Penn" and "Self-Publishing Podcast")

How can you use a Podcast to help your writing? There are so many different opinions out there. You can really get the personality of a writer by listening to them. Even if all of their opinions and suggestions don't seem like something you want to try, the chances are there will be things that they talk about that will be a good idea for you. The Self-Publishing Podcasts are crammed full of ideas on how to price books, different ways to use the online marketplace (like publishing novellas and serials), as well as different ways to market. Even if you are going the traditional route, the information they provide is very helpful for marketing. If you're not quite ready to publish yet, there are plenty more out there that talk about writing. I suggest using your phone with a notepad app, or keeping a notepad with you and writing down notes. They will give you good websites and information that you can look into later.

When do you have time to listen to a podcast? I have found that while I'm at work is an excellent time for me. Not everybody can listen to audio at work, but if you are stalking shelves or working a labor job and can get some Plugfones it makes the day go by so much better. There is also the commute, and I will plug my mp3 player into my car. I will also listen to these podcasts while I'm doing chores around the house. If you don't have as much time to listen to them as I do, you can still look through the archive lists of these podcasts and find ones that you are really interested in.

I have compiled a list of the different podcasts and their websites that I hope will help authors choose what kind of information they are looking for:

Writing Excuses:

<http://www.writingexcuses.com/>

Writing Excuses is done by Brandon Sanderson, Mary Robinette Kowal, Howard Tayler, and Dan Wells. This is probably one of the more useful writing podcasts. They talk a lot about writing specific topics and their logo is, "15 minutes long, because you're in a hurry, and we're not that smart." They will talk about plot, characterization, setting, brainstorming, character death, editing, outlining, sensory writing, love scenes, world building, writing other cultures, abnormal psychology, narrative rhythm, and so much more. There is so much information and all of it is very helpful.

The Writing Show:

<http://www.writingshow.com>

The Writing Show provides information and inspiration for writers of all kinds. Whether you write fiction, nonfiction, screenplays, songs, games, manuals, ads, reports, reviews, or poetry, they are there to entertain, help, and engage you.

Dead Robot Society:

<http://deadrobotssociety.com/>

A couple of guys' podcast about their publishing journey. When the podcast begins they are nowhere with their work, not published, and they simply talk about writing. They talk about their writing process, how they develop characters, plot, and many other helpful writing topics. They gather on a weekly basis to share stories of their individual journeys and discuss topics important to the world of writing. They also post a lot of audio from conventions on their website.

I Should be Writing:

<http://murverse.com/podcasts/>

Mur Lafferty's podcast has been popular for many years, winning several awards. She talks about a variety of writing topics, and has been for over 10 years. She began podcasting before she was published and now she has a few popular novels out there.

The Creative Penn:

<http://www.thecreativepenn.com/podcasts/>

This podcast is extremely helpful for self-published authors. Joanna Penn interviews a

different person in each episode about various writing topics. She talks with people from various e-publishers like kobo, smashwords, lulu. She talks about ways to promote your book like through goodreads and amazon reviews. She talks to a lot of people about book promotion, marketing, psychology, business strategy, cover designs, and so much more.

Get Published Podcast: <http://www.michellplested.com/category/getpublished/>

A guy talks about his journey to publication. He has frequent guests and talks about a lot of topics from publishing to different writing topics.

Grammar Girl: <http://www.quickanddirtytips.com/grammar-girl-quick-and-dirty-tips-%E2%80%93-complete-archive-of-posts-podcasts>

This is a podcast about everything grammar. Every episode is very short, usually from 3-10 minutes each with simple topics to understand grammar very effectively. She talks about everything from commas, periods, and confused words. If you have a grammatical issue that you struggle with, chances are you can find her talking about it on her podcast.

A Couple of Writers: <http://acoupleofwriters.com/>

A show about a husband and wife whom are published authors. They interview different authors and focus on how each writer is able to get writing time with a busy life schedule. They also have a rapid fire interview at the start to get to know the author better.

The Self-Publishing Podcast: <http://selfpublishingpodcast.com/podcasts/>

This is a great podcast starring three guys who talk about their self-publishing journey. They write books together, and they are fast. Instead of publishing full length novels, they publish serials; much like Stephen King's "The Green Mile", where there were 6 serials published that became the entire novel. One of them writes it, sends it to the other guy who reads it, edits, and sends it back. They do this a couple of times and keep pumping out new material. They talk about a lot of helpful advice for self-publishing including, needing a platform, using audiobooks and free distribution and so many other strategies for today's self-published author. They are a funny bunch and great to listen to, beware they do like to swear.

Rocking Self-Publishing: <http://rockingselfpublishing.com/>

This podcast is done by a man named Simon. He hosts weekly interviews with top

self-published authors, talking about how they made it, so you can do the same. He asks them a lot of questions about their self-published journey, what marketing strategies they used, and what they did for an editor and cover design.

Sell More Books Show: <http://sellmorebooksshow.com/>

This is a show about different marketing strategies and tactics that may be useful for you. They also keep you up to date with news about publishing.

Write 2B Read Podcast: <http://www.anialexander.com/category/write-2b-read-podcast/>

Write 2B Read podcast is created to encourage and inspire writers to become authors. It will have very short episodes with tips, reflections and encouragement as well as longer interviews with writers, who will share their views and thoughts about writing fiction and non-fiction, self-publishing, book marketing and anything else that you should know. Listen to the podcast, get inspired, write and inspire others with your writing!

Books, Business, and Beyond: <http://booksbusinessandbeyond.com/>

Kristen Eckstein and Shelley Hitz help authors not only write, publish, and market their books; but also take it one step further and create a business beyond book royalties. They help you, as an author, maximize the income from your book to create the lifestyle you want. Discover how you can diversify your income with online marketing through your blog, product creation, coaching, and much more. Kristen and Shelley have taught thousands of authors how to publish a book and now they want to help you take the next step in your business as an authorpreneur. If you are an author with a published eBook, print book, or audiobook; join us each week for interviews that will help you maximize the income from your book to create the lifestyle you want.

Self-Publishing Roundtable: <http://selfpublishingroundtable.com/>

The Self-Publishing Roundtable is a weekly podcast on the self-publishing movement. They interview the biggest names in self-publishing and discuss key strategies and marketing tips to help all new authors find their own success. They also talk to the big recent success stories and pick their brains about how they made it in this new, tougher market.

Savvy Self-Publishing: <http://www.savvyselfpublishing.com/>

Published by full-time indie author, Lindsay Buroker, the Savvy Self-Publishing

Podcast is designed to help other independent authors succeed with their writing, publishing, and book-selling goals.

The Writing Podcast: <http://www.thewritingpodcast.com/podcast-episodes/>

They will be predominately bringing you actionable writing and publishing advice from self-publishing, they plan to have traditionally published authors on the show. They hope to finally put to rest the common saying that traditionally published authors do not have to market their own books.

Odyssey Podcasts: <http://www.sff.net/odyssey/podcasts.html>

These podcasts are excerpts from lectures given by guest writers, editors, and agents at the Odyssey Writing Workshop.

Geeks Guide to the Galaxy: <http://geeksguideshow.com/>

Author David Barr Kirtley discusses geek culture with guests such as George R. R. Martin (#22), Richard Dawkins (#46), Paul Krugman (#61), Simon Pegg (#39), Margaret Atwood (#94), Philip Pullman (#76),

Author Marketing Institute: <http://authormarketinginstitute.com/podcast/>

Want to sell more books? Enjoy their short, but highly informative podcast where they bring you a new book marketing strategy multiple times a week. This is your stop for getting the tips, tricks and tools you need to help you build a successful author platform, sell more books, and discover new readers.

Speculate! Podcast: <http://www.speculatesf.com/>

The speculative fiction podcast for readers, writers, and fans.

SF Signal Podcast: <http://www.sfsignal.com/archives/category/podcast-2/>

The mp3 audio companion to sfsignal.com, where they interview notables in the field of speculative fiction and say incredibly intelligent things. Mostly. Usually or accidentally.

Adventures in Sci-Fi Publishing:
<http://www.adventuresinscifipublishing.com/episodes-archive-list/>

Since 2006, the Parsec Award winning Adventures in Scifi Publishing has interviewed authors, editors, and publishers of science fiction and fantasy. They talk about the hottest titles, industry trends, the push to ebooks, and genre tropes while also offering

writing advice and insider perspectives.

The Dragon Page – "Cover to Cover": <http://www.dragonpage.com/category/show-archive-c2c/>

Conversations with the Creators of Science Fiction and Fantasy fiction today! If you love SF literature, are an author or aspire to become one, you'll enjoy this podcast.

Self-Publishing Questions Podcast: <http://www.selfpublishingquestions.com/content/>

Self Publishing Questions is a show where you can call in and get your questions answered by best-selling nonfiction author Steve Scott. Primarily, Steve covers Amazon Kindle publishing strategies (through the KDP platform). But he also offers a variety of marketing tactics you can use to grow your book-based business. Each daily episode contains 5 to 15 minutes of actionable content you can immediately apply to your writing business. All you have to do is ask Steve a question and he will be there to answer it. Finally, each episode comes with detailed show notes where you can get a recap of the content and all the resource links that are mentioned.

Write for your Life: <http://5by5.tv/wfyl>

Write for Your Life is a show about creative writing, copywriting, reading, and the ever-changing publishing industry. Look out for advice, opinions, nonsense and some very special guests.

A Writer's Life: <http://awlshow.com/>

A weekly show on reading, writing, and the art of going mad. Listen as Dan Black discusses the craft of writing well, the publishing industry, and the path to becoming a writer. Email questions and comments to dan@awlshow.com or visit www.awlshow.com for DB's recommended reading list and to sign up for the monthly newsletter.

What is a podcast? A podcast is a digital audio file made available on the Internet for downloading to a computer or portable media player, typically available as a series, new installments of which can be received by subscribers automatically. It is a lot like a talk radio, but for the digital world. You can find a wide range of topics to listen to

and you can download them straight to your phone or mp3 player to listen to whenever or wherever you want.

What is a writing podcast? A writing podcast is a show about writing that you can listen to. Some talk about writing topics while others focus on marketing and publishing, or some host interviews with different published authors. There are a lot of great ones out there. I recommend for learning about Self-Publishing and Marketing to start with The Creative Penn, Rocking Self-Publishing, and Self-Publishing Podcast. If you want to learn about the writing process, I highly recommend Writing Excuses. If you want to learn grammar, I would definitely suggest Quick and Dirty Tips: Grammar Girl. Each one of these is great, and you should definitely look at them all.

<http://www.writingexcuses.com/>

<http://www.writingshow.com>

<http://deadrobotssociety.com/>

<http://murverse.com/podcasts/>

<http://www.thecreativepenn.com/podcasts/>

<http://www.michellplested.com/category/getpublished/>

<http://www.quickanddirtytips.com/grammar-girl-quick-and-dirty-tips-%E2%80%93-complete-archive-of-posts-podcasts>

<http://acoupleofwriters.com/>

<http://selfpublishingpodcast.com/podcasts/>

<http://rockingselfpublishing.com/>

<http://sellmorebooksshow.com/>

<http://www.aniaalexander.com/category/write-2b-read-podcast/>

<http://booksbusinessandbeyond.com/>

<http://selfpublishingroundtable.com/>

<http://www.savvyselfpublishing.com/>

<http://www.thewritingpodcast.com/podcast-episodes/>

<http://www.sff.net/odyssey/podcasts.html>

<http://geeksguideshow.com/>

<http://authormarketinginstitute.com/podcast/>

<http://www.speculatesf.com/>

<http://www.sfsignal.com/archives/category/podcast-2/>

<http://www.adventuresinscifipublishing.com/episodes-archive-list/>

<http://www.dragonpage.com/category/show-archive-c2c/>

<http://www.selfpublishingquestions.com/content/>

<http://5by5.tv/wfyl>

<http://www.awlshow.com/writing-episodes>

<http://authorstrong.com/podcast/>

<Http://marketingsff.com>

<http://www.selfpublishingformula.com/>

(Did I miss any? Feel free to contact me about podcasts I missed.)

Join my [mailing list](#) for updates of my new releases, and an exclusive FREE book. (This is my traditional back matter for my fiction, so unless you like to read epic fantasy ... this is just good to see how I'm doing it.)

As an Indie author, [reviews](#) are really important to me. If you enjoyed this story, please leave a [Review](#). I would really appreciate it.

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About the Author



Craig A. Price Jr. lives on the Alabama Gulf Coast with his son and wife. He spent most of his life in the Pacific Northwest before moving to work as a pipefitter. He has finished 4 novels and has seen a lot of success on Wattpad, where his book *The Crimson Claymore* has seen over 2.5 million reads and was a featured read for over two years. On his free time he enjoys to write and read novels, especially of the fantasy genre.

He is your typical fantasy author: He has a beard, he has a typewriter, he enjoys the occasional tobacco from his long stem pipe, and he loves listening to classical music on his record player.