



[Rana Florida](#)

CEO, The Creative Class Group & Author, Upgrade

How to Market Your Book

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Most people believe that writing is the hardest part; once their book is published, they think, it will fly off the shelves. The reality is that they will be lucky if their book even gets any shelf life. The most important lesson that an author can learn is that the work doesn't stop after you've turned in the manuscript. That's when the hardest work begins.

If you want your book to be bought and read by the widest possible audience, you have to start marketing it long before its publication date. Here are some simple tips on marketing that every author should take to heart:

1. Website: There are services that allow you to host and build your own [website](#) for free -- or you might want to invest in a web developer, who will choose one for you. But once you've settled on your book's title, go to a domain name service and buy the url (consult with your web developer, if you hire one, about where to go. [GoDaddy](#) and [Network Solutions](#) are two of the most popular. Buy a few other urls that are similar and redirect them to the preferred domain name. Document your purchase well and keep track of credentials. Allow the registrar to auto-renew on your behalf.

Then you'll need to build a book website. If you don't hire a pro to design it, there are CMS providers (like [WordPress](#)) that enable you to do it yourself fairly easily from templates. Make sure it includes a piquant and highly quotable summary (this is important, because it's the only thing many reviewers may read), a downloadable high-resolution image of the [book cover](#), and a flattering author portrait. Also be sure to include tabs for [media profiles](#), [blurbs and advance praise](#), and a [multimedia showcase](#) for broadcast and radio interviews, press clips, and photos.

2. Social Media: [Facebook](#) will be a powerful tool. Decide well in advance whether you want to market the book using your existing profile or if you'd rather create a book fan page that's open to a wider audience. If the latter, start early so you can get a lot of fans. Make sure you keep your page lively and refreshed with new and appropriate content.

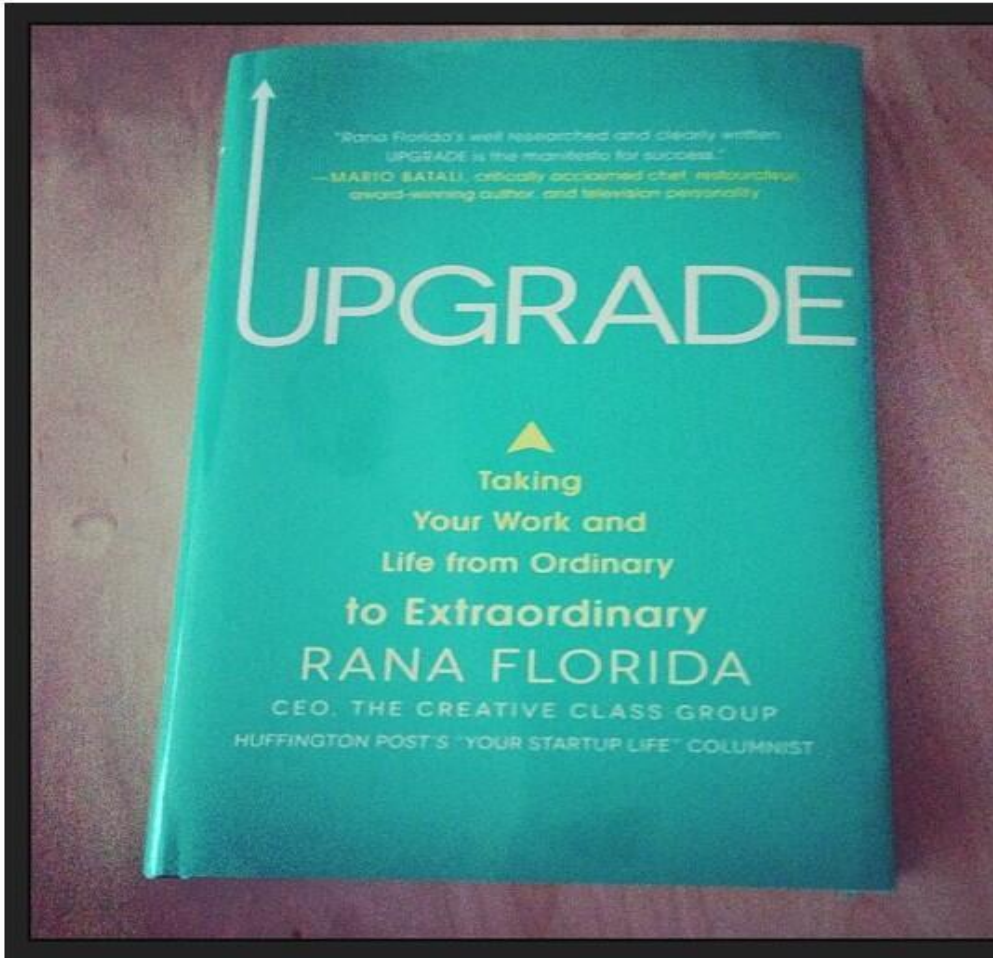
[Twitter](#) and Instagram are important too. Open an account, start following authors, book stores, book clubs, and public figures who appeal to the same audience as your book will, and Tweet often, including a link to your book's website. Share Instagram photos and promote those talking,

tweeting, Instagramming the book.

News



andyrnelson



♥ gabbbyyymarieeee

🗨 andyrnelson Arrived today. Congrats @rflorida #Upgrade

♥ Like

🗨 Comment



Profile



Kathie Lee and Hoda

@klgandhoda

4,075

TWEETS

201

FOLLOWING

109.1K

FOLLOWERS



Follow



Kathie Lee and Hoda @klgan... 49m

Tomorrow is @hodakotb's big birthday bash w/ guests @ranaflorida @bretteldredge @BobbieThomas @CorriMcFadden @ChassiePost & @bretteldredge

3. Presales: Encourage friends and family to place their orders several months prior to the onsale date, when the book is still in production. Any early movement will help create a buzz and [Amazon](#) may start to take note. Your Amazon rank (located in the book details section) will give insiders a peek at how your book is performing.

Product Details

Hardcover: 240 pages

Publisher: McGraw-Hill; 1 edition (Aug 14 2013)

Language: English

ISBN-10: 0071827218

ISBN-13: 978-0071827218

Product Dimensions: 23.2 x 15.8 x 2.6 cm

Shipping Weight: 522 g

Average Customer Review: [Be the first to review this item](#)

Amazon Bestsellers Rank: #199 in Books ([See Top 100 in Books](#))

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Business Model Generation: A Handbook...
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Switch: How to Change Things When Cha...
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The King of Oil: The Secret Lives of...
by Daniel Ammann
★★★★★ (1)
Paperback
CDN\$ 14.08
28 used & new from CDN\$ 7.11

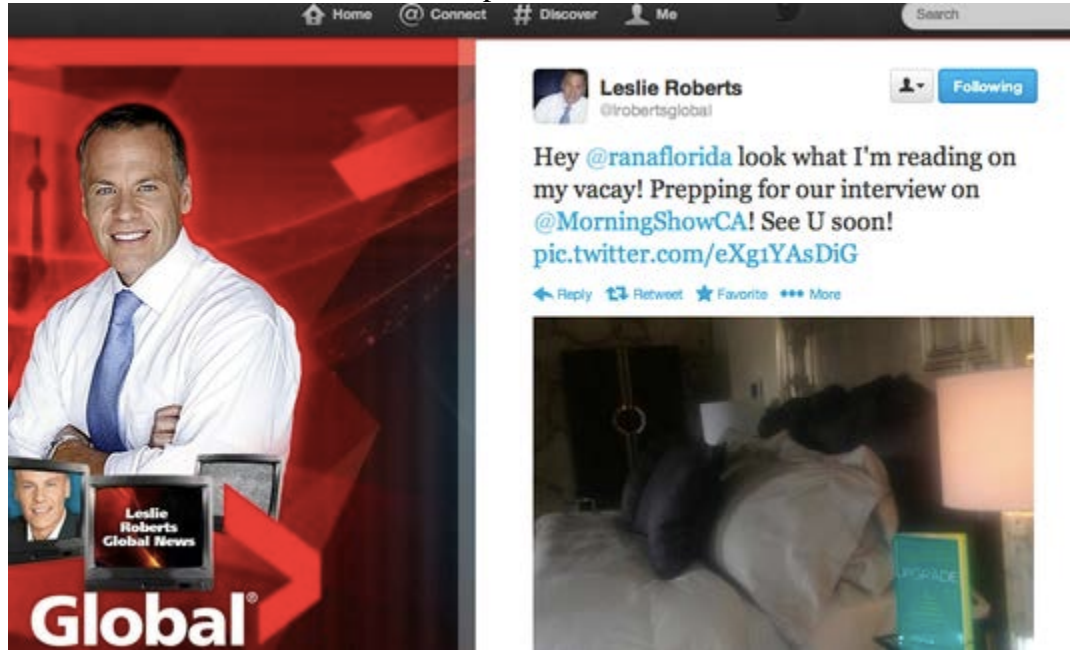
4. Create an [Amazon Author Page](#): Upload up to five photos, include bio information and links to your website and Twitter account. If you have a blog, link to that as well -- your new posts will appear on the page.

5. Book Trailer: A [book trailer](#) is a great visual way to tell potential readers about your book in about two to four minutes. You don't need a major production company to put one together. Use your own images or stockshots or video that you can source at places like [istockphot.com](#), [shutterstock.com](#), [flickr.com](#) or [bigstockphoto.com](#). Piece together the message using words across the screen, the fewer the better. Add a backdrop of music. You can find almost any kind of music for purchase at [300monks.com](#), which is searchable by mood, genre, or key word. Once your trailer is ready, share it widely via social media -- and be sure to link it to the book's pre-sale page. Ask your publisher to upload it to [Amazon](#), [B&N](#), and other retailer's book pages.

6. Promotions and Contests - ask your publisher to run a contest for a free signed copy of the book to create awareness and buzz.



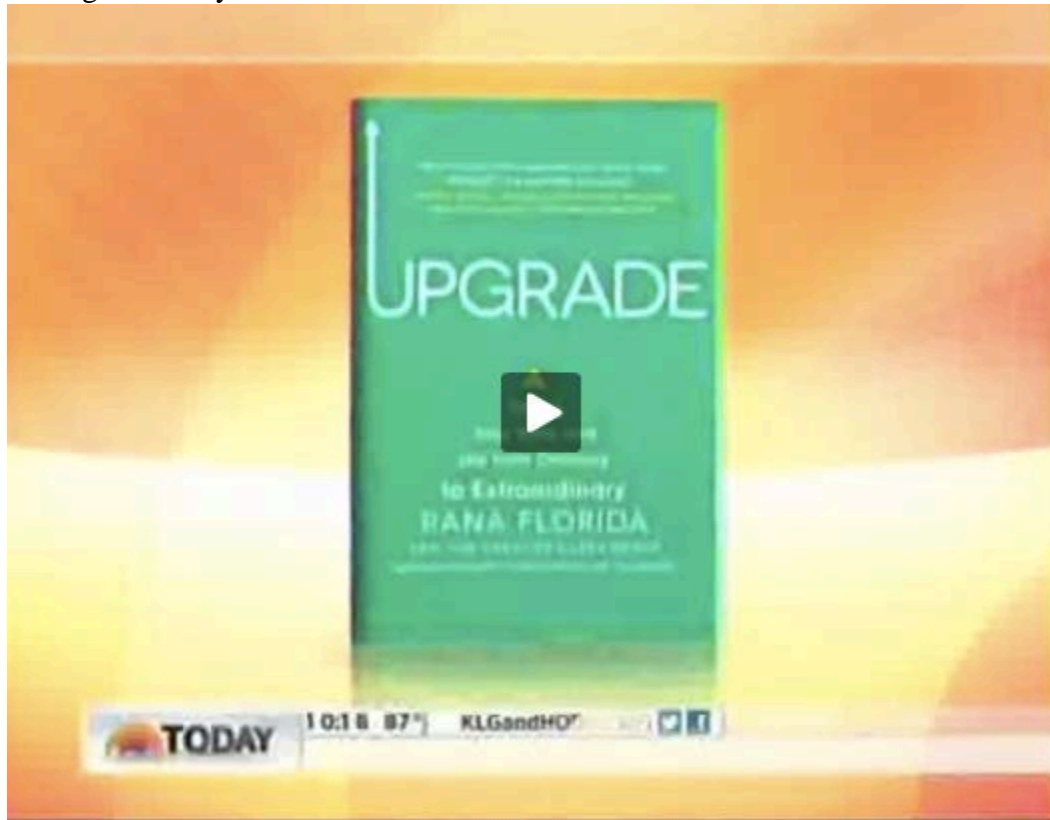
7. Make a Mailing List - and Use It: Start gathering a mailing list so you can share news and information, media releases, news clips, features, etc. via email.



8. Make a media list - and Use It: Start compiling a media list. Think about your book's audience -- whether it's people with an interest in politics, science, religion, business, tech, entrepreneurship, lifestyle, design, health, etc. -- and then target the kinds of media who would be the most interested in featuring you or the book. Don't just stick with book reviewers.

Rather than annoy the wrong people with a general blast, be sure to tailor your pitch to the appropriate media. Give them a story; feel free to suggest an entire segment. A boilerplate press release will not work. Producers want to know how this will help their viewers and readers.

Package the story.



9. Excerpts and Feature Articles: Start writing [feature articles](#) and adapting [excerpts](#) from your book and submit them to as many print and on-line venues as you can. Try to have news and seasonal hooks if possible.

10. Book Party: If you're lucky to have friends or family who offer to host a book launch event, that's great. But don't bother celebrating if you can't get media attention for it. It's a nice thing to do, but it's a waste of time, money and resources that could have been better spent on publicity efforts.

Here are some great tips on how to host a book launch event that will actually help you sell your book:

Sweet Endings



Make an impression on every detail. Speciality designed delicious edibles by [Eat My Words](#).

Make it Pop!



Popcorn boxes designed with the book cover. Decor and design by [Petite & Sweet.](#)

Upgraded Cupcakes!



An edible book cover tops these creative cupcakes by [Eat My Words](#).

Design the Details



Carry out the colors of the book cover into every detail. Decor and design by [Petite & Sweet.](#)

Make it Memorable



Getting creative with the book cover, makes it memorable.

Messages that Pop



Cake pops can really bring your message home. Decor and design by [Petite & Sweet.](#)

Delicious Decor



Stick to the two most dominant colors of the book cover. Decor and design by [Petite & Sweet.](#)

Small Details



Candy jars decorated to match the book colors. Decor and design by [Petite & Sweet.](#)

Dessert Tables



Dessert tables instantly make an event more festive. Decor and design by [Petite & Sweet.](#)

Make It Fun!



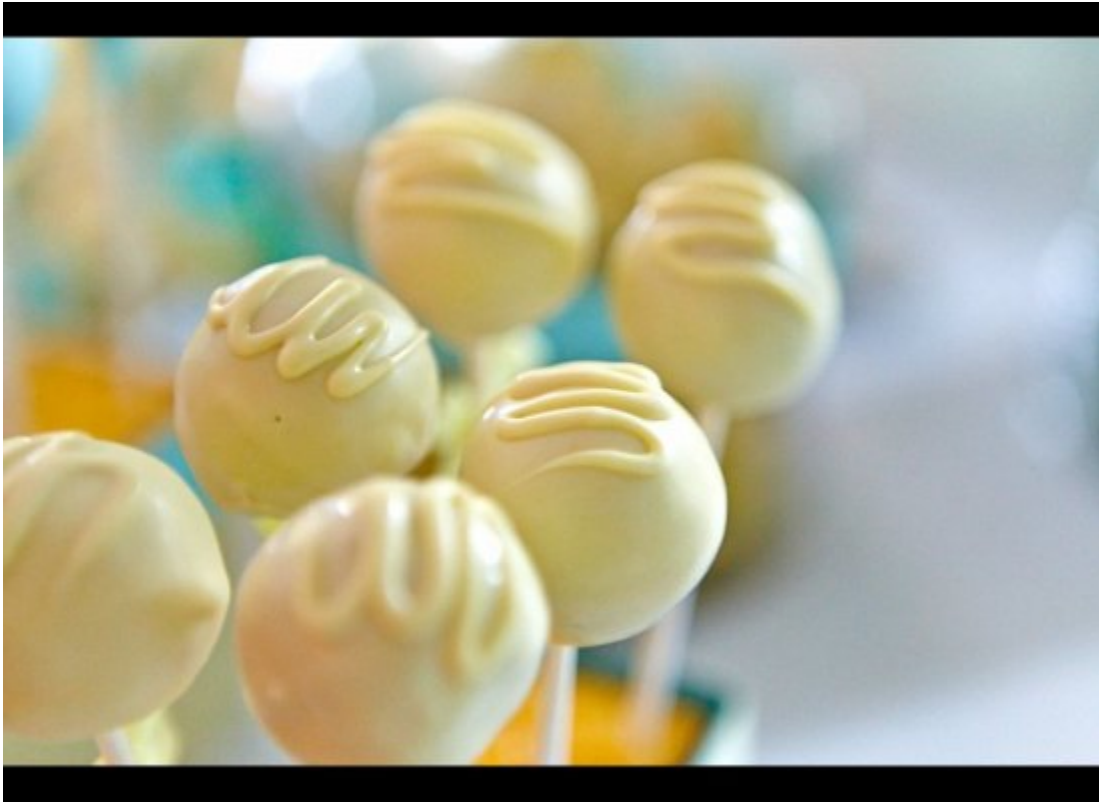
Guest of all ages can participate.

Festive Details



Dessert tables can reinforce your message with a festive flare. Design and Decor by [Petite and Sweet](#).

Make Your Message Pop



Desserts come in all shapes, sizes and colors - mix and match to fit your theme. Design and Decor by [Petite and Sweet](#).

Bestseller



Upgrade an ordinary dessert spread into an extraordinary with a few extra creative elements and attention to detail Design and Decor by [Petite and Sweet](#).

Delicious Decor



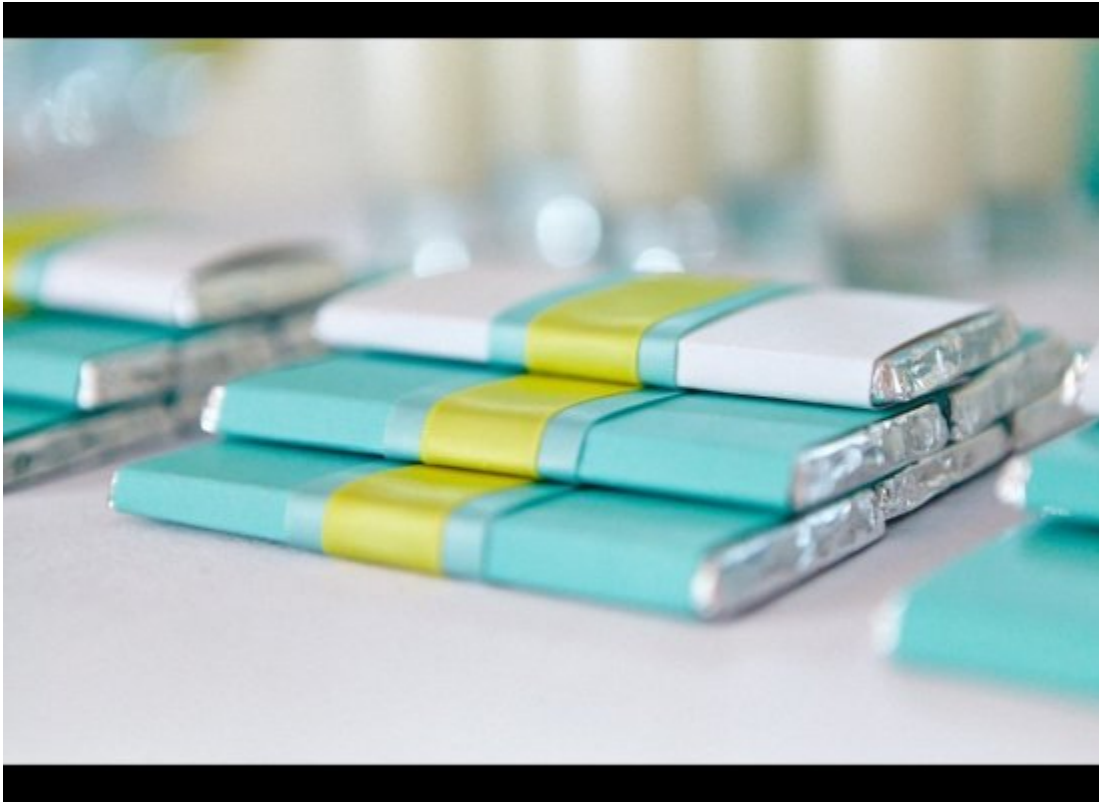
Design and Decor by [Petite and Sweet](#).

Dramatic Display



Line 'em up or stack 'em - repetition adds drama.

Semi-Homemade



Wrap your favorite chocolate bars with speciality paper and ribbons. Design and Decor by [Petite and Sweet](#).

Sweet Table



Design and Decor by [Petite and Sweet](#).

The Main Attraction



Design and Decor by [Petite and Sweet](#).

Book Table



Ask your publisher or a local bookstore to sell books onsite and be prepared for cash, check and credit card transactions.

Get Creative



Blue vases with white hydrangeas reinforced the theme.

Book Signing Table



Setup a book sale and signing table in a high traffic location.

Photo Opp



Ask your publisher for a supersize display of your book image. It makes for a great photo opportunity, which can raise social media awareness. Encourage guests to tweet, Instagram and share the photos on Facebook.

Floral Design



Design and Decor by [Petite and Sweet](#).

Capture the Moment



Ask your publisher for a supersize display of your book image. It makes for a great photo opportunity, which can raise social media awareness. Encourage guests to tweet, Instagram and share the photos on Facebook.

Think Creatively



Speciality drinks by celebrity chef Mario Batali were served, since he endorsed the book.

Edibles



Finger edibles - easy to grasp and simple to eat.

Grab and Gourmet



Keep the food simple and easy to eat.

Presentation



Fresh herbs and edible flowers enhance the presentation.

Hosts



Event hosts, Mark and Suzanne Cohon, [CFL Commissioner](#) and Principal, [ASC Public Relations](#).

Book Signing Table



Be prepared for sales and signing.

Guest List



Gabe Gonda, Arts & Life Editor, [The Globe and Mail](#) & Jennifer Lee Koss, [BRIKA](#).

Guest List



Dr. Trevor Born, [TMB Plastic Surgery](#)

Venue



Book launch events used to take place at book stores, however public places like bars and restaurants and the homes of friends are now gaining in popularity.

Guest List



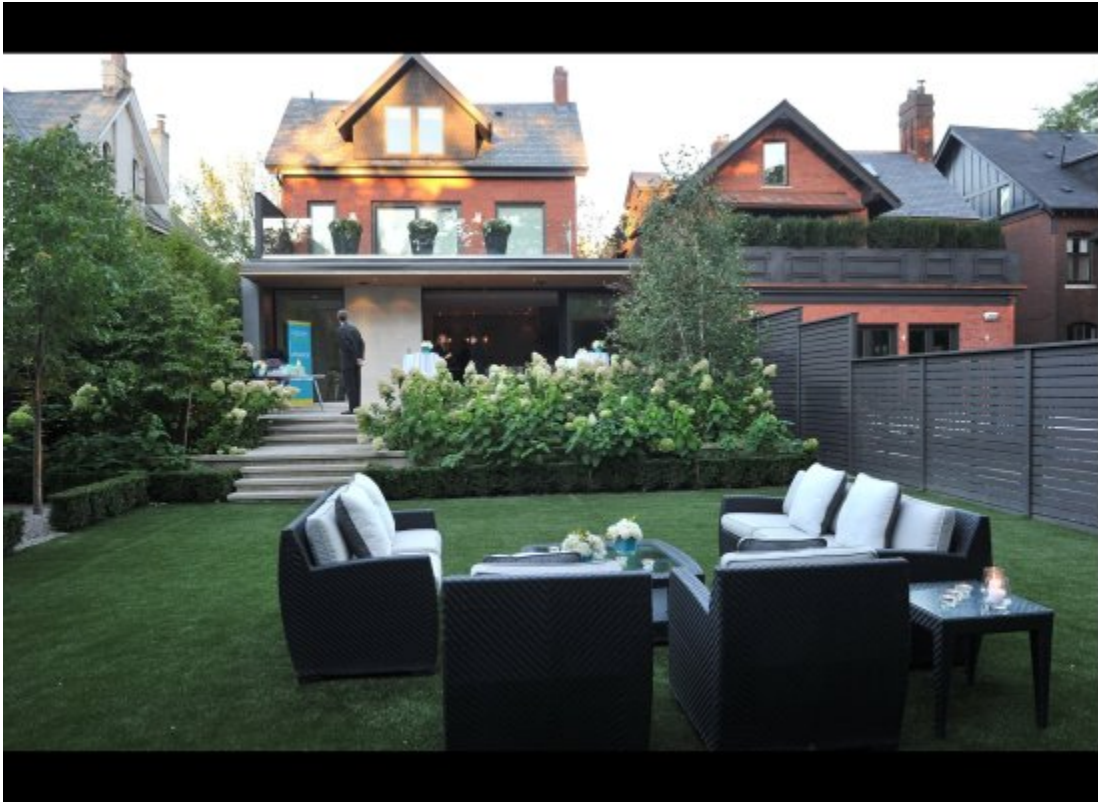
Victoria Jackman, The Jackman Foundation and Jennifer Lee Koss, BRIKA.

Photography



Hire a photographer to shoot the event and upload photos for media access.

The Venue



As bookstores across the country close, a friend's backyard becomes the perfect venue for a book launch celebration.

Guest List



Cawthra Burns and Nancy Lockhart

Hosts



Friends Mark and Suzanne Coho host my Upgraded book launch event.

Guest List



Dr. Sandy Skotnicki-Grant and Alex Kotyck, Director, RBC.

Guest List



Birks' Ambassador, Jessica Mulroney and eTalk's Ben Mulroney

Guest List



Claudia Hawkins, Director of Marketing, McGraw Hill, Peter Scowen, Globe and Mail Editor, and U of T and NYU professor, Author Rise of the Creative Class and hubby, Richard Florida

Drop the Wine & Sign



Your guests came out to celebrate and support you, so drop whatever you're doing to accommodate a signature.

Drop the Wine & Sign



Your guests came out to celebrate and support you, so drop whatever you're doing to accommodate a signature.

Guest List



Architect Elle Roland, Phil Lind, Rogers, PR principal Kate Alexander Daniels, real estate principal and theater producer David Daniels

Guest List



Sweets lady, Sacha Grierson and daughter, Lola

Guest List



Be sure to invite a mix of friends, family, industry leaders and media.

Guest List



Makeover star, Paul Venoit and philanthropist Victoria Jackman

Guest List



Moira Wright, Holt Rentfrew, Laurie May, Joseph Wilson, and the National Post columnist Amoryn Engel

Guest List



Twitter boss, Kirstine Stewart

Guest List



Greta Constantine fashion designers, Stephen Wong and Kirk Pickersgill

Guest List



Be sure to invite a mix of friends, family, industry leaders and media.

Personalize



Personalize every single signature.

Guest List



Zoomer Magazine's Suzanne Boyd

Guest List



Greta Constantine's Jesse Greene, stylist Loretta Chin, and Amber's Toufik Sarwa

Guest List



Founder M.A.C. Frank Toskan, Jeff & Emily Ridout, and entrepreneur Darren Zakreski

Guest List



Be sure to invite a mix of friends, family, industry leaders and media.

Guest List



Writer Victoria Webster and philanthropist Sarah MacDonald

Guest List



Author and National Post columnist Shinan Govani