How to Market Your Book

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.

andyrnelson

❤️ gabbbyyyyymarieeee
³ andyrnelson Arrived today. Congrats @rflorida #Upgrade
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.
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.
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.
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.
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 grap 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
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 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 Toscan, 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