

12 WAYS TO MARKET A BOOK

Effective tactics have evolved during my more than 36 years in marketing. Book marketing has gone from lunch with reporters and phone calls, to direct mail, faxes, and email. Now it's social media, including Twitter, Facebook, etc. Some tactics continue to be effective over time. I keep an eye out for the latest tips and techniques. Here's a list of 'effective' ways authors can promote books:

1. TV News

Few mediums reach as many people as TV News. I've spent the better portion of my life placing clients on TV programs, commercials, and interview programs. It's extremely effective in letting people know about your book. The easiest way to land a TV interview is to send your book with a personally addressed cover letter/pitch, photos, and press release about the book to the news director of the station or specific personality who reviews for them. If you don't receive an answer, follow up. They will only be receptive if you can provide newsworthy information as you promote your book. Develop a relationship with the contacts you make. This can be effective for future releases. Do that for every TV station you want to appear on. Start local first then go after the big shows. It's a little more involved than this. You must be persistent, businesslike, and provide value to viewers. It can take time, but it does work.

2. Talk Radio

Listeners turn to talk radio to be informed on topics not covered completely in newspapers or on TV and to have a real conversation with the host and you, the guest. Talk radio show hosts will in most cases ask you to share your website, e-mail address or toll-free phone number. Or they'll mention it themselves. Use the same methods discussed to solicit TV News programs.

3. Goodreads

Fifty million+ readers find books on Goodreads. It makes sense for authors to learn how it can help sell books. Sign up and create your author page. List your books. Ask readers to post reviews on Goodreads. Also ask readers to add your book to Listopia lists where books are grouped together by genre and subject. For example, if you liked *Tony Robbins* you'll like *Dan Milstein*. Actively connect with readers and other authors on Goodreads. Write reviews of books you've read. Add books to your 'Want to Read' list. Buy an ad on Goodreads. Do a giveaway. Target your ad by genre, location, or age.

4. Amazon Author Page

Utilize your Amazon Author page. List your books. Add your author photo, bio, book trailer, blog, and tour schedule. Take advantage of tools like this that cost nothing!

5. Book Awards

You must enter to win. It's worth your time and money. Awards provide you media opportunities that distinguish you as 'an award-winning author.' When you win, put out a press release with real news. The media perks up when an author wins a prize. It indicates people are saying, "Hey this is a good book."

6. Book Fairs

Meet fellow authors and readers who love books. It's where the rubber meets the road in the book business. Learn what readers like and what's on the mind of authors. Learn effective marketing methods, make valuable contacts in the industry. Make it a point to hit a few every year.

7. Writer's Conferences

Where serious authors hone their craft. Meet fellow authors. Listen to experts in the field. Find out how others progress in the writing field. Study your craft. Learn about the industry and its changes. Make valuable industry contacts. Writers are the nicest people. You're bound to make long term friends who collectively can change your life for the better. When you look back after a few years you'll remember bits of advice that made all the difference in your success.

8. Social Media

Become active on Facebook, Twitter, Pinterest, Instagram, BookTok, etc. Create specific content for each medium. Use blurbs, short video clips, your book trailer, MEMES, and reviews. You MUST provide something



By Lynda Rees, The Murder Guru

of value. It's a major project no doubt, but it's one of the best low-cost ways to reach readers. The cost—your time and creativity. Plus, should you choose to pay for ads, these mediums advertise directly to fans of authors in your genre or specific authors themselves. Get busy. Choose at least one and consistently work it. Just do it!

9. Book Trailer

Like movies, a book trailer does the same for a book. A picture is worth 1000 words. A book trailer must be worth 100,000 words! Get one for your book. Post it to social media. Include the URL in all pitches.

10. Read!

Want people to buy your book? Buy and read books about book marketing. You can't know everything. Learn what you need to know. Check my site for a list of my favorite marketing books.