



Write Your Expert Book Online Course

8 Ideas for Increasing Your
Book Sales

Marketing your book is just as important
as writing it



Let the people who could use your
book know about it



1. Advanced Social Media

Go beyond Facebook and Twitter to
explore other platforms



Create Hashtags, share your book cover, turn tips into visual content, take photos, or share images



2. Host a Virtual Book Tour

Get out there. Meet readers and talk about your book



A virtual tour could include guest blog posts, readings, interviews or giveaways



3. Get Readers to Promote Your Book

Give advanced copies to customers
and ask for reviews



Ask for honest reviews... you don't want
them to look fake



4. Create a Promotional Video for Your Book

Videos are easy to digest and video content performs well on social media



Share it on social media, your website,
to your email list, at offline events and
on book websites



5. Promote Your Book in Your Email Signatures

Make it short and quick, emphasising benefits



Include a link for more info or to buy



6. Network with Other Authors in Writing Communities

Connect with other writers and network with them



Make sure you connect with a
community that serves your goals



7. Find Book Review Bloggers

Conduct a Google search for book reviewers



Reviews that aren't totally positive can
still help promote your book



8. Get Your Book on Goodreads

It's not a place to promote heavily



Create a profile, join relevant groups
and participate in discussions



Make Your Book Visible

The key to selling your book is to make it
visible





What's Next?

Module 9

Author Website