



Write Your Expert Book Online Course

How to Write & Launch a Best-Selling Book... and Show Off Your Expertise to the World

Module 5 – Marketing Your Book



- Now you need to formulate a marketing plan to promote your book
- You can't leave selling your book up to chance



- It needs to be visible
- Find out where your market is online and decide how you'll engage with them



Price Your Book

There's no real formula to follow to price your book



The competition

The buyer

The length

The value your reader will get

Book Pricing



Amazon

- What's the average price of books like yours?
- Compare the contents of others



- You'll get 70% of profits for books priced between \$2.99 and \$9.99
- Don't price too low so as not to dilute value



Charm Pricing

- A psychological strategy based on the theory of impact pricing
- For example \$2.99 seems a lot less than \$3



Consider Your Goals

- Use your goals to guide your pricing
- If you're looking to establish yourself as an expert perhaps price lower



About You

Your author website

- Get to know your readers better and build relationships
- Traffic here can translate into sales



A photo of yourself



Positive reviews or endorsements



Qualifications or experience



Personal details



Your background



A link for more info



Have a sales page with links to buy



Use relevant keywords for your book in content



Create a description page



Pages for reviews/testimonials



Buttons to social media profiles



Book funnel opt-in form and links to opt-in page



Market Your Book on Author Academy Bookstore

- The key to success is being visible amongst competition
- Select your book category carefully



Get some early good reviews



Optimise Your Author Academy Bookstore Author Page

- Add a bio, photos, events and videos
- Add social media links so people can connect



Include keywords in your bio, but don't go overboard



Leverage Your Social Media Networks

- Make use of social networks to promote
- Avoid being too promotional



Twitter

Twitter's search function is a great way to promote your book



- Optimise your bio to attract like-minded people
- Add a link so people can find out more



- Tweet useful links to other relevant content
- Support others who may then reciprocate



Follow people who might be interested in
your book



Facebook

- The most popular social media platform
- Create your author page using the shopping template



- Post content that encourages engagement
- Make use of Facebook Ads



- Create LeadGen ads
- Develop a ready-made fanbase to impress others to promote your book



LinkedIn

- Optimise your profile for keywords to attract attention
- Write a compelling description



- Connect with other experts in your field
- Feature your book in the publications section



Add documents to show off relevant content



Create Your Book Marketing Plan

Spell out the marketing activities you'll implement with deadlines



- You should have pre and post publish activities
- Some can be set up now and scheduled for later



Think about how marketing activities will contribute to your goal



Action Steps:

1. Determine the price for your book.
2. Create your marketing plan with pre-launch and launch activities. Set dates for everything.





What's Next?

Module 6

Next Steps