



Module 5 Cheat Sheet - 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
- ✓ Take into account:
 - The length
 - The competition
 - The buyer
 - The value your reader will get
- ✓ 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 want to make money, reflect that
- 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
- Consider setting one up, or creating a bio page

✓ Include in your author bio:

- A photo of yourself
- Positive reviews or endorsements





- Qualifications or experience
 - Personal details
 - Your background
 - A link for more info
- ✓ To make the most of your author site:
- 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

Optimize 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
- ✓ Optimize your bio to attract like-minded people
- ✓ Add a link so people can find out more
- ✓ Tweet about your book
- ✓ 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
- ✓ To promote on Facebook:
 - Post content that encourages engagement
 - Make use of Facebook Ads
 - Create LeadGen ads





- Develop a ready-made fanbase to impress publishers

LinkedIn

- ✓ The social network for professionals
 - Optimize 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

