

7 Proven Steps to Marketing, Promoting & Profiting from Your First (or Next) Book

1: Assemble Your Book Team

- You need friends – other authors, experts, marketers
- Endorsement posse are the folks who will blurb your book
- Contributor tribe are the folks who will submit a success story or interview
- Launch partners are the folks whom you'll ask to send an email to their list

2: Get the Title Right

- Title matters FAR LESS than hook and subtitle
- Formula: Catchy Title: Subtitle is benefit, outcome, payoff or result
- Make sure the .com domain is available

3: Include Special Features to Boost Media Interest & Reader Value

- Tests, quizzes, self-assessments – the media loves these!
- Planning tools, calendars, cheat sheets – readers love these!
- Checklists, forms, worksheets, templates, scripts
- Some people will buy the book JUST to get these value-add items!

4: Build Out Book Website

- A sample chapter is NOT enough! (Read that once again please!)
- 5 pages: The Book, Book Preview, Rave Reviews, Bulk Orders, Book Bonuses
- Make it easy to spread the word: tell-a-friend, pay with a tweet, social links

5: Prime the Pump on Amazon

- Identify top reviewers and reach out to them personally
- Start creating Amazon Listmania lists and “So you want to...” guides
- Review the top 10 bestselling books in your category and link to your book

6: Launch Your Book

- Launch partners all send email on designated day
- Link all purchases to Amazon if “Amazon #1” is important to you
- Email your list with bonuses, news, & behind-the-scenes updates/photos

7: Over Deliver and Ensure Ongoing Sales

- Personal touch is HUGE
- Webinars, Google Hangouts, teleseminars, special access for book clubs
- Sales don't stop after the launch (launch is just the beginning!)
- Over-deliver with surprises, amazing customer service, bonus gifts

www.BookMarketingWorkshop.com