



Best Book Marketing Secrets

Harmony Publishing



Introduction

Thank you for getting this guide to help in your book marketing. I believe it will give an edge over others who didn't have the opportunity to read it. Authorship requires great courage and book marketing requires perseverance and up-to-date information. With Harmony Publishing, your publishing and marketing will be smoothly executed to your satisfaction. Take the step to make your book a bestseller and talk of the town.

Enjoy!

Chukwuma Okeke

Founder

Harmony Publishing

@Harmonypub



Cultivate Relationships & True Fans

We've all heard the maxim, "It's who you know" and it's true that your friends, family, and coworkers are your biggest fans and your most reliable advocates. So the more "friends" you have, the more fans you have to help promote your book. Unfortunately, a lot of authors start relationships with readers and influencers the day their book is launched. Don't be one of those authors who enter the virtual party shouting, "Buy my book!" Cultivate relationships early on at the writing stage. Attend conferences in your area of expertise and attend writing and publishing conferences too. Find places where you might contribute to a conversation or offer help. Online forums are great places to start, especially if you write to a niche market. Offer assistance, have conversations, read other people's stories, and become a part of the community. As in any social situation, it may feel awkward at first, but you'll find places to make real life connections.

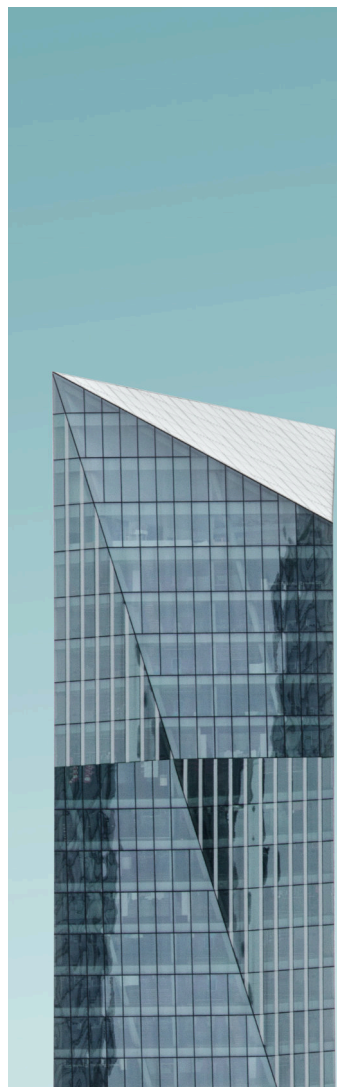
If you haven't read Kevin Kelly's 1000 True Fans blog post, check it out. It is an encouraging piece. Kelly founded Wired Magazine (along with some other successful businesses), and he proved that artists can make a decent living with the support of only 1000 true fans. These are the fans who buy all your books, listen to every podcast, watch every video interview, read every article, and love what you do. He said, "Attend to the care and feeding of these fans and you've got it made." This means connecting with them via e-mail, social media, and in person. Best practices for using these tools are provided later in this booklet.



Build And Market Your Brand

Your book title might rock, but your author's name is your strongest brand. Grab a domain name that matched your name and built a website. It is not advisable to register your book title as a website because of your next book. Will you be opening and hosting a new website anything you write a new book? Other elements of your brand include colors, typography, images, graphics, logos, and even tag lines. Get serious about marketing and study branding principles to create your own recognizable look.

If you wait until the book launch to start building an author platform and marketing your book, your marketing strategy will be less effective. The moment you decide to write a book, you should start marketing yourself, the author. The author is the brand. Like any brand, you want to increase your brand's popularity and build a positive perception of your brand among potential readers (the people who will purchase your book) and partners (the people who can connect you with more readers). You market your brand by building a platform. What is a platform? Your platform, simply put, is your



ability to reach readers and partners. Consider platform as a measure of your fame, influence, and reach. Multiple elements contribute to your platform. If you blog and thousands of people are reading you each month, your blog is part of your platform. If you participate in social network services such as Facebook or Twitter, these social networks are part of your platform. If you're a frequent speaker at conferences and seminars, that's a platform.

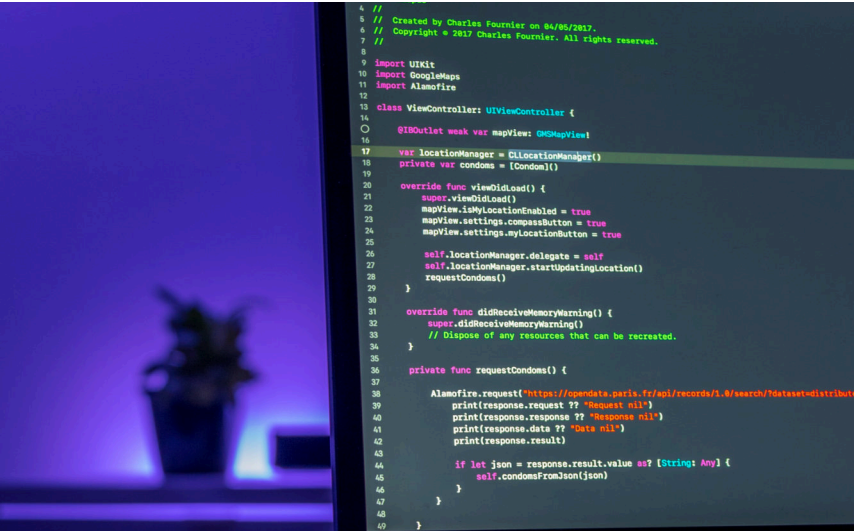
If you maintain a mailing list of fans, that's a platform. If you actively participate in writers groups, professional associations, or online message boards related to your subject, these are all part of your platform. If you're fortunate enough to be the subject of press coverage – both mainstream media and blogs – that's your platform too. Take care of how you build your online presence. Don't spam your social media friends and followers with solicitations for your book. Remember that everything you do, including your marketing, becomes a direct reflection of your brand. Project a brand that sends the right message. Just as you wouldn't put a shoddy cover on your masterpiece, don't practice shoddy marketing.

Content Marketing & Writing For Free

Now that you are an author you can afford to write for free. Consider that every piece of content you contribute is publicity that generates book sales. Identify parts of your manuscript that might become articles or stories, photographic layouts, or other short pieces. Offer free articles to magazines, newspapers, and websites in your area of expertise in exchange for a linked blurb about you and your book.

Content marketing can activate a reciprocity impulse in others. When your book is ready, you have a better chance of getting reviewed, mentioned, and supported by those you've supported. Building relationships online is just like building relationships in real life. As in any business relationship, be professional and reliable. Other than magazines and websites on your topic, many websites host articles and stories and market their best contributors. Examples are Examiner.com and HowTo.com. Go to nairaland.com and contribute on a section relating to your book topic and you might make the front page! Always cross-post on your website and social publishing sites. Guest blogging is also an excellent content marketing strategy. A web search can help identify the important bloggers to cultivate relationships with, and you can even arrange your blog tour when your book is published.

Develop A Website And Blog



```
4 //
5 // Created by Charles Fournier on 04/05/2017.
6 // Copyright © 2017 Charles Fournier. All rights reserved.
7 //
8 //
9 import UIKit
10 import GoogleMaps
11 import Alamofire
12
13 class ViewController: UIViewController {
14
15     @IBOutlet weak var mapView: GMSMapView!
16
17     var locationManager = CLLocationManager()
18     private var condoms = [Condom]()
19
20     override func viewDidLoad() {
21         super.viewDidLoad()
22         mapView.isLocationEnabled = true
23         mapView.settings.compassButton = true
24         mapView.settings.myLocationButton = true
25
26         self.locationManager.delegate = self
27         self.locationManager.startUpdatingLocation()
28         requestCondoms()
29     }
30
31     override func didReceiveMemoryWarning() {
32         super.didReceiveMemoryWarning()
33         // Dispose of any resources that can be recreated.
34     }
35
36     private func requestCondoms() {
37
38         Alamofire.request("https://opendata.paris.fr/api/records/1.0/search?dataset=distribut
39             print(response.request ?? "Request nil")
40             print(response.response ?? "Response nil")
41             print(response.data ?? "Data nil")
42             print(response.result)
43
44             if let json = response.result.value as? [String: Any] {
45                 self.condomsFromJson(json)
46             }
47
48         }
49     }
```

Your author website is “you-central” and the cornerstone of your marketing and promotion efforts. All of your social media profiles need to link back to your site and blog. This is done by using consistent metadata, or keywords. The title of your book is an example of metadata. Your book description is metadata. Your price is metadata. Your book’s category or genre is metadata. Virtually any piece of information that helps describe or identify your book is metadata. Retailers integrate your metadata into their online stores so customers can find your book by genre, price range, language, sales rank (how your title is selling compared to other titles in the store), or other factors.

Ideally, your blog and website are the same. Many authors test the waters with a free Blogger, Typepad, or Wordpress blog, but here's the problem—you don't own or control your content. What you need is a "self-hosted" blog and website, and WordPress is the most popular platform. You can use Whogohost.com to register and host your blog or website for as low as 3500 to 5000 per year. With managed WordPress hosting, you get automatic backups so you never lose your data. Once you sign up, you'll choose from a selection of simple themes. Just click and start building or hire someone to help you for surprisingly little money. You only need a few pages to start with; for example, a home page, about page, books page, and a contact page. Your home page is important, but research has shown that the about page is the most popular page on most sites. Readers want to see your face and learn what makes you tick. Write it in the first person and talk with the reader. Do a little web research to find out more about what makes a great author's about page. It's also important to include an e-mail newsletter sign-up form in your sidebar and links to all the social media sites you're actively using. On your books page, consider embedding a widget that allows your readers to preview your book. Also, make it easy for readers to follow you with one click by embedding social media "like" and "follow" buttons on your pages.

Ways to blog effectively

1. Write a blog

One secret to good marketing is to engage your prospective readers in a conversation. Share your thoughts, insights, opinions, and of course your writing talent. Expose yourself and you'll attract people and grow a fan base who respect how you think or enjoy debating and discussing ideas with you. With hard work and time, you'll eventually build a network of people who are more inclined to read your books or help spread the message about your books. Starting a blog is easy.



2. Write Guest Columns for Blogs

Most literary blogs are run by people who love books and authors. Most bloggers do their blogs entirely as a volunteer effort. It's a lot of pressure for a blogger to constantly "feed the beast," which is how many bloggers feel when they can't find the time to write new posts frequently.

3. Invite other Authors to Post to your Blog

If you operate your own blog, invite your favorite authors to write guest posts for your blog. This is a great way to offer your fans interesting new content that increases the value of your blog. It also helps fans of the other author learn more about you.

4. Do Q&A Interviews of other Authors on your Blog

Every author appreciates free media coverage. Do Q&A interviews of your favorite authors in your genre. Simply contact the authors and offer to interview them for your blog. Send them five or six questions via email, and invite them to include both their headshot and book cover images.

5. Join the conversation on blogs

When you comment on another blog, you're often asked for your web address. You could give your website or blog. Whatever you do, don't spam other blogs with messages to buy your book. That's rude. Instead, participate in relevant discussions. If readers think your posts are intelligent, they'll be curious to learn more about you and will click on your name to access your link.

6. Organize a blog tour

Many authors go on tour to promote a book by organizing book signings at bookstores. But nationwide, it is too expensive for most authors and publishers. With the Internet, consider a virtual blog tour instead.

Social Media: Choose It And Use It

Today's readers use social media to recommend books and connect with other readers. Today's authors cultivate relationships with bloggers, especially curators whose voices rise above the noise. Ideally, you'll start marketing and promoting yourself via your website and social media long before your book is available. Twitter and Facebook social sites are popular with many authors because they're easy to use, enjoy large audiences, and provide one-click connectivity to and from many other social media sites. LinkedIn is another popular social site that can help you to reach large groups of professionals in particular industries. Pinterest and Instagram sites are great social visual tools. Google owns Google+ and YouTube and so when you post there, you enjoy better visibility in the Google search engine. Also, create an online calling and bio at About.me



Authors often worry about which social media platform to use. We recommend registering for all of them and deciding later: Twitter, Facebook, Pinterest, Google+, LinkedIn, Instagram, Tumblr, YouTube, Gmail addresses, and other sites you discover. Create keyword-rich profiles that point to your website at the very least, and experiment with each one over time to see which one you prefer. Twitter is an excellent news commentary and sharing platform providing up-to-the-second information on everything from a concert to a conference, and from a war to a sports event. There are a lot of journalists on Twitter, so you have an opportunity to stand out as an expert or a person of interest and get in the news. Connect with and follow other Twitter users as well as sort your tweets by topic or interest using a tool like TweetDeck or HootSuite.

Facebook separates personal pages from groups, business and author pages, virtual events, book pages, and all other kinds of pages. If you're starting from scratch, you'll need a personal page first, then an author page. These pages are linked so that Facebook knows who owns a particular page. You can use your Facebook author page to post updates on your writing, alert followers to sales, freebies, interviews and articles, solicit beta readers, and run contests. Facebook also makes it easy to embed a button to place on your website so that your readers can "like" your

page and see your posts on their Facebook newsfeed. You can also manage Facebook posts using a tool like HootSuite. Google+ has emerged as a very popular place for writers because it displays long posts so nicely. Because of that, G+ can be used as a blogging platform. (Still, I wouldn't recommend replacing your blog with a series of G+ posts. Instead, create a short post with a teaser to your new blog post.) Once you add someone to your circle, target your posts to show up on the newsfeeds of that circle. Pinterest is a virtual bulletin board that lets you share links by "pinning" an image on one of your boards (Make sure you place an image on every page of your website and each blog post, so readers can share via Pinterest.) Tumblr is a hosted blog tool for visual content. If you're an author of visual books, note that a significant number of authors have been discovered on this site.

Instagram is a mobile app that lets you post and respond to photos. LinkedIn is an important platform to use to reach influencers used for making business connections, and as such, your profile should be as well-written as a resume.

Groups on LinkedIn can be a very profitable place for you to spend your time. Every group has a discussion tab where you can start or contribute to a conversation. Use the promotions tab to post information about your seminars,

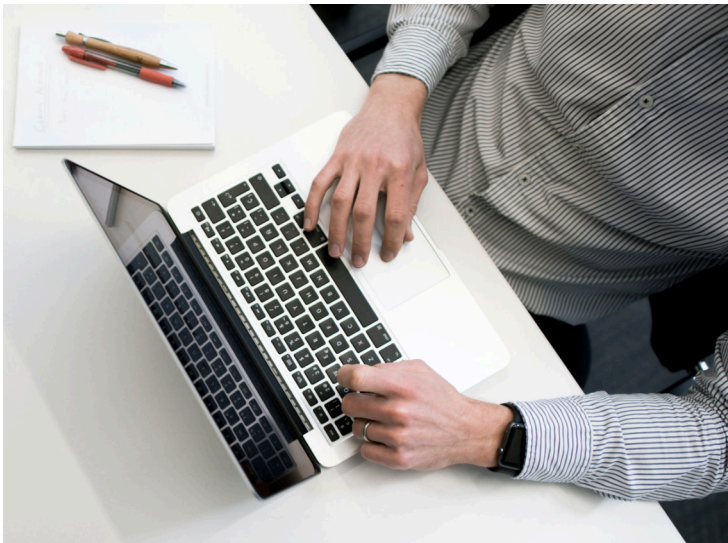


book press releases, awards, and information about articles you have written. Many people use YouTube to search for video content much as they use retail sites to search for products. Videos, especially a short, concise, entertaining, and well-made video, is an excellent marketing tool.

Visual content gets great results with readers. Studies show that you'll get 80% more engagement on an image posted on Facebook than a text post, and over 50% more clicks on Twitter. So use images to create interest in your posts and also consider incorporating visual elements like infographics or even inspirational quotes. The online Canva design tool makes creating images very easily. Your mobile device with a built-in camera is your best bet for keeping in real-time contact with your friends, family, and readers. Make sure to add images and infographics on your web pages so that people can share them easily using one of the Pinterest browser buttons.

Ways to use social media effectively:

1. Tell your friends and associates that you just published your book at the available outlet to purchase and to your website. Encourage your fans to purchase and review your book.
2. Share useful information.
3. Be yourself online and offline. It is difficult to manage many identities. It will not pay any good to be a different person online and another offline. Participation in online forums like Nairaland can be helpful as a new author. It is fast way to reach fans and get traffic to your site.





Social Publishing & Beta Publishing

Social publishing allows you to start early, sharing your stories and drafts with a community of other readers and writers. This helps to attract beta readers, improve your writing, and discover your markets. When you pre-publish stories or even entire books, you can get valuable feedback on your writing before you publish them.

Two popular social publishing sites are Wattpad and Scribd, but there are many fiction, romance, and niche publishing sites too. You can also beta publish “socially” and even get paid for it using online stores like Gumroad, Selz, and Leanpub, which also have incorporated social media features so you and your fans can easily share. These sites let you sell or give your book away to beta readers, notify them of updates, and test your book before you set up formal distribution to online retailers. The benefits are many, not the least of which is that you get readers’ e-mail addresses.

(Direct e-mail marketing with a service like MailChimp is the best use of your marketing time and budget.)



Follow The Social Media Rule Of Thirds

The social media rule of thirds is: One-third of the time you promote your book or business; another third goes to supporting similar authors or businesses; and another third of the time you want just to be yourself, posting things unrelated to your business, but related to you as an individual.

For example, when an expert in banking or career advancement gives lots of advice and encouragement to people in those fields. But you can also share other of your interests as well.

There's a possibility that a lot of people who share those interests will also help you sell books, connect with more fans when they share your write up. You may secure highly-paid speaking engagements at conferences if you are good.

Join Forums & Groups

Forums and groups are great places to get attention because they're focused and interactive. You can become a star by sharing what you know, especially if you're an expert, as long as you don't step on the group leader's authority. In groups, you can test ideas for blog entries, articles, publicity, and invite people to connect with you on social media. LinkedIn is a great place for professional groups. Yahoo and Google both host groups and communities. Meetup is one of the hottest networking communities going today perhaps because it's focused on real-world meetings.



You might even create your own group. Forums are especially fun because they're so focused on a single topic or activity. I'm a member of two different motorcycle adventure travel forums, a woman in motorcycling forum, and a couple of forums related to single makes and models of a motorcycle. We ask and answer questions about gear and destinations, troubleshoot problems for each other, share ideas and experiences, jokes, accomplishments, and failures. Visiting these groups and forums doesn't seem like work to me. They're natural extensions of the activities I love and the people I meet there often become friends. I hope that you'll find the same rewards in your endeavors to connect.





Join Professional Communities & Organizations

Many writers work in isolation, and getting out into the larger community can provide you with an energizing boost. You'll meet peers, editors, reviewers, and publishers, all while keeping up with changes in the industry, new technologies, services, and sales and distribution channels. Meetup. com has a lot of writing, reading and social groups for authors and groups in business and social niches.

Use E-Mail Marketing Services & Rss Feeds

Your mailing list is the foundation of all your marketing and promotion efforts. You can even begin building this in advance of setting up a formal website or blog. There are many e-mail marketing service providers. MailChimp is free for up to 2000 e-mail addresses. Like AWeber, Constant Contact, Vertical Response, and many others, MailChimp

will manage your e-mail contacts, provide customizable templates for e-mail newsletters, track open and click rates, automatically handle subscribes and unsubscribes, and provide analytics. They make it very easy to create and embed a signup widget (an HTML snippet) on your website and blog posts too. To encourage visitors to sign-up for your e-mail news, entice them with an ethical bribe; free information, booklets, and stories, an automation or auto-responder feature can handle this for you, sending your prepared e-mail (or series of e-mails) when they enroll. Providing complimentary information and stories asserts your professionalism, demonstrates your creativity, builds relationships, and inspires reciprocity. Visitors to your website will expect to find a sign-up form in the upper right-hand side of your web page. Some authors shrug off e-mail newsletters because they offer an RSS feed on their site. Go ahead and use an RSS feed (Feedburner is a good one). The important distinction I want to make is that RSS is not an e-mail address collection tool, rather it's a notification system that some of your site visitors will use to stay up-to-date with your blog posts via e-mail or an RSS reader.

The people who have subscribed to your e-mail newsletter want to get to know you, so reward them with more personal content than you publish on your other social sites. As a writer, you are uniquely equipped with the talent and skill to write great e-mail newsletters.

Take Advantage Of Passive Marketing

Remember that old yellow pages jingle, “Let your fingers do the walking?”

Today your readers’ fingers are walking the internet to find books. What you need to do as an independent author is to create a list of metadata (titles, descriptions, keywords, alt tags, and such), “seeding” your website and social media sites with words and terms that will be gathered by search engines to display your book in readers’ search results.

Metadata is a great passive marketing technique. Find out more about how to use it in the booklet on discoverability.





About Harmony Publishing

Harmony Publishing plays a pivotal role in publishing in Nigeria. It is a provider of self-publishing services aimed at helping authors realize their dreams whilst minimizing the encumbrances associated with getting published. Getting your books published has never been more convenient and better professionally handled than you get at Harmony Publishing, as we offer high-quality writing, editorial, and production services at affordable rates. Our publishing services cover professional editing, illustrations, graphic designs, and generation, as well as and print production. Each service is delivered to give you more value for your money.

For more enquiries, kindly call [07032212481](tel:07032212481) or send mail to publish@harmonypublishing.com.ng. Visit our site to get started and click on get published to submit your manuscript.

www.harmonypublishing.com.ng

Harmony Publishing