

Introduction

There are a number of tasks to consider under this heading. They are shown in the list:

- ◆ Author squibs
- ◆ Contact emails
- ◆ Contact bloggers
- ◆ Organize a launch party

The above will be covered in today's material and the rest of the items will be in the next session.

- ◆ Blog posts
- ◆ Connect with other authors
- ◆ Wattpad content
- ◆ Social media activities

In practice, your marketing activities are attempts to convince people to buy your book. Before potential readers can decide to buy a book, they must know about the book. So the objective of your marketing activities is to inform readers that the book exists and then get them interested in the content. It is a mistake to plead with readers to buy the book without first getting them interested. On the web, especially with sites like Facebook, you'll find author groups with dozens of posts every day that essentially read, "Buy my book! Please?" Each post consists of the plea, a book cover and often a detail synopsis that goes on and on with seemingly no end. The audience for these messages are other authors who are also writing buy-my-book posts. If you are tempted to post on these groups don't use a synopsis: use the book blurb. One rationalization to use these groups is that they are free. All you invest is time but it's wasted time to be sure. The other authors aren't interested in buying your book: they want you to buy their book.

Get Author Squibs

While you wrote and prepared your book, you probably came into contact with other authors. If so, you can email them a package of material to tell them about your book and ask them to write a sentence or two praising the book. These are called author squibs. If the other author obliges with a squib, put it on the back cover if you have a print book and in the beginning of the sample material for an ebook.

Some people consider this to be false advertising since the one who wrote the squib probably didn't actually read the book. However, traditional publishing houses use author squibs extensively. Consider this just one more decision the author has to make.

To squib or not to squib? That is the question.

Contact emails

Here is a free marketing task you can easily take advantage of. You probably have a sizable list of email contacts consisting of family, friends and virtual friends. Tell them about your book. Include the book blurb, the cover image and buy links. Ask them to forward the email to their contacts. Some may do this and that will greatly expand the reach of your marketing activities.

This isn't the only marketing task involving emails. Now that you're a published author, it's time to build another emails list besides the one mentioned above. This one is more professionally oriented and consist of readers who have shown an interest in your books or your blog posts or your articles. You can maintain connect with these readers by sending out newsletters and updates on your newest book project.

To manage my email lists, (I have several) I use Mailchimp: www://mailchimp.com. It enables you to put together professional looking emails and newsletters. It will also give you amazing stats such as who opened the email and how many recipients clicked on links in the newsletter. Mailchimp has a free version and a paid version. I haven't seen the need to upgrade to the paid version and I doubt you will need it also.

So how do you go about building an email list? Here is excellent article by a top-notch book marketer: <https://www.janefriedman.com/email-newsletter-growth/>

Here is another good article, this one by Mailchimp. It discusses adding a signup form to capture important contact data for your list: <https://mailchimp.com/help/add-a-signup-form-to-your-website/>

Spend time managing your list and remove anyone who requests it. Not removing those names means you'll be spamming them with future emails.

Contact Bloggers

As your social media's presence expands, you will come in contact with bloggers. These are valuable contacts, especially the ones who review books and publish articles from guests. Make a note of these bloggers and their web sites.

Once your book is available, send them a note asking if they are interested in reviewing your book. In your note, send them the book blurb and a cover image. Do not send out a query for a romance book to a site that reviews fantasy books. You're wasting your time and the bloggers time doing this.

If you ask for a review and don't get a reply right away, don't bug the reviewer. Review bloggers are overwhelmed with requests and it takes time for them to weed through all the requests. You should be aware that the bloggers only review a small number of requests. It helps if they know your

name, especially if they know your name because you had a guest post on their site.

If a blogger accepts your request for a review, make sure you visit the website occasional and post comments if appropriate. Small activities like these will make the blogger more open to your future requests.

Organize a Launch Team

Let's begin with a definition of a street team: *A street team is a dedicated group of readers who like your work and are interested in helping promote your books. These readers are interested in helping to promote your book because your relationship with them is mutually beneficial:*

Writers Digest

Recruiting a street team provides multiple benefits. One of these is readers to help you promote your book. Image: your street team forwards your book information to their contacts. This multiplies your social media reach immensely and would be almost impossible to achieve on your own.

Rather than duplicate detailed information readily found on the web, I'll provide a few links that will describe how to recruit a team and how use it.

- <https://www.iuniverse.com/en/resources/book-marketing-and-self-promotion/6-steps-to-build-a-street-team-and-promote-your-book>
- <https://www.writersdigest.com/publishing-insights/develop-street-team-book>
- <https://blog.reedsy.com/authors-build-your-street-team-4-simple-steps/>
- <https://bookmarketingtools.com/blog/22-ways-to-leverage-your-street-team-for-a-book-launch/>