

# Why Authors Need Social Media Marketing



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# So, You're Published! Congratulations!

Now, if you're like most authors you may be asking yourself, now what? There are so many ways to market yourself, so many in fact, it's sometimes tough to know which one you should choose. Now without getting into all your choices, let's look at some basic things you can do to surround yourself with enough education and experts, so you never have to wonder. I'm published! Now what?

### 1. Find some good books to bury yourself in.

Why? Reading or browse books by other authors might give you some ideas. In fact, why not reach out to the author and develop a relationship? Ask the author to mentor you. They might neglect you, but it's OK. If you never ask, you'll never know what doors will open for you.

### 2. There are a lot of marketing choices.

You are living in an extreme time when it comes to marketing choices for entrepreneurs, including authors. If you're not sure which one to choose, here's a tip: *"If it seems too good to be true, it probably is."* Stay away from hype because hype rarely pays off. Ask for references, talk to other authors.

### 3. You can find a lot of information online . . .

. . . if you're willing to do some research. Whether you're looking for promotional ideas or people to help you promote your book, you should definitely Google them first and see what you can find.

### 4. Find someone you trust to talk you through the process.

Whether you hire someone or met someone in your writing group, find someone you can bounce ideas off of who knows the industry and understands current book marketing trends. This might be difficult to accomplish in your locality. If that's the case, there are several online resources I've highlighted below.

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## 5. Don't live in a vacuum.

Get out and meet other published authors. Go to writers' conferences. Check out your local **PMA** listings (Publisher's Marketing Association) and consider joining them on a national level. Also, **SPAN** (Small Press Association of North America) is another fantastic organization to join. Both of these places offer a monthly newsletter with tips, articles, and advice columns. Take advantage of what they can offer you.

## 6. Do some online networking via publishing and book marketing forums.

Here are a few for you to get started with:

- **POD Publishers:** [http://finance.groups.yahoo.com/group/pod\\_publishers](http://finance.groups.yahoo.com/group/pod_publishers)  
(Need to be a Yahoo member to log-in.)
- **Small pub-civil:** <http://finance.groups.yahoo.com/group/smallpub-civil>  
(Need to be a Yahoo member to log-in.)
- **Pub-forum:** <http://www.pub-forum.net>
- **Publish-L:** <http://www.publish-l.com>

## 7. Subscribe to some great publishing newsletters.

There's a lot of information out there and a lot of it is packed in some of the best newsletters you'll ever read:

- **Dan Poynter's Para Publishing Tips:** <http://www.parapublishing.com>
- **Book Marketing Expert:** <http://www.amarketingexpert.com>
- **Readers and Writers:** <http://www.readerswriters.com/>  
(Works with parents and children who enjoy reading and writing.)
- **John Kremer:** <http://www.bookmarket.com>
- **Brian Jud:** <http://www.bookmarketing.com>

## 8. Get your book reviewed.

Maybe this sounds like a no-brainer, but you'd be amazed how many authors forget this step, although it's important. Here's why: People like what other people like.

What someone else says about your book is a thousand times more effective than anything you could say. Do posted reviews help sell books? Well, yes! I believe they do and here's why: If your book is on Amazon or some other online portal and no one is talking about it, a potential new reader might not be motivated to buy. Readers rarely buy "naked" books.

## 9. Outline a few goals and hit the promotional "road".

Use the **KISS Approach**: Keep It Short and Simple. Long, complicated, and involved marketing plans are not only tough to stick to, but they'll most likely cost you a bundle.

# What Authors Need to Know about Social Media Marketing

Marketing your book online can get complicated and confusing, especially if you are a new author working on your first one. However, for a social media marketing guru, it really is not that complicated. Anyone who is familiar with social media marketing online knows that it takes dedication, hard work, and consistency. For someone just starting out with their marketing campaign via social media, it may seem like a lot of work with little or no payoff to be seen right afterward. Just know that marketing is something that you have to build. You must work on it to continue to grow your marketing skills and techniques.

By the way, some authors just starting out think that they must invest in a high-cost website, to build and maintain by themselves or by a website guru. That's all fine and good if you have the finances to keep your website fresh, go for it. On the other hand, if you limited financially, consider using a blog. It's free and it does everything a website can do - and more.

There are many things that you can do to market your book and get it out there to be seen by the world. One of the most important things is to visit other authors and their books that are relevant to yours and leave comments. Doing so gets your book out there to readers of other books. And in return can get you some new visitors as well as readers. While all of this might seem confusing at first, after a while you will get the hang of it and it will make sense and fall in place.

Posting on your blog on a regular basis is another way to get new readers. Who wants to read a blog that is never even updated? Would you? Of course not! So give your readers what they want with new content and give it to them often. Post daily, weekly or bi-weekly and be consistent about it. This way your readers and visitors will know how often to check your blog for a new post.

Know where your traffic is coming from. Know which search engines are directing people to your blog and which are not. Find out what keywords are bringing people to your blog as well. If you know all of this all ready, use it to your advantage. Write more content on the keywords that are working for you and monitor where you fall on the search engine pages that are sending visitors.



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If someone leaves a comment on your blog, be sure to acknowledge it. No one wants to have a conversation with themselves, and it will only take a brief moment to reply and let them know you appreciate them. Otherwise, if you have a section full of comments and you have not replied, chances are that you will not be getting many more. The readers may even drop you off of their list of blogs to visit frequently as well. Using your head and treating others as you would want to be treated is a big part of marketing.

Make friends with bloggers. Network with them and find out how they get so many visitors to their blog and what they do to keep them interested. Exchanging ideas with other bloggers that are successful is a great idea and a good way to make friends. If you want, you can even become friends with other bloggers offline as well. Use this to your advantage and do not just take from the conversation though, be sure that you share your social marketing techniques as well with your new found friends.

If you happen to be quoting an article from another source or blog, always be sure to provide a link back to the original. Otherwise, this is known as plagiarism and something that is looked down on in the world of marketing. Stealing someone else's content is not a good idea and not something that you will get away with. You will get caught if you try to say someone else's work is your own of it is not. This is not a good way to start off in the social marketing world as well.

Selling your book via social marketing is a great way to make extra income and get your book out there and known. Use these techniques above to get your social media marketing more traffic and readers and you will eventually reap the rewards.

# Social Marketing Promotes Your Book for Free

With free Internet marketing services, you can save a lot. Instead of shelling out for the marketing aspect of your product or services, that chunk of money could be put to other important elements of your business since many information websites now offer knowledge regarding Internet marketing services that comes with no price tag at all.

This is not to tell you that better focus on plain Internet marketing. It still will do your business a lot good if you mix traditional advertisement efforts such as traditional and new marketing media.

Here are few of the free methods that you could employ to make your products and services be in their most visible, thus saleable, form.

### **1. Promote your book(s) through free search engine submission and optimization.**

Submit your website to various search engines monthly. This will make many more people know that your website actually exists. Aiming for the top search engines will help a lot in this endeavor.

### **2. Improve your articles.**

*Content is KING!* Remember that information on articles with good content as traffic-bringer of websites? This time it's about making these articles serve your website better by using keyword suggestion tools that are offered for free. Update your web site's content by regularly checking the standing of your keywords with the current market.

### **3. Acquire free content.**

If you have no time to increase the **SEO** or search engine optimization-friendliness of your articles, you can look for free content from article directories. All you need to do is retain the resource box of those write-ups.

### **4. Avail of free comprehensive web traffic analyzers.**

These are tools that you can make use of without costing you a cent. Your website's hits statistics will be produced by this kind of Internet marketing tool for your own analysis.



## 5. Learn to manipulate web design templates.

You don't have to be too techie-geeky to be able to design your web site. Oftentimes, web design templates or custom-made layouts are available for the Internet marketer to use.

## 6. Monitor your website's visibility.

Tools such as search engine position trackers may be used to see your website's standing. These processes are very convenient to use as long as you keep in mind that you use and try to master their use for your own benefit. Just don't get obsessed with your achievements when you finally learn how to use them and incorporate them in your Internet marketing feat.

Next, I encourage you to make a list of the items you're missing. If you are brainstorming an expansion of your star list, these missing pieces might be self-evident, or they may require some additional brain-storming.

The idea behind this exercise is to become very clear on what's working and what isn't and to focus on the stuff you love doing. Generally, the stuff you love is dialed directly into your audience. And if you love it, you'll probably do more of it, and hopefully, this will lead you to book sales.

In author coaching, I've found that we often set aside the stuff we love because we think book marketing should be hard. I've learned by trial and error that it doesn't have to be. And if you're doing stuff that's hard, you're probably marketing for all the wrong reasons, anyway.

In a recent interview, media darling Rachael Ray cited that for years she did only local media. She would do cooking show after cooking show, often losing money on each one (when you factored in her time, gas, supplies, etc.). So why did she keep doing it? Because she loved it and because it's what she wanted to do. Now, of course, she's on everything from your local cross-town bus to any and all kitchen supplies. I'm not saying that her way of marketing is a recipe for success. Certainly, it worked for her, but the bigger message is that when you do what you love, you'll keep at it, and that's the key. Whatever you do, you must love it, and you must do a lot of it.

This year can be a revelation for your campaign if you take the time to figure out what worked, what didn't, and what you'd love to do more of. ***Do it because you love it, and the sales will follow. You can bank on it!***

## The Write and the Wrong Way to Promote Your Book

Did you know that if you're marketing your book to sell books, you may be marketing for all the wrong reasons? Why? Well frankly, marketing a book to make sales will rarely ring the cash register; in fact, most of the time it amounts to what I call the "anti-sale," the sale that always seems to elude you.

If you're looking at your last 12 months of marketing and wondering what went wrong, ask yourself one question: *"What was the driving force behind my book marketing choices?"*

In a recent coaching session, an author told me: *"I spent \$30,000 on advertising and I don't know why I haven't sold a single book."* Why did the author advertise? Because she thought it would sell books. Now you might think that \$30k is extreme, and perhaps it is, but she isn't the only one.

Most of the topics of conversation during coaching calls, consultations, or classes I teach are: *"I've spent all this money and done all this work, what am I doing wrong?"* What you're doing wrong is selling the book and not the message or the benefits. In other words, you're marketing your books for all the wrong reasons.

It's not that dissimilar from scheduling a slew of book signings because you think you *"have to"* or because you're hoping to sell lots of books. If you hate doing them, and they're not working, why bother?

Let's take a look at the example of our \$30k author more closely. She had a book about child-rearing, she was a noted speaker, a child psychologist and was quoted extensively in the media. The odd thing was when anyone walked into her office, her book was nowhere to be found.

*"I don't want to be boastful about my book."* She said, *"I think selling my book to my patients is unethical."* Well, perhaps she's right, but still, she was missing the point. The point was that she had her buyers in front of her all the time and yet she overlooked them in search of the almighty book sale. In fact, I found out later that she wasn't even selling her book at her speaking sessions.

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Why? Because she thought the ad space, she bought would be enough to carry the momentum of the book. When we finally broke down her marketing campaign and her options, she realized that she could sell thousands of copies of her book and it wouldn't cost her a dime. She had at her disposal hungry buyers she wasn't even tapping into.

So, are you missing your buyers? What piece of your campaign have you overlooked in an attempt to "sell" your book? To distill this even further, let's go through an exercise together to help unearth some marketing opportunities you might be overlooking. When you do this exercise, I encourage you to remove the notion of book sales from your vernacular. What I mean is this: Start looking at your efforts through a different lens:

On a separate sheet of paper, list all the marketing that you've done for your book. This may take a while but seeing it all on paper will be helpful. List everything, even the smallest details.

Now that you have your list, let's take a hard look at it. First off, cross off the marketing you've done that has just been a total waste of your time.

Next, go through and star everything that worked really well. Remember, by "really well," I don't mean book sales, although that could have been a result of your efforts; I mean star the items you really enjoyed doing that seemed to get you great feedback.

What you have left will be a list of mediocre things, marketing ideas you tried that did reasonably well (at least enough so you didn't feel you needed to cross them off with the first batch).

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Take a hard look at the starred items. What do you see? Quite possibly you see a list of things that 1. you loved doing, and 2. that sold you some books despite the fact that you didn't think it would. Now let's expand on that starred list. For example, if you have "book events" on this list, how can you expand this?

Next, I encourage you to make a list of the items you're missing. If you are brainstorming an expansion of your star list, these missing pieces might be self-evident, or they may require some additional brainstorming. The idea behind this exercise is for you to become very clear on what's working and what isn't and to focus on the things and events you love doing. Generally, these things you love are dialed directly into your audience. And if you love it, you'll probably do more of it, and hopefully, this will lead you to book sales.

In author coaching, I've found that we often set aside the things we love because we think book marketing should be hard. Let me tell you, it doesn't have to be. And if you're doing your book marketing the hard way, you're probably marketing for all the wrong reasons.

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Whatever you do, you must love it, and you must do a lot of it. This coming year can be a revelation for your campaign if you take the time to figure out what worked, what didn't, and what you'd love to do more of. **Do it because you love it, and the sales will follow. You can bank on it!**

# Powerful Social Tips That Will Sell Your Books and Related Products

There are many ways to market your book, or related product or services. Requesting testimonials from your buyers or clients is one of the best ways to go to market. The power of social contacts can never be underestimated. People, especially heavily online nowadays, will only purchase products or avail services which have been referred to them by people whom they know. But most of the times, this is not an option that is in the hands of the business owner, he has to do the next best thing, which is to get testimonials from his past clients.

Testimonials are living statements from past customers or clients which states that they were satisfied by the product/ service. Every business must have testimonials to be able to stand out in the ever-crowded markets.

There are many benefits to having testimonials. Here are some of them:

- **Testimonials appease the target market**

Testimonials usually lessen the doubts of the target market. There are a lot of scammers and con artists nowadays, and this has turned the market into a fearsome one. Credible testimonials provide security to the people who are eyeing at a certain product or service. The provision of testimonials gives people a much more relaxed attitude towards a product or service.

- **Testimonials assure quality**

Aside from confirming the existence of a business and lessening doubts, testimonials provide assurance to potential customers and clients of the quality of the product or service. The fact that they took time out to be able to write testimonials about the product reflect their levels of satisfaction towards the product/service.

- **Testimonials give advantage**

Credible testimonials provide a competitive advantage for the product/service. There are many products and services out there and one of the ways to stand out from the rest is the use of credible testimonials.

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There are many types of testimonials. Testimonials are usually categorized according to the source. Here are a few examples:

- **Testimonials from satisfied customers**

This is probably the most effective type of testimonial. Nothing beats a testimonial from a satisfied customer because it is a picture of what the product/service is all about.

- **Testimonials from experts**

Experts can be credible sources of testimonials. If a renowned dermatologist writes a testimonial for a beauty soap, it will surely help in boosting its sales, wouldn't it?

- **Testimonials from celebrities**

In a world that is run by mass media, celebrities have become powerful sources of testimonials. Today, even infomercials are overcrowded with testimonials from celebrities. Testimonials from celebrities may cost a lot, but if it's a real testimonial of a product they use or believe in, they may even waive their talent fees.

- **Testimonials from former essential and relevant contacts**

People seeking employment generally will request a testimonial, usually referred to as a letter of recommendation or a letter of reference, from their teacher, present or past; former employer; current clients; etc. But in the world of the author carries a heavy weight in terms of making the sales. It tells the next buyer, "I trust in that author and/or his works. That's half of the book sale right there.

There is much more to making a testimonial an effective tool for marketing than gathering them. Good testimonials are the ones which can be compressed into a few catchy words. *"I lost 20 pounds in two weeks' time!"* is an example of an eye-catching testimonial. However, one must never rephrase or edit what the client had said. How to get the right kinds of testimonials will be discussed later.

Credible testimonials should also contain the complete attributes of the people who gave them. Their titles, location, and age should be included whenever possible.



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Visual appeal will also be a great help in using testimonials. If the clients are willing, one must insist in taking photographs or videos for their testimonials.

So how does an author-turned entrepreneur get started with the whole testimonial thing?

Here are some steps on how to archive testimonials.

- Before anything else, only products or services with outstanding quality deserve testimonials. So, one must make sure that his product or service possesses exceptional quality.
- Ask the help of your customers. One must be able to communicate to his customers his need of getting their testimonials. If they are really satisfied with the product/service, they would be more than willing to participate.
- Interview your buyers. Ask them about what they like about your book, product or service. Ask why they chose your product. Ask other similar questions.
- Ask them if they are willing to make a written testimonial. You can offer to make the testimonial yourself based on their responses during the interview, but the testimonial is still up for their approval. You might want to make the wordings catchy and let them approve the testimonials.
- Ask them if you could record the testimonial using a tape recorder or video cam. A video testimonial is better, but of course, many people are camera-shy, and this can be a limited option for most.
- Choose the best testimonials. Use the best ones so as to maximize the benefits that your product can get from the testimonials.

Testimonials are very powerful. This is the reason why every artist, author, performer, entrepreneur, etc. should have them. They provide assurance and security and reflect the real essence of a product or a service.

# The Importance of Branding Your Book and Related Products and Services

When you're trying to sell your book, you are thinking about how to cut expenses. One such option to cut the startup costs is to create a friendly, meaningful, and professional book cover. After all, the book cover is the first sale item of your book, followed by the book title.

Some authors have more than a book to sell. In addition to their books, some authors are also coaches, trainers, consultants, motivational speakers, etc. As such, they will have related products to bring before the eyes of their potential buyers. Thus, they will brand their books with the primary business. And one of the best ways to bring it all together in the eye of the prospects is by having a logo, a color, or even a quote that they stand for them.

A logo represents their identity. The first impression is made by a logo or its absence. To know the importance of a logo, just answer this question: *“How many big, leading, and famous authors/entrepreneurs have a logo to brand themselves?”* If you have products along with your books and you don't have a logo, then its absence can raise doubts and negative thoughts. And if your logo was made by a non-professional designer, it could be worse than no logo at all.

One of the popular questions is this: **Why should my logo be custom?** If your logo is created with the use of clipart (premade graphic elements from the public collections), it may look like, or be identical to other logos, and maybe even identical or similar to your competitors' logos. This will make identification of your brand difficult or your logo may be easily mixed up with the logo of another business. This situation may harm your reputation and money invested in the marketing of your brand will be wasted.

A good branding logo reflects the main point of your book and the sales of related products and its values. A logo or brand helps in the successful development of your book and product sales. Also, it is important to distinguish the logo design for big companies and start-ups. Logo for the big company may consist only of one graphic element (Nike swoosh) and it will be easily identifiable but for a small business, such logo is a bad idea because the bookseller will need to spend huge amounts of money to promote it.

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If you decide to create a successful logo, you will need more than Photoshop and tutorials on the internet. You will need to have knowledge of the basics of design at least, and you will need to have experience in logo design.

As was stated earlier, "A bad logo is worse than no logo." As an author, the best way to brand yourself as an author is to place your brand (a color, shape, or expression) on your business cards. A logo on a business card is one of the must-have attributes of the successful business. A high-quality business card may tell a lot about its owner as well as a bad one.

Let's sum up. The logo should be custom and designed by a professional logo designer. As the saying goes, "*You'll never have a second chance to make a good first impression.*" You have just a few seconds to attract attention and to make a first impression. In many ways, the first impression depends on your logo, your brand, your book cover, your professional title, and your book title. Successful marketing of your business starts with a successful branding identity.

# Does Your Ebook Need Its Own ISBN?

With permission from Guest Expert: [Sue Collier](#)  
Originally written for <https://bookbuzz.com/blog>

When I talk to authors about ISBNs and ebooks, they usually have two questions: The first is do they need an ISBN if they are publishing an ebook. The second is whether they can use the same ISBN for their ebook that they used for the paper version of the book. The short answer to the first question is—it depends. And the short answer to the second question is simply—no.

Before we get into it, let's backtrack a bit and talk about what an ISBN actually is. It's your ID number in the book world. An ISBN—which stands for International Standard Book Number—is to a book what your Social Security number is to you. The ISBN is a mandatory sales tool if you intend to make your book available in bookstores, as it provides the basis for identifying books in all industry-wide systems. Bookstores, wholesalers, and distributors keep track of books solely by their ISBN.

The answer to the first question, then, is that whether or not you need an ISBN for your ebook depends on your distribution plans. *If you are distributing your ebook only through your website via download, you probably don't need an ISBN. But if you plan to sell your ebook through other resellers, you'll have to find out what each website requires.*

[Amazon.com](#) does not require an ISBN if you are publishing content with Kindle. The website says, “An ISBN (International Standard Book Number) is not required to publish content with Kindle Direct Publishing. Once your content is published on the KDP web site, [Amazon.com](#) will assign it a 10-digit ASIN (Amazon Standard Identification Number), which is unique to the ebook and is an identification number for the Kindle Book on [Amazon.com](#). If you already have an ISBN for your eBook, you'll be able to enter it during the publishing process. Do *\*not\** use an ISBN for the print book edition.”

BN's new PubIt! service takes a similar stance: “You do NOT need an ISBN to sell your eBook through PubIt!. If you don't have an ISBN, just tell us that you don't have one by answering No when prompted. In that case, Barnes & Noble will assign an internal 13-digit identifier to your title for you when you submit the title to go on sale.”

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Apple's iBookstore, however, does require that you have an **ISBN** for each title you intend to sell. Other sites, such as **SmashWords**, **Sony**, and others, all have their own requirements. If you plan to distribute through any of them, you'll have to check each site for instructions.

**The International ISBN Agency recommends that publishers assign ISBNs to each ebook format separately available.** Which leads us to the answer to the second question introduced at the beginning of this post: Each format through which you publish your book requires its own **ISBN** because this thirteen-digit numeral unmistakably identifies the title, edition, binding, and publisher of a given work. **So your paper book will have its own ISBN, the audiobook will have its own ISBN, and the ebook its own ISBN.**

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*Self-publishing expert **SUE COLLIER** is coauthor of **The Complete Guide to Self-Publishing, 5th Edition** (Writer's Digest Books, 2010) and the forthcoming **Jump Start Your Books Sales, 2nd Edition** (Communication Creativity, 2011). She has been working with authors and small presses for nearly two decades, providing writing, editing, production, and promotions work for hundreds of book projects. Visit her website and blog at [Self-Publishing Resources](#).*

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## Create a Website or Blog to Promote Your Book

By Gary Pettit, Chief Executive, Social Spiker, with permission

Want to promote your newly published book, especially your first book? Then you need to take your announcement to where people go to learn about books. You'll be surprised to learn how hungry they are for information in the form of news, education, entertainment, and trending topics across the worldwide web.

You have a choice: Write your own content or hire a ghostwriter or post content from available sources. According to Gary Pettit, CEO, and founder of Spiker Media Services, "*... an incredible suite of online tools and trending blog content that helps individuals, online marketers and businesses get noticed quickly.*"

Perhaps the third option might fit your budget and schedule. To rephrase what Gary's business, Spiker Media Services, this might be right up your alley. Why? Because Gary creates and makes available at reasonable prices "*online tools and trending blog content that helps individuals, online marketers and businesses get noticed quickly.*" (Note: I should let you know that the bulk of this article is Gary's article that is used with his permission and with the exception that my insertions are in brackets as [xxxx].)

Content Marketing and Distribution by far, are the most important tools for promoting your emails. This should always be the first step in promoting your content. Get the most opens with a benefit-driven headline. Create curiosity. Grab their attention. Once they open, the email itself should be short, personality-driven, and linked directly to your new blog post.