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NO Bull Self-Publishing

No Bull Self-Publishing presents...

No Bull Self-Promotion for Independent Authors

Jennifer-Crystal Johnson

www.NoBullSelfPublishing.com

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Need to Learn the “How to” Part?

Before we get into the nitty-gritty of marketing your books, where are you in your publishing process? If you’re still writing your book, great! That’s the perfect place to be while you’re learning about everything you should do once your book gets close to publication as well as after its release.

But you need a *published* book to promote, don’t you? ;)

If you’re even *a little bit* worried about the self-publishing process, don’t be; No Bull has you covered there, too.

I’ve taken my 10+ years of experience and condensed it down into a streamlined process of self-publishing that works *every single time* without a need to double-check formatting (although I usually do so anyway, just to be sure).

If you’d like to learn directly from me how to self-publish your books without all the struggle and uncertainty, check out our new **No Bull Self-Publishing Academy!**

Here you can enroll in the courses of your choice based on your needs as an author and self-publisher. Because there’s so much to know, the courses are broken down into individual self-publishing options and teach you in-depth about all things self-publishing with said options.

Need to know more? Visit our training hub here:
<https://no-bull-self-publishing.teachable.com/>

You can also enroll in our first course, **No Bull! Self-Publish Your Kindle eBook in 1 Week for FREE.**

BECAUSE YOU OWN THIS BOOK...

I've decided to offer you an **additional 25% off** of enrollment in the first No Bull Academy course. Seem crazy? Well, maybe. I'd like to be able to offer you *all of this* for free, but unfortunately still need to make a living ;). BUT... I'm willing to take a pay cut if you're willing to learn with me, so let's get this show on the road!

https://no-bull-self-publishing.teachable.com/p/kindle-publishing/?product_id=256153&coupon_code=NOBULLBOOK

(Use this special link or coupon code NOBULLBOOK.)

I look forward to seeing you there!

—Jen

PS—

If you have any questions, please don't hesitate to reach out to me:
NoBullSelfPublishing@gmail.com.

Other Books You Might Enjoy by Jennifer-Crystal Johnson

Fiction:

Fibers: A Science Fiction Conspiracy Thriller (The Infiltration Trilogy Book 1), 2016
<http://amzn.to/2n11NIq>

Poetry:

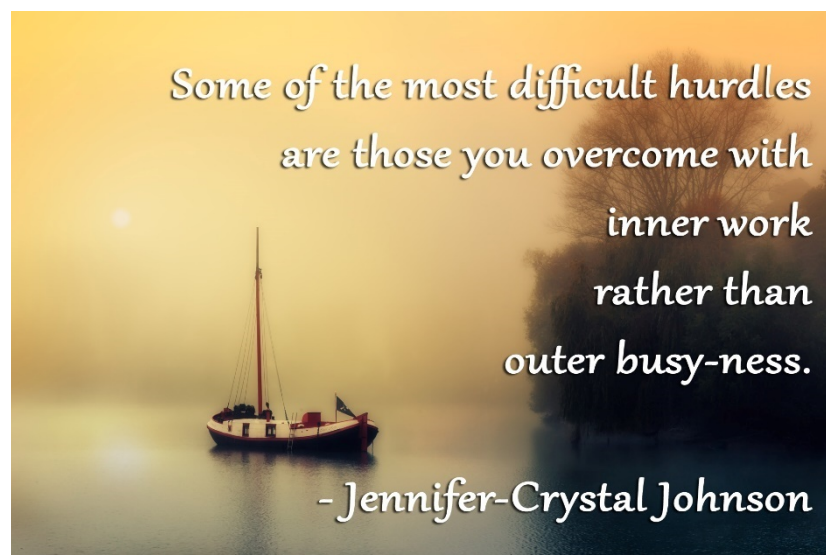
Napkin Poetry, 2011
<http://amzn.to/2ntykVp>

Nonfiction:

The Ten Pillars of a Happy Relationship, 2014
<http://amzn.to/2n0TV9N>

This book is dedicated to all authors, indie or other, who
have ever struggled with marketing.

Some of the most difficult hurdles are those you
overcome with inner work rather than outer busy-ness.



And to my students—past, present, and future:
Your dreams are closer than you think.

<3

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An Introduction

Ah, the life of an indie author! You spend countless hours writing, researching, revising, self-editing, gathering feedback from willing participants, seeking out professional services, and then finally... your book is done! Now you can finally hit that "publish" button on CreateSpace or KDP or Lulu (or whatever other platform you choose to use) and see your book off as it enters the public eye.

But then what?

You watch your sales like a hawk in anticipation, wondering how many copies you might sell on the first day, hoping and praying and following a number of strange superstitions to the letter to encourage the people of the universe to buy and enjoy your book....

And the next day, you've sold a measly three copies. Oh, lord.

There are a lot of book marketing "gurus" out there, all with tips and tricks and habits that worked for them but may or may not work for you. For example, you wouldn't use the same strategies to market a children's book that you would use to market poetry or a horror novel, right?

There is an overwhelming amount of information out there about marketing, all of which acted as a sort of invisible barrier between me and even *trying* to market my books. Why? Because each and every niche strategy, marketing plan, or individual marketing tactic makes promises about what it can do without telling you exactly *how to do it* or what exact *tools* to use so you don't wind up spending

thousands of dollars. Oftentimes experts in the field will promise the world and give away free training just to upsell you to buy their coaching sessions without any actual guarantees (and when it comes to marketing, there are no guarantees at all). These are often promises that people will make to sell you *their* books or products, but then you try to use their strategies and it just doesn't work as well for you or for your book as an indie author in your specific genre.

And that sucks. Because now you're out the money you spent on the book, class, or coaching, the time you spent on it and taking notes, and the time you spent testing whatever strategies were presented to see if they would actually work. That is IF the how-to was included, which it often is not. People love to tell you general concepts and so-called strategies, but the actual resources you need are rarely – if ever – included.

Yea, that doesn't sound like fun to me, either. It could mean weeks or even months of your time invested with minimal results.

So what do you need to do in order to get the best marketing results for *your* book?

I have no idea. **And neither does anyone else.** And anyone who claims to know may have developed a strategy that works for *them* and their genre (and they don't tell you about it until after they've built their email list and have a massive audience, making it impossible for beginners to start at the actual beginning), but they're still faced with the opposition of about a million other experts, specialists, gurus, and marketers who have their own strategies, their own systems, and their own tools. Or they've been doing this for so long that they have already built an email list of

tens of thousands of people, in which case... *of course their launches will work!* They have an audience. Duh!

You know what's great, though? A lot of the strategies overlap from one expert to another. So, about four years into my marketing research and getting a general feel for the field online, I started noticing things repeating themselves. Strategies, tactics, and general advice about marketing began to form a repetitive pattern.

Once I realized that, my invisible barrier started breaking down and I gathered the courage to just start trying things. I'm still trying things. And the fact is I will probably continue to try things for years to come (as will any other online entrepreneur), but that doesn't help anyone else NOW, namely YOU!

Unfortunately, this means that I can't tell you anything works for sure. But what I *can* do is give you some great ideas, a solid place to start, and solid resources, and I will continue doing my part to help you reach your marketing goals by continuing my own marketing activities on my social media platforms, websites, and anywhere else I can. I will also give you free and low-cost resources so that you can start using them TODAY to help promote and market your book without breaking the bank.

Of course the kind of marketing you do is also dependent on what you're comfortable with. For example, some people are extremely tech-savvy while others would prefer doing book signings in person at book stores, cafes, or festivals. This is completely understandable and will work for some but not for others. It all really depends on your work, how much exposure you get, and in which ways you get that exposure.

Another factor is how often you do marketing activities and if they are consistent or not. If not, you may as well just talk to one person at a time. If they *are* consistent, you'll be able to see an increase in your readership and fan base within just a few weeks.

Now that I've gotten in your face a little bit about the truth behind all these "magical" claims out there, we can get down to business =).

The goal of this short book is to give you categorized options and resources to use that are either free of charge or very affordable. Yes, you'll have to put in some work to market your book, but the idea is to keep in mind that we're busy, and a lot of authors aren't just authors but also have a day job, kids, a family, and who knows what other obligations to fulfill. It can get pretty chaotic and ridiculous, right? ;)

With that in mind, we'll get into some of the meat of this topic to get you started on your marketing journey!

What NOT to Do

I'd like to offer you a definitive guide and tell you exactly how to market, but that just isn't possible. The world of marketing changes almost daily – kind of like computers, phones, and software. Unfortunately, that isn't the only downfall. The world of marketing also varies based on what kind of product you have, who your ideal audience is, what category or genre ("flavor," if you will) your product falls into, what the demand is, what level of quality it is, how many followers you have (and how many of those are real followers and not fake ones).... It's ridiculous, to say the least, simply because there's *so much to know*.

So, no. There is no way for anyone – even a marketing expert – to come up with one single definitive guide to marketing *all* books in *all* genres with a guaranteed success rate.

What I want to start with is a list of pitfalls: easy outs that seem like a good idea at the time but that you will soon live to regret.

1. Trading likes.

Ah, Facebook. The like trade. Trading likes seems like a great idea... except when you begin to realize after a while that you're liking pages not because you actually *like* them, but because you traded with another author to cross-support and it means absolutely nothing. If it means nothing that you like a page, the like loses its power. It gets watered down, kinda like that bottle of liquor in your parents' cabinet you snuck sips from as a teenager before

they eventually discovered that it tastes like... well, *water*.
Hm.

2. Buying likes.

There once was a small indie publisher (me) who paid about \$60 to this foreign dude on Facebook who promised to grab me 3,000 likes within a few days. He did it. Unfortunately, none of them speak English or give a shit about books, or even see or notice my page's posts. I'm not even sure if any of these people are real, to be honest. And yes... I regret that decision because *not one* of those 3,000 likes is engaged, shares anything, or actually pays attention to what I post.

3. Buying reviews.

Cheater! That is all. Don't get me wrong; I think paying for a service to submit your book to multiple review sites or reviewers to save time is one thing. This is usually done by making reviewers aware of your book's availability and asking for an honest review in exchange for a free copy of the book. But paying someone to give you a *good* review is unethical and kinda crappy. So don't!

4. Believing for a second that anything still "sells itself."

I know... it's such a tempting notion to fall into, and I wish it were true! Things would be so much easier if great stories just sold themselves. Unfortunately, people are fickle and tend to be unpredictable, so there goes the human variable. Next, some people are obsessed with grammar while others don't care. Then there's the whole genre thing... you get the idea.

5. Falling for anything that sounds good because you don't know what you don't know.

I've been researching and taking notes on marketing for 5+ years now and I still don't have a clue.... What I *can* tell you is that there are a LOT of people out to make a quick buck, there are a LOT of people who don't want to give you all of the information, and there are a lot of people who toot their own horn and claim to make 6+ figures when really they don't, it's all a scam, and they don't know what they're doing, either, kinda like the rest of us. Just be careful out there. It can be scary!

6. Knowing that free information isn't always good information... but it isn't always bad, either.

I know I hate the upsell, but I have also been exposed to it *way* more often than most people. Because I'm so obsessed with learning and getting all of the information I possibly can without having to pay hundreds (or thousands) of dollars for it, I've actually become immune to and annoyed with a tactic that seems to work for a lot of people online. The thing is... I've never been one to follow what everyone else is doing. If I have to come up with a new way because what's out there right now doesn't mesh with who I am or what I believe in, then you bet I will do just that ;). I highly recommend you do the same: stay true to yourself. It may feel like you're moving forward slower than some other people, but you definitely don't want anything from your past (which will be now in a second) to come back and bite you in the butt, right?

7. Knowing that information you pay for isn't always good information, either... or quality information, for that

matter (although most of the time, you will get what you pay for).

You can begin to tell when someone just throws something together versus when someone puts time, effort, research, blood, sweat, and tears into a project. It isn't always obvious when you read the description, but if you buy something... that's when it starts to really become apparent. Be careful and vigilant about what you believe! There are all kinds of crazy things floating around online. Sometimes the information is great and cheap... other times the most expensive "brand name" information is completely hollow and useless. Who wants a slice of beautiful and overpriced cardboard cake...?

I think that's all for now, although I won't promise that there won't be more added later. The whole marketing research and learning thing would've been a lot easier if people didn't insist on being unethical or upselling or making consumers feel like they were just communicating with a sleazy used car salesman from the 80s. I have to think back on when I used to buy into these crazy work from home schemes all the time.... It was ridiculous and sad, to be honest. It was all about the hype and no one said anything about there being work involved or what action steps to take to actually get something done.

I still feel kind of moronic for falling for that crap. BUT... my folly is your second-hand experience, and I want you to avoid all the drama and just know what to do... and what *not* to fall for.

Now that we've covered some of the common don'ts, let's move on to what you *can* do =).

Things to Keep in Mind About Marketing

Aside from the don'ts listed previously, there are some general things to keep in mind about marketing that you should take note of as soon as possible to avoid frustration, analysis paralysis, and stretching yourself too thin. This can cause frustration and stop you in your tracks before you even get anywhere; it happens all the time. It happens to me! As you proceed, try to adopt an attitude of not giving up even if challenges arise. Recognize any insecurities or fears you have and do the thing you're talking yourself out of anyway. It may lead to nothing... but it may also lead you to your next step or give you new ideas and resources to try.

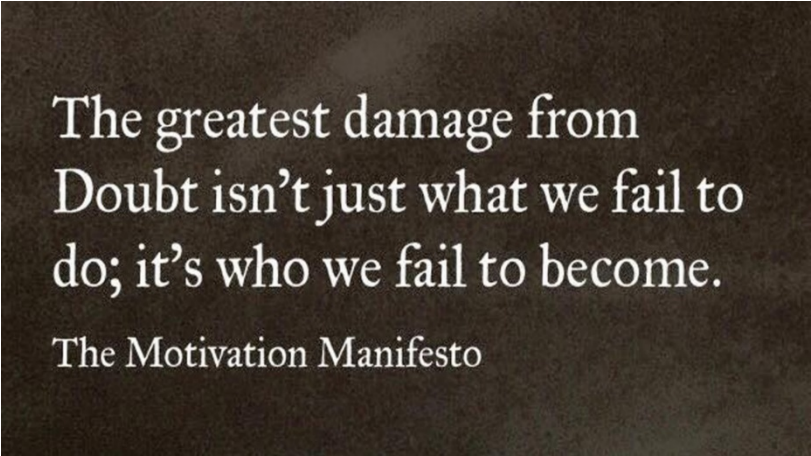
Something that happened for me recently is that I *rediscovered* [Debbie Drum's Book Review Targeter](#) tool. I had purchased lifetime access two years ago when they first launched it, and lo and behold, I forgot about it (*doh!*). The tool was mentioned again and it sounded familiar, so I logged in and decided to take advantage of it and use it weekly now because it's a priceless fountain of email addresses for reviewers.

I had decided this weeks ago, but then I thought, "Well, it might not be so good to try this until my book is free again..." but then I would have had to wait another *month*. No way! So I sent out my first email the other day and have gotten a somewhat positive response so far. If I do this every week and manage to get the full 20k email addresses each week that I am allowed with this tool, I could have the 50 reviews a book needs to get to the next level within a few weeks.

I can still send the eBook out for free, so the book being free on Amazon is not vital. What *is* important is how you word your email, and so far, the best option seems to be honesty and simplicity (don't over-complicate things like I always tend to do even though I hate things to be complicated, *lol*). Nobody wants to be sold to, so encourage people who *want* to review your book to review it, but let people know there are no hard feelings if they simply delete the email. This is not a solicitation; it is a one-time review request.

PRO TIP: Do not ever, ever, ever, *ever* add people to your email list without their permission. Yes, you can mention that in your email to book reviewers, something to the effect of: "No, don't worry, your email was not added to any kind of list. This is a one-time book review request; that's all." People will respect your honesty and the fact that you respect their privacy and interests enough to stay away from their personal information unless they permit you to use it. And who knows? Some of the people you email may not be interested in reviewing your book, but something else in your email might catch their eye and drive them to look into you and your work more. You never know who might reply to you and help out, either, so don't be scared to be yourself in your email.

The point is that I was standing in my own way by letting my insecurities get to me. Sometimes you just have to do it and see where it goes. The next time will be much easier, too =).



The greatest damage from
Doubt isn't just what we fail to
do; it's who we fail to become.

The Motivation Manifesto

With all of that said, here are a few things to keep in mind about marketing in general that I've learned over the years. I hope these help you to find your zone, because I had to search for a long time before things started to click. Although I have faith that my path has led and is leading me exactly where I'm meant to be, I also have frustrations surrounding the process, which is why I'm constantly learning and researching and trying new things... then sharing what I learn =).

1. Even the best marketers know that building an audience doesn't happen overnight. Once you *have* your audience, things get easier and easier; but if you're just starting to build, be patient with yourself and the process. It takes a minute to get the hang of it.
2. Don't let your fear prevent you from trying things. Unfortunately, this happens to me, too, and I have to continuously remind myself that trying and failing is better

than not trying at all. Dive in, try one thing at a time, and make note of what works and what doesn't.

3. Try to find no more than three to five marketing activities to focus on over the long term. Limit yourself so that it doesn't become an overwhelming task or alter your mindset to being discouraged or overwhelmed and giving up. Choose three to five marketing activities; some you may need to do once a week, others you may need to do once a month, and some you may only do every quarter during free book promotion days. That's up to you, but remember to keep the amount of work you need to put in realistic and achievable on a regular basis.
4. Always consider whether what you're creating (an informational blog post, a quote graphic, an excerpt graphic, a video reading, etc.) can be repurposed into other content. For example, if you write a blog post, you can then record it with Audacity (free audio software) and turn your blog post into a podcast episode. If you create a custom graphic for your blog post, you can repurpose that to share as a graphic on Facebook and Twitter with a link in the description to your blog post (doing it this way helps with visibility on social media).
5. Consider what marketing tasks can be automated, scheduled, pre-planned, and so on. Automation is a huge help when it comes to repetitive tasks such as posting your content on social media. That's why services like Post Planner exist, although if you have a little cash to spare, I would definitely recommend the more advanced option of

using Edgar... but *only* if social media plays a large role in your marketing plan.

6. Don't be discouraged from trying again if the first few things you try out don't work, or don't work at first. This is especially true if you're trying to use blogging to create marketing content; blogs each take time to write and you have to spread the word far and wide to build your audience.
7. Persevere. Celebrate your small victories and keep focusing on the long term, and if you need to take a step back, don't worry about that, either. Just keep moving forward, forgive yourself for any shortcomings, and move on to the next thing. The world won't end =).

PRO TIP: Yoga and meditation have helped me to stay focused and lose roughly 50 pounds over the last five months almost effortlessly. I take 20 minutes and do a 10-minute yoga routine, then I meditate and either focus on my breathing or a short affirmation. Lately one of my favorites is, "I am in the flow of life. I have all the energy I need." You can come up with your own based on what you're struggling with and turn it around into a positive. For example, I always have this underlying fear about running out of time. My affirmation on days I feel this bubbling up is, "I have all the time in the world."

What do you do when you decide on your three to five marketing tasks?

Plan out your tasks on a weekly, monthly, quarterly, and annual basis. I'm old fashioned, so I like to keep a notebook-sized planner where I color-code (with colorful pens and markers and highlighters – my favorite!) my tasks according to category. If it's one of my projects like my novel or something more personal, I color-code it in purple (just because that's my all-time favorite color). If it's a No Bull Self-Publishing task, it's red; if it's a marketing task, it's in green; if it's client work it's in blue; if it's chores or household maintenance, vehicles, etc., it's in black.

This is the simplest and easiest way for me personally to keep track of everything I'm supposed to be doing on a daily, weekly, and monthly basis, but it may not be the best way for you; that all depends on how you schedule your tasks. Honestly, I could probably benefit from using an online calendar like Google Calendar, but I haven't gotten to my reorganization projects yet because it isn't a priority at this point. If organization is extremely important to you, using a calendar app might just be your best bet.

Let's move on =).

While You're Revising

My editing process is always essentially the same. I use Microsoft Word and work with Track Changes enabled so all of the corrections I make are documented. To see a short tutorial about Track Changes, go here: <https://youtu.be/NdgnZc7JHWA>. This is a very on-the-fly, casual tutorial and only about five minutes long, but hopefully it gives you a good idea about the basics of Track Changes and why that tool is so useful, especially if you're editing or beta reading for someone else.

Though people always recommend that you hire an editor – and yes, it does help to have a second set of eyes looking over your work – you CAN self-edit if you're good enough with the English language. Editors cost money, and I'm sorry, but some authors (like me, for example) just don't have \$1k or more lying around to pay an editor. It sucks, but necessity sometimes dictates that you edit yourself, which some people frown upon, but *can* be done with the right education, research, fact-checking, and so on.

Best of all? As a self-published author, you can go back and update your files every few years to keep each of your books fresh. This means that yes, you *can* start no matter where you are right now, and improve as you go. That's how everyone begins; some people just give up along the way.

Again, you have to have an excellent grasp on the English language! Do NOT try to edit yourself if your English isn't already close to perfect. It will show, your readers may or may not be okay with it, and it will be reflected in the reviews you get. For an in-depth guide

to self-editing, check out *Self-Editing for Fiction Writers: How to Edit Yourself Into Print* by Renni Browne and Dave King: <http://amzn.to/1QuSCZn>. If you don't write fiction, there are certainly other books you can buy to guide you in your self-editing process, but the one thing they will all tell you is to put your book away for a week or two so that you can look at it from a fresh, objective perspective.

If you think you're ready to self-edit and are curious about the process, here's what my personal self-editing process looks like. This is the same exact process I use for other authors as well, so I'm including steps that I would take if I were working to edit someone else's manuscript.

1. First edit. Fixes major issues and focuses on obvious corrections.
2. Send first edit to author in two versions: clean, featuring margin comments and accepted changes, and dirty, featuring all markup for reference so the author can learn in the process.
3. Ask author to make corrections and revisions in the clean copy to keep things uncluttered and as organized and streamlined as possible.
4. Author sends back the manuscript with their additions, revisions, and corrections.
5. Second edit. This is where I go into a bit more detail and try to catch all the rest of the mistakes, making a note in a comment about where the author may have inadvertently added a mistake back into the clean copy. This is the edit where I tend to focus on plot, character, and sentence structure much more in-depth.
6. Repeat steps 2-4.

7. Final edit. This is essentially to make *absolute certain* that there's nothing still in need of repair. Though sometimes things still get missed, it does not happen often. Usually by this time, if I'm publishing the person or guiding them through their own self-publishing process, I've already begun formatting the document for print.
8. Author approval signals me to finalize formatting and get the book uploaded to whatever publishing platform we're using.

Between steps 7 and 8 lies a golden opportunity: **quotes and excerpts**. They don't have to be perfect. You don't have to claim they're final. However, you can definitely pull quotes from your book and even pull entire paragraphs and scenes to help promote your book if you're self-publishing. For those of you going another route, you'll typically need permission from your publisher for each instance of promotion and each excerpt (although this may not be true for indie publishers).

There are several ways to do this, some as simple as posting a status update or graphic on Facebook. And no, you don't have to be a graphic designer to utilize this fun and easy marketing strategy!

Text Only

There are a few ways you can share your excerpts and quotes without using images, or by using an image (maybe the front cover of your book if it's available) and adding a nice caption to it that happens to be an excerpt from your book. Keep in mind that your excerpt doesn't have to be perfect; you can even say something like, "This is still with my editor for a final pass, but I wanted to share some of the story with you guys because I'm getting really excited!"

No one can fault you for that ;).

Next, you can send out an email to friends, family, and – even better, if you have it – your email list (more on that later). An applicable subject line with an excerpt in the body of the email is simple and will work just fine.

Lastly, a slightly more in-depth way of doing this would be to post an excerpt on a story website such as Wattpad or StoryFinds. If you do this, a big bonus is that you can share the story link as often as you want and hopefully reach a broader audience over time.

When you combine sharing these links with tracking how many people click (you can do this through bit.ly or another link shortening service) and posting the story multiple times to promote a book, you can potentially see your sales increase (as long as your content reaches the right audience).

Wattpad (www.Wattpad.com) allows you to see how many people read your story, gain followers, and connect with other writers. StoryFinds (www.StoryFinds.com) works similarly and allows you to promote your books and add excerpts. You can become a member at www.Prose.com to enter contests and submit to writing prompts (they even have cash prizes).

You can also choose to submit your work to a website like Every Writer's Resource (www.EveryWritersResource.com) to gain exposure. They accept short story and poetry submissions year round as well as accepting previously published work. Rights revert immediately back to the author, although they ask that if it's a previously unpublished piece you not submit to anyone else for a month.

Any and all of these options allow you to work with what you know best: words! No graphic design or images required. Fortunately, you can always change your mind and create quote and excerpt graphics really easily, and this kind of promotional material works forever. No expiration date. So even if you start posting quotes and excerpts after your book is published, you can keep this going for months as long as you have enough visual content to keep it interesting.

Images & Graphics

This can be intimidating for people who have never made a graphic or who aren't used to doing a lot of stuff online that they might be unfamiliar with. Some people are just not as tech-savvy as others, and some writers aren't visual artists. It just depends on the individual.

PRO TIP: You can find and use images from online using the Google Advanced Image Search tool. To avoid copyright infringement, only use images from online that are labeled for reuse with modification, even commercially. Check out my Image Grab Tutorial on YouTube to learn how:
<https://youtu.be/YYjAwqrp7wQ>

The good news is that anyone can make quote and excerpt graphics online without any design skill or knowledge. These websites literally generate graphics for you and you just pick which version you like best! Of course there are a number of these and not all of them are for everyone, but I'll give you some great examples and you can tinker and figure out which one you like best.

PRO TIP: My personal favorite place to look for images first is www.pixabay.com. Every image and video on this site is free to use, share, or modify, even commercially. No attribution required, so you don't have to keep track of who created what images. Awesome!

The site I love to use especially for quotes is QuotesCover (www.QuotesCover.com) because it's super easy and you can do pretty much anything with it, including adding your own background image. This can be an image you own, or you can use the Google tool (http://www.google.com/advanced_image_search) to find images that fit your quote's topic. Either way, it makes for some pretty amazing-looking quotes with minimal effort!



Looks pretty awesome, doesn't it? ;)

Of course this isn't the only way to create quote graphics. There are a few other sites that people swear by; QuotesCover is just my favorite because you can create so many different types of images, from Facebook to Pinterest to Twitter... it's pretty amazing and super easy to use.

But, without further ado, here are some other highly recommended graphic generation tools:

- Pinwords: www.Pinwords.com
- Pinstamatic: www.Pinstamatic.com
- Quozio: www.Quozio.com
- PosterGen: www.PosterGen.com
- PicMark: www.PicMark.com

Now you have several different ways to create quote graphics without feeling like you need to take a design class to get it done =). **And they're all free to use.**

The cool part about these is that you can share your graphics on Facebook, Twitter, Pinterest, and across most other social media platforms. You can reuse them again and again, you can use them on your blog, and you can write a caption that includes a link to buy your book or to your website or blog.

Speaking of which, there's one more thing that you can start doing regularly *before* publication in order to create rapport with your readers and build your audience.

Blogging

You don't have to have a publisher or even a completed book to start blogging... you can just start right where you are, right *as* you are, and talk about the writing process, how you generate ideas, what your outline process looks like, what you're researching, and so on. This all depends on you and how you work, but you get the idea.

With a blog, the absolute best way to go about having an online presence is to buy a domain name that uses your author name. I highly recommend using a domain name website for this (such as www.1and1.com), but if you aren't ready to pay for a domain name and just want to create a *free* website, there are a number of platforms you can use to do so.

- Weebly (I've used this service for years and love it): www.weebly.com
- Wordpress: www.Wordpress.com
- Blogger: www.Blogger.com
- Blogspot: www.Blogspot.com
- Tumblr: www.Tumblr.com

Each of these sites will let you choose a name for your blog and some will allow you to create a full website for free, just without your own domain name. This is perfectly fine if you're just starting out or you don't want the added challenges of hosting costs and annual domain name renewal costs. Your blog or site will have a URL something like www.YourNameHere.Weebly.com.

Now the fun part: actually blogging! But about what? This tends to stump a lot of people, too. Do you just blog about any topic that comes to mind? Keep your blog like an online journal? Only blog about one topic? Randomly blog about whatever on the fly?

Wait, wait, wait! All these questions will just overwhelm you. Don't let them, because that's your brain's perfect excuse to convince you to *not* start a blog!

Here's my suggestion in a few steps.

1. Think of five main topics you can write about.
2. Break down each topic into several smaller topics, preferably between 5 and 10. You can do this based on how often you post every week. For example, you can create 6 sub-topics and focus on that main topic for two weeks, posting 3 times a week.
3. Write a blog post (300+ words; not difficult, although if you want to blog more seriously, your posts should be 1000-1500 words and full of valuable information) for each sub-topic that shares your knowledge about that sub-topic. Don't be afraid to do a little research if needed – this will help you learn more and you can link to other relevant information.
4. Relax! Blogs are by nature casual, so it doesn't need to be perfect. Just make sure you're genuine and yourself... which also means don't be afraid to share some of your struggles and insecurities if appropriate. This communicates to your readers that you're human, making you all the more endearing ;).

Blogging can be pretty easy, and as with all other marketing efforts, consistency is key. That's the part I struggle with personally... that consistency thing is *really* difficult for me! But even if your life is chaotic, you can still take some time every week or month to schedule posts, create quote graphics, and write blogs.

What I've begun doing with my client's blog as well as my own is to plan one main topic every month and put out one blog post per week (I like to publish on Tuesday mornings because of higher open/read rates in the first half of the week). You can either write these blog posts in advance in a day or three, or you can write one every week and schedule it for the following week.

One of the awesome things about writing these posts in advance all at once is that it will immerse you in your topic completely and you will likely get more ideas just simply by writing about what you're passionate about. Also, if you have more ideas throughout the month that are on-topic, you can add other non-scheduled posts to your blog as you write them. The main thing is to have at least one new post every week and keep your content valuable to build your audience. If you can manage 2-3 posts a week, that's even better.

If you really want to take advantage of technology, find out if your blogging platform allows you to schedule your blog posts in advance (most do). If it does, you can write your posts, schedule them, set your share settings so it shares to your FB and Twitter (and others, depending on your platform) automatically when it posts, and forget about it. You do everything at the same time and it's a big task, but you get more comfortable with the entire process, which is another bonus.

You can then also use the RSS feed link to your blog (a URL) to automatically update other pages, for example your Amazon Author page, as well as possibly having an email automatically sent to your list every time a blog is posted. This does get a bit more complicated and is not mandatory to promote your work, but if you would like to utilize this automated idea but don't know how, you can talk to your hosting company's customer service, look up tutorials on YouTube, or hire a consultant/programmer to help you. No matter which way you do it, if you can automate anything, it will make your life way easier.

Promote Your Blog Posts

Everyone immediately thinks of social media, right? Unfortunately there's so much noise out there at this point that just sharing your posts may or may not actually work. Some ways to promote your blogs for free:

1. Get into discussions about your blog's topic in Facebook groups and share an appropriate post to be helpful. Don't be pushy or salesy or spammy! Strictly helpful.
2. Same idea, but on forums.
3. Share your posts on Twitter.
4. Promote your blog posts as images (custom graphics, quotes, slides, or infographics are best) on Facebook and Twitter with a preview of the first couple of paragraphs and the blog URL to read more. Not only are images eye-catching, but if they're clever, funny, or highly informative, they will be shared a lot more.
5. Blogger outreach is another way to expand your following. You can find other blogs with similar topics to yours by doing a broad keyword search on www.alltop.com,

www.technorati.com, and www.followerwonk.com. These sites should help you find blogs that are more influential than yours to reach out to for the sake of cross-posting and link exchanges. For an introduction to blogger outreach and how to go about beginning this process for your own blog, check out this incredibly handy guest post by Brian Dean on SmartBlogger:

<https://smartblogger.com/blogger-outreach/>

6. Use sites like www.contently.com and www.stumbleupon.com to repost your blog articles.
7. Use www.slideshare.com to repurpose your blog posts as a slideshow and redirect people from the slideshow to your blog in the description as well as on the last slide. You may also want to include it on the second slide, but not on the first because that's your "cover" and should be laser-focused.
8. Ask for guest posts and offer to write guest posts. There are many other authors out there who are trying to build their brand and audience, so if you need to start small, that's okay.
9. Use social crowdsharing sites such as www.thunderclap.it and www.headtalker.com to recruit social media sharers for a specific day. The more people you can get to commit to sharing your post, product, or free days on one of these sites, the further your reach will be. Though you can use this for blog posts, it's more meant for when you run free book days or Kindle countdown deals.

Have more ideas and suggestions for how to promote your blog posts for the most readers possible? Drop me an email and I'll make a video to share your info, add it to the book, or both. NoBullSelfPublishing@gmail.com. Your feedback is always welcome!

Generate Excitement

Between blogging and posting on social media, you should be able to generate some hype about your book as you're working on it. I would say it's definitely important to have a minimum of two social media accounts, but more if you think you can handle it. The ones I find the most engaging are:

- www.Facebook.com
- www.Twitter.com
- www.YouTube.com
- www.Pinterest.com
- www.Tumblr.com
- www.Plus.Google.com

I like being able to schedule my posts to my profile and like pages on Facebook through Post Planner, which is something else I'll go into in more detail, but the whole idea is to create some hype around your book. Share some excerpts, some quotes, some of the excitement you experience during the writing process, any information you learn about writing that might help another author, and other things like that. The more genuine and helpful you are, the better!

I know not all writers are created equal and not all readers will like the same thing, and you need to keep that in mind as well. Your ability to engage people on social media and perhaps in real life will make a huge difference in how many people buy and recommend your book. If something you post resonates with someone, they will

share it with their friends and followers. Usually you don't even have to ask, but sometimes it does help to mention it.

Be Patient

Building an audience takes time. I had to make peace with the fact that I wasn't going to be an overnight sensation, too... and so do all of us, because that happens *very rarely* and usually only when backed by a serious marketing budget or a decade or more of pre-work that nobody is aware of.

What happens commonly is that we don't hear about someone until they're super popular and it *SEEMS* like they experienced overnight success, but really they were working for years, tirelessly hacking away like a sculptor at a giant slab of marble to make their dreams take shape. Just because we didn't *see* the years of work it took behind the scenes doesn't mean that their success happened overnight. Keep this in mind as you work toward your dreams each day, and make peace with taking your time and letting things happen organically if you have other important obligations you have to manage every day on top of it. Resist the temptation to fall for quick fixes or offers that seem too good to be true; cheating may tarnish your reputation.

Unless of course you're cool with selling your soul to a crossroads demon, in which case you don't need me or this book anyway ;).

No matter how many times you feel discouraged, overwhelmed, or like you want to give up, success usually comes to those who keep going. And you know what? Forgive yourself if you don't accomplish *everything* at *exactly* the time you wanted to. It's okay. If you don't forgive yourself, there's a good chance that you may never

try again, which is much worse than trying again and getting there more slowly.

Whatever you do, make sure you put in an effort and do good work no matter what you're working on. Readers can tell if the work is sloppy or you threw it together in a few days as opposed to putting actual effort into it. Readers can also tell if you're one of those marketers who churns out "niche" content just to be able to say you have a bestselling book in a category that only has a few books in it. Those marketers aren't writers... in fact, chances are they didn't even write their own book but hired someone in the Philippines for \$3/hour to do it for them (or they bought software to write it for them). Hate to break it to ya, but it's true. And that isn't writing... much less *good* writing.

So... are you an author who needs real world, practical tools to promote your work? Then please, don't skimp on the writing process in your books or anywhere else. It could ruin your reputation before you even get started.

Categories & Keywords

Have you ever wondered how the ranking and categories systems work on Amazon? I know I have, but it's also a little difficult for me to wrap my brain around, depending on how it's described to me. I'm more of a feelings, ideas, and concept person rather than being data and numbers-oriented, so this kind of thing is always a challenge for me to grasp.

However, even without understanding the algorithm, you can still put in the best possible keywords and select the best categories for your book.

Keywords

When you're thinking of keywords to include, think of one main one that you might be able to incorporate into your title or subtitle (without it sounding ridiculous). Brainstorm keywords that people might use to find your book, even if they don't know about your book yet. As an example, I called the first installment of the Infiltration Trilogy *Fibers...* but anytime I tried to look up the book, all I got as results were books on eating a high or low fiber diet. Meh. Clearly *not* sci-fi.

After researching and studying a bit more, I tweaked my book's title and description as well as reevaluating the keywords I had included already. You don't want multiple keywords of the same kind; for example, there's no need to put "science fiction" *and* "sci-fi." Just one of them is perfectly fine, preferably the longer one as the shorter

ones can be derived from that. Utilize your other allotted keywords for unique keywords that pertain to your book.

What I did: I added an appropriate subtitle to my book, although if I had planned in advance to utilize keywords in my titles, I probably would have called the series something else entirely! That's okay, though. I can still work with the plan, it will just have to be tweaked along the way =). Now the title and subtitle are *Fibers: A Science Fiction Conspiracy Thriller*. I made sure that I had no double keywords and did a little research on which keywords would be beneficial on Amazon (*not* on Google, although you can go that route as well, but it won't be nearly as effective as focusing on Amazon specifically).

Not only will this help visibility, it will also improve your book's ranking on Amazon and help it keep its ranking more securely, which is always a bonus!

Some things to remember about keywords:

- Keep them relevant to your book.
- Don't "stuff" – utilize what you can in a subtle way to incorporate keywords, but keep it natural and like it belongs there. Ask yourself: "If I were a reader and saw this, would I think the person is deliberately overusing keywords? How would that affect my willingness to buy, and my first impression of the author?" Also keep in mind that, to anyone who doesn't know anything about keywords, your title and description may just sound silly and strange if it's stuffed with keywords. Keep it natural.

- Use evergreen keywords, unless you are willing to go back into your book's information every few months and change things (which is a bit of additional work). By "evergreen," I mean things like the genre, setting, character, and so on. If it's a historical work, you can include the year or what historical events are included within the book. However, don't use any keywords like, "new," "just released," and so on. These will cease to be true within 30 days, so why not choose keywords that are going to be appropriate for a while?
- Use all of the spaces for your keywords. CreateSpace gives you five while KDP gives you seven; you can make one or two of the main ones the same, but then take advantage of the additional space and do something totally different, utilizing a good mix of keywords for your print and Kindle versions. The product pages are linked on Amazon, so it will be beneficial for both editions.

To go a little more in-depth with this topic and do your own analyzing and learning (I've only got a basic grasp on this; just enough to make it work but not talk about exactly what's going on in the background), check out the following resources:

<https://kdp.amazon.com/help?topicId=A2EZES9JAJ6H02>
<https://kindlepreneur.com/how-to-choose-kindle-keywords/>

Categories

When you're selecting categories, you definitely need to do some research on those. To determine the absolute best categories for your book (KDP allows you to choose two, but CS only allows you to choose one) *and* make the most out of your categories and keywords together, try to choose a category that isn't exactly the same as your keywords. You also want to be as specific as possible, so instead of choosing large, broad categories such as "science fiction," choose more specific sub-categories.

When I research my categories, I go into a main category on Amazon (if I'm publishing a Kindle book, I look in the Kindle store) or just go to the Kindle store and search for a main genre like sci-fi. Once there, it will allow me to refine my search on the left and it lists all of the subcategories and subgenres. You want to go as in-depth as possible into the subgenres and find one that has fewer books and increases the likelihood for your book becoming popular, and then you want to pick another medium-sized category where it isn't as easy to climb the ranks but it's still possible and will massively help your book.

For example, although my novel is technically a science fiction thriller, there are many other elements to it. Medical Thriller is the sub-category it has a tendency to do best in right now, but it's also in Genetic Engineering and pops up in Hard Science Fiction once in a while depending on how appropriate Amazon thinks that category is.

Speaking of which... Amazon will include your book in a third category if it fits, without you having to do anything. This is where title keywords come in handy and allow you to skip selecting the

same category as what's in your keyword but still take advantage of being listed in that category or subcategory.

I don't want to over-explain or try to hack my way through any more details I'm not an expert on, so here are a couple more resources to help you learn more:

<https://kdp.amazon.com/help?topicId=A200PDGPEIQX41>
<https://kindlepreneur.com/how-to-choose-the-best-kindle-ebook-category/>

So, You're Published... Now What?

Every author needs an Amazon Author Page, right? Absolutely! I mean, you can opt out and *not* create one, but if people try to click on your name on the product page of one of your books to find more of your work, that link won't take them very far. In fact, instead of finding one page with all of your books listed, they'll find one page with the same book listed and no author photo, no bio, no blog posts, no videos, and no way of browsing all of your books on a single page. Sometimes clicking on an author name will also just bring you to search results.

This isn't the only purpose of having an Amazon Author Page. When you have an Amazon Author Central account, you can also tweak your book's description (and use bold and other stylized text), add or remove books, add your blog's RSS link so it automatically populates on your Author Page, and more.

Creating an Amazon Author Page is fairly easy. Just go to <https://AuthorCentral.Amazon.com/> and create your page by following the instructions. Even if one of your books isn't on your page right away, you can add books manually, which is awesome. If you can't add books manually, you can call or email Amazon and they will usually add it for you within a day or two. As an example, here's my author page:

<http://www.amazon.com/Jennifer-Crystal-Johnson/e/B007SYSP08>

This page alone will enable you to keep your social media, blog, and other updates all in one place as well as all of your books. That's definitely a good thing!

Let's face it... there is no one-size-fits-all marketing campaign that will work for every genre of every book in the world and make every book a successful bestseller. That idea is just *not* realistic! And here I always thought there would be some magic formula I could follow to suddenly explode sales with minimal effort.

Psh. No way.

It's not true... not now, not ever. I was also the chick that bought into all manner of "get rich quick" home businesses and then realized it was a bunch of hype and no one ever explained the *how* or provided any actionable resources. They may have provided affiliate links to some expensive and hard to use resources, but this was also years ago before more powerful technology and apps were developed.

Here's another tip: when the first two thirds of a book explain what the book's intention is over and over instead of actually making a point, chances are you're dealing with a manipulator who made a sale based on your naïveté. Yep. Sorry. But it is what it is. So don't fall for it again! If you're anything like me and try to see the best in people, try to help, and have a sometimes uncanny empathy for others, then you probably fall for people's crap from time to time, too. And that's okay... as long as we learn from our errors and apply that new knowledge =).

I know it sucks, but don't lose hope. Not everyone out there is an asshole. In fact, the people *really* worth knowing and worth working

with, whose influence on the world will last an entire lifetime or longer, are those who give of themselves based on what they believe in and try to do the right thing in any given situation.

Making money is a byproduct of sharing value that catches on as being awesome through marketing and word of mouth. It may not happen immediately, but there's nothing more annoying than constantly being sold to, in my opinion. If you find books, courses, and products that can stand alone and be of value, it tends to boost that person's credibility a lot more than a sales link after every chapter or a constant barrage of, "But wait... there's more!"

The Launch

One of the first things to do when your book is finally available is a product launch. Of course this needs to be planned in advance, but if you're an indie author that may or may not be possible because exact release dates aren't achieved easily across platforms. However, if you can do an *official* launch date after the book is published and coordinate it with a blog tour, special pricing, social media promotion, and an interview or two, then you can see a successful launch take place. Of course just doing a launch won't impact sales that much long-term, but ongoing promotion throughout the following six months to one year *along with* a launch will do nicely to spread the word about your book.

The easiest way to set up a launch page for your book is to use www.BookLaunch.io. The set up process is super easy and the site actually pulls information about your book from Amazon directly, making the whole color coordination and filling out info process way easier than setting a page up yourself. Best of all, it's free! You

can set up as many book launch pages as you want to for yourself without paying for a membership.

As far as book launches go, your best bet is to make several things happen all at once. I've heard many of my business clients tell me that doing a product launch is the absolute most harrowing time for them because so much work and time goes into it. That's the thing, though... you do the work for a few weeks or maybe months in advance to set everything up and get it all scheduled, and after that you do maintenance marketing to continue gaining momentum and expanding your readership.

An excellent person to learn from about product launches in general is Jeff Walker, author of the #1 New York Times bestselling book, *Launch*. His *thing* is launches... product launches of all shapes and sizes, in fact, and if you want to learn more about pulling off a successful launch from him, my recommendation is to read the book and head over to his website for free video training and other cool resources he's pulled together for his fans and followers:

www.JeffWalker.com

He's one of my few favorite people to follow and learn from because he's always sincere and offers value consistently without doing too much of the "now buy this" thing. Of course not everyone wants to go this deep into their book launch, but for those of you who enjoy marketing, promotion, and seeing sales increase, Jeff Walker is definitely an invaluable resource.

As a side note, you will notice that I do refer you to outside materials throughout this book because there's just *so much* information that I can't possibly cover it all in a short eBook like this one. However,

I also don't want to bore anyone or prattle on and on when some of you just want the simplest and most actionable way to launch and promote your book. The outside resources are my favorites of all the ones I've come across over the years, which means that I found this information to be the most valuable and useful. It also means that these particular experts have a lot of valuable free and low-cost information available, so I was attracted to them partially because raising three kids as a single mom can get expensive ;).

General Book Launch Tips (Before, During, and After)

1. **Plan ahead.** Whatever things you are focusing on for your launch, plan them before you start promoting your book so that everything lines up.
2. **Wait to publish your book** until about a week (no more than two) before your scheduled launch. I say this because you will need to secure a minimum of five book reviews before you can use certain promotional services.
3. Consistently and continuously **build your email list**. An email list is *the* most powerful marketing tool an author (or anyone, for that matter) can have, so make sure you're taking the time to build your list at least once or twice a month, preferably several times a week if you're just beginning.
4. **Limit your activities** to what you can realistically schedule and handle on your own (or with your team if you have one). For an individual like me, that means 3-5 things, and I tried the blog tour route – it did nothing for sales,

although it may have helped to spread the word about my book.

5. **Focus on three major marketing things** happening during the same week, then make sure you're doing at least 1-2 continuous marketing activities. Try out different things and pick your favorite and most effective, then keep at it.
6. **Don't overcomplicate the process.** If you have a team, you will have a much bigger reach and bigger launches. However, if you're starting small, try to keep things as simple as possible, and please don't try to use *all* of the marketing tools contained in this eBook at once. You'll drive yourself batshit! Nobody wants to be batshit ;).

Now that you know a little more about launching, let's get to some of the other things you might choose to focus on.

The Blog Tour

One popular and effective way to gain exposure for your book and supplement your book launch is by going on a blog tour. I highly recommend doing this for a month and scheduling your posts, interviews, and so on according to your book launch month, but even just two weeks would do nicely to help spread the word.

Yes, this takes planning!

You can opt to do this yourself, like back in the "old days" when blog tour services didn't exist yet... but it's much easier to pay someone a fee to organize it for you. Though I haven't tried *all* of these particular services for my books, they are recommended by The Book Designer website, run by Joel Friedlander and extremely respected. I trust this source 100% and that is why I'm recommending this particular blog post to you =).

Source:

<http://www.thebookdesigner.com/2014/02/greg-strandberg/>

Just in case this article is taken down or moved or anything of that sort, I'm going to list the recommended blog tour sites below. As with anything else, do your research and don't be afraid to reach out to people!

- YA Bound Book Tours:
<http://yaboundbooktours.blogspot.com/p/services.html>
- Xpresso Book Tours:
<http://xpressobooktours.com/services/>

- Enchanted Book Promotions:
<http://www.enchantedbookpromotions.com/>
- Bewitching Book Tours:
<http://bewitchingbooktours.blogspot.com/>
- Goddess Fish Promotions (I used this for my novel, *Fibers*):
<http://www.goddessfish.com/services/virtual-book-tours/>
- Sage's Blog Tours:
<http://www.sagesblogtours.com/book-your-blog-tour.html>
- Rockstar Book Tours:
<http://www.rockstarbooktours.com/p/what-we-do.html>

As with everything else, the awesome people who offer these services have their guidelines and you'll need to make sure that your book genre matches their audience. If it doesn't then look up your genre plus blog tours, or you can try emailing the sites anyway and ask if they can point you in the right direction.

If you *do* want to try scheduling a blog tour through relevant blogs yourself, check out this list of book bloggers:

<http://bookbloggerlist.com/>

Good luck! If you do make an investment in your blog tour, remember that it could lead to hundreds upon thousands of readers and sales, and it's best to do a marketing push all at once across platforms. I would recommend scheduling a marketing push when you learn the dates of your blog tour so you can run everything at the same time.

Getting Book Reviews

So your book is out and you have your blog tour scheduled for the next month or two weeks. The problem is, you haven't gotten *any* reviews for your book yet and you're worried that, if you don't get at least a handful of reviews soon, your marketing efforts will be null and void because no one wants to buy a book that hasn't been reviewed yet.

Yikes!

But how do you get people to review your book? How do you even contact book reviewers? How do you make sure that some of those reviews are at least decent?

Don't worry. There are resources online for this part, too!

My current absolute favorite is The Book Review Targeter tool by Debbie Drum. To check it out for yourself, click here: <http://getbookreviewsnow.com/>. This tool has you look up books similar to your own by their ASIN and then it captures all of the email addresses available of the reviewers who have reviewed the book so that you can download their information and send an email review request out. You can do this on a continuous basis as the limit for how many email addresses you can "harvest" is 20,000 per week (at least it is in my account). The only caveat is that sometime it can't pull reviewer emails from books that have few reviews, so you want to look for books with several hundred or thousand reviews.

This has *massive* potential! Even taking one day a week to write an email (or re-send one you've already written to new email addresses) can keep your book reviews trickling in over time, so don't slack off on this part =). My time is extremely limited, so I try to do this once a week at the very least and reach out to as many reviewers as I can. This tool is part of my personal ongoing marketing plan, and it is a very easy and time-saving tool, all things considered. It took about 10-20 minutes for each of the email lists to fully populate and then it took me roughly two hours to craft my first email while I was overcoming my mental hurdles to give it a try (otherwise it would have only taken me an hour... *lol*).

Yes, this tool is an investment at its normal pricing of \$247 (at the time of this writing, it is on special for \$197; I'm not sure how long that will last). However, you only have to pay once, get lifetime access, and it will yield massive results for your book because book reviews are extremely important, especially for unknown and indie authors. Self-published authors will also benefit greatly from this tool because many people shy away from buying self-pubbed books due to preconceived notions. The more reviews you get, the more people will trust that your book is good, the more people will buy it. That's it =).

Another resource I've used in the past but that has lost a lot of its momentum when compared to the previous tool is the ReadingDeals Book Reviewer tool.

<http://readingdeals.com/reviews>

At two price points of \$79 and \$129, you might as well invest a little more in the reviewer tool and just go with that. No, I do not have an affiliate link for it or anything like that (and actually none

of the links here are affiliate links because those are not allowed in Kindle eBooks unless they lead back to Amazon), but the Review Targeter tool works extremely well. I don't think I'll ever go back to anything else =).

The book reviewer list:

<http://melanierockett.com/directory-of-book-reviewers/>

Now, not all of these reviews will be good, nor will all of them be bad. But you want a good mix of reviews so that you don't look like you paid for them and you don't want your potential readers/buyers to get suspicious before they even make a decision, right? Too many 5-stars and it's fake; too many 1-stars and it's crap. We aim for something in between, preferably 3 - 4.5 (or 4.8 if possible) stars overall.

Use the tools and do a little each day. Make sure that the books you submit for review are relevant to the reviewer and read their guidelines, otherwise they tend to get mad and cross off a star just for that. They took the time to set up a book review website and write out their guidelines; it's a matter of respect to read those guidelines and follow them when you're submitting.

Other book review resources:

<https://readersfavorite.com/book-reviews.htm>

<http://bookbloggerdirectory.wordpress.com/>

<http://bookbloggerlist.com/>

<http://yabookblogdirectory.blogspot.ca/>

<https://storycartel.com/>

<http://www.mandyboles.com/2012/01/directory-of-book-bloggers-on-pinterest/>
<http://katetilton.com/kate-tiltons-book-bloggers/>
<http://www.theindieview.com/indie-reviewers/>
<http://www.stepbystepselfpublishing.net/reviewer-list.html>
<http://www.midwestbookreview.com/>
<http://readerviews.com/submissions.html>
<http://www.bookreporter.com/book-submission-inquiry>
<http://www.kindleobsessed.com/review-request/>
<http://thekindlebookreview.blogspot.com/p/get-reviewed-2.html>
<http://redadeptreviews.com/>
<http://www.armchairinterviews.com/>
<http://www.bestbooksreviewed.com/>
<http://www.blogcritics.org/books>
<http://www.bloggingauthors.com/>
<http://www.bookideas.com/>
<http://www.bookslut.com/>
<http://www.compulsivereader.com/>
<http://www.dearreader.com/>
<http://www.metapsychology.net/>
<http://www.myshef.com/>
<http://www.newpages.com/bookreviews/>
<http://www.oncewritten.com/>
<http://smallpressreviews.wordpress.com/>

These listings have been around for a while, so not all of them may be current, and it is extremely tedious to try to write to one book reviewer at a time based on their individual, specific guidelines. If you're up for it and would like to try, go for it! I still recommend the Review Targeter. Hello! We indie authors have lives, too, am I right?! Ain't nobody got time for all that. ;)

If you're concerned about how much the Review Targeter tool costs, then I would like to give you something to think about.

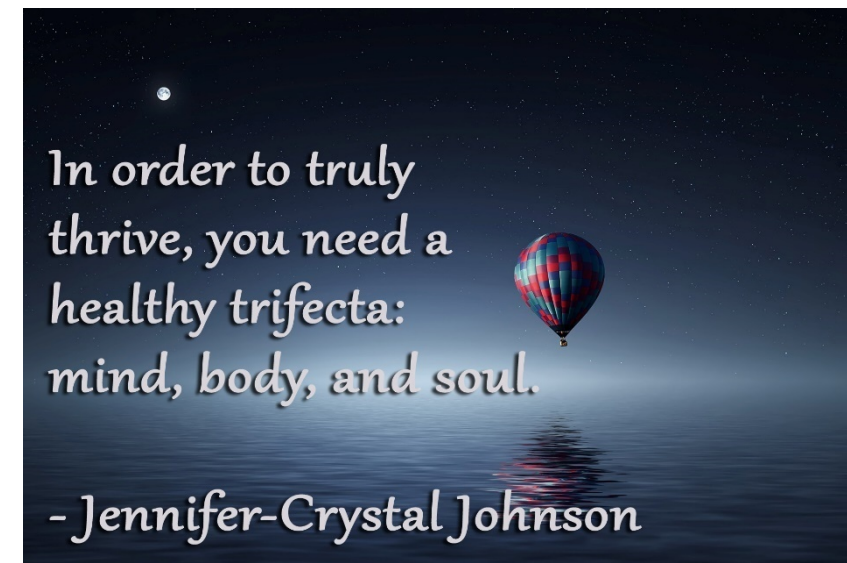
From personal experience and letting a lack of money run my life for years on end after leaving an abusive marriage, it was only in more recent years that I discovered the importance and value of investing in myself, my goals, and my passion projects. By "investing," I mean several things. Now... if you simply want to write for the pleasure of writing and don't care if your book sells or not, then by all means, don't worry about marketing strategies. However, if you're like so many of us authorpreneurs, you see the value in marketing and would like to eventually make a livable income (or more) from your work.

Three Ways You *Must* Invest in Your Dreams (*IF* You Want Them to Go Anywhere)

1. **Financially.** Yep... you read that right. I didn't want to believe it at first, either, especially with all of the free information available out there, so you're probably going to turn there first, too. Don't get me wrong; you can learn a *lot* of extremely useful things from free information, but most of the time, the actionable stuff comes to you when you pay for a course, software, and/or a book on the topic. And you know what? That's okay. Make peace with the idea that you may need to invest in a handful of incredibly useful tools or resources to reach your full potential. If you're short on cash, save up for it, use your tax return, or borrow money. It *will* be worth it in the end if you use it consistently and follow what you learn.

2. **Externally (devotion of time and effort).** Although many people seem to want things to fall into their lives from nowhere (and sometimes that actually works, shockingly enough), for most of us, it takes commitment, effort, and yes, *work* to reach our goals and aspirations. Even traditionally published authors are in charge of most of their marketing (unless they're super famous, in which case they have their name and don't even need that much marketing... weird how that works, isn't it? Those who need it can't afford it and those who can afford it don't need it. Huh.), and any author without a huge following absolutely *has* to do marketing in order to sell books, build an audience, and eventually have more people to reach out to for each book launch or promotion they run.
3. **Internally (emotional and mental commitment to *daily* motivation and creativity).** Internal work of any kind can be far more challenging than the busy to-do mentality that so many of us seem to be stuck in. There is a whole movement of people who practice mindfulness nowadays because of its proven neurological and health benefits, including but not limited to some of the highest achievers in the world today. I can tell you from personal experience that since I started doing yoga and meditating (20 minutes a day, 30 tops) about four months ago, I've lost 45 pounds (roughly 22-25 KG, for those of you outside the US), am well on my way designing and creating (and planning the launch for) my first online course, and I'm testing the waters for narrating books for others (and recording my own audio book to self-publish through ACX/Audible). There is a lot going on, but I am only focusing on three things, smaller tasks encompassed.

Meditation, though it can seem counterintuitive (why would I just sit there doing nothing for 10 minutes?), has massive benefits, and as someone who has struggled for a long time to get my life on track (especially financially and emotionally due to trauma and PTSD; domestic violence sucks and PTSD never fully goes away), this is a piece of the puzzle I was missing over the years. For more information on mindfulness and Mindful Leadership, please visit: www.ExecutiveCoachingUniversity.com/Mindfulness-Movement. I do work on the Mindful Leader blog and podcast, so this is one of my "babies" (even though it belongs to someone else). It is meant to benefit and help as many people as possible, so all of the blog posts and podcast episodes are free at the time of this writing.



Anything less than this or that makes you feel like you're battling the whole world to get a tiny task done, and you might be on the

wrong track. Take a step back, let your subconscious do the sorting out either through meditation or in your dreams at night, and go back to it later. If it still doesn't feel good to work on, scrap it or put it away for a little while. If it does but needs tweaking to get back to feeling good, then tweak it and keep going.

I could go on *forever* about the benefits of mindfulness and meditation, but I will not ;). You get the idea, so let's move on.

Shoestring Advertising & Publicity

There are people out there in the world completely devoted to promoting and supporting indie authors. This is fantastic news for us because it gives us indies a fighting chance to make it to the bestseller list. Yay!

There are, of course, a number of ways to go about this, but the easiest and most cost- and time-effective is often to hire someone to do the work for you, especially if they have experience and a streamlined process. Don't worry... this doesn't have to cost an arm and a leg! It can be as easy as heading over to Fiverr and checking out some of the most successful book promotion profiles, like this one:

<https://www.fiverr.com/melrock>

And of course she isn't the only one, but she seems to have some of the best reviews and feedback as well as being recommended by one of the marketing blogs I follow.

Anyway, there are a few websites that offer free and low-cost advertising, so if you submit your book to them they'll list it online and share with their social media following. There are also a number of fairly priced book promoters out there, so I want to list a few of the ones I've come across here.

Promotion Packages:

<http://thebookpromoter.com/>

<http://melanierockett.com/book-marketing/book-marketing-packages/>
<http://ebookreviewgal.com/>
<http://www.derekhaines.ch/whizbuzz/submit-your-book/>

Some of the previously listed blog tour sites also offer other services for an affordable rate, and it never hurts to explore Fiverr. If you do explore Fiverr for promotional services, make sure that it's someone who can communicate well and whom you can talk to if you have questions. It might take a couple of times before you find that elusive "one" marketer or promoter you want to work with, but this can mean the difference between your book being a household name and getting a movie deal versus sitting on shelves, virtual or otherwise, collecting dust.

Needless to say, it's much better in the long run to invest more time, energy, and money in your marketing push than to go "cheap" and end up hiring people who couldn't care less and won't end up doing the work. If you do find someone whom you love working with, hold on to that person!

As far as free and low-cost advertising goes, you can submit your book to a handful of places I've found.

<http://readingdeals.com/submit-ebook>
<http://everywritersresource.com/selfpublished/submit-your-book/>
<http://www.goodreads.com/>
<http://www.wattpad.com/>
<http://www.booktalk.org/>
<http://www.booktalk.com/authors/> (not the same as the previous link)
<http://www.kindleboards.com/index.php/topic,97167.0.html>

<http://www.librarything.com/>
<http://www.shelfari.com/>
<http://www.writers.net/>
<http://www.booksie.com/>
<http://www.bookbrowse.com/>
<http://www.nothingbinding.com/>
<http://www.bookhitch.com/>
<http://www.bookreportradio.com/>
<http://www.derekhaines.ch/whizbuzz/submit-your-book/>

You can also opt to create a targeted Facebook, Twitter, or Pinterest ad. On Facebook, you can simply boost a post you make on your like page and spend as little as \$5 a day to reach several thousand people with matching interests. If you narrow it down enough, you can gain a lot of value from this type of advertising and it's fairly easy to learn.

Managing Social Media

Two words: Post Planner! This is the service I use and I can schedule my posts across three Facebook pages and my personal profile *for free*. If I choose to pay for this service, I'll be able to schedule posts for Twitter as well. How awesome is that? For now, you can also schedule Twitter posts that repeat themselves with Freado.com.

Other very popular and affordable options are out there, but there are a lot of them and it kind of depends on what your focus is. While some people are more active on Twitter, others prefer Facebook, and still others are Pinterest buffs. This is where it becomes helpful to have an option that allows you to combine social media networks on one single platform, and though my main focus is Facebook, Twitter, and Pinterest, you may have a few others that you prefer.

Here are a few to start with:

www.hootsuite.com
<https://bitly.com/>
<http://www.buzzbundle.com/>
<https://about.twitter.com/products/tweetdeck>
<http://sproutsocial.com/>
<http://crowdboost.com/>
<http://bufferapp.com/>

Recently I was also made aware again of a software called Edgar to manage social media. Though I have not tried them out myself, I have been wanting to really badly and the pricing is the only thing holding me back, especially since my current focus isn't social

media. However, the second it is, I will be signing up for a free trial and utilizing this amazing tool. Why? Well, because you can create categories for what you want Edgar to post and schedule your posts based on category, then it cycles through everything you have and repeats. Post Planner won't repetitively post things over and over, and you can't create categories... if you want a post to be posted again, you have to enter it manually into the spot where you want it posted.

To Meet Edgar, visit <https://meet Edgar.com/> and request your invitation.

Speaking of social media... if you want to take a few to follow me, friend me, or just say hi, you can do so on any of these social media platforms:

Twitter: @BrokenPoet

Facebook:

<https://www.facebook.com/JenniferCrystalJohnson>
<https://www.facebook.com/NoBullSelfPublishing>
<https://www.facebook.com/BrokenPublications>
<https://www.facebook.com/SoulVomitAnthology>
<https://www.facebook.com/brokenpoetjen>

Pinterest:

<https://www.pinterest.com/jcjohnson0057/>
<https://www.pinterest.com/brokenpublctns/>

YouTube:

<https://www.youtube.com/channel/UCO8dowMb2U8oqkWKuQfkVxw>

Google+:

<https://plus.google.com/+JenniferCrystalJohnson/posts>

Tumblr:

<http://brokenpoetjen.tumblr.com/>

And yes... it is a LOT to keep up with! I am most active on Facebook, Twitter, and YouTube. I highly recommend that you choose wisely and take advantage of cross-connecting accounts where you can =). If you can automate anything, anything at all, then do it! You won't regret that decision, even if you do wind up double-posting. People usually have to see something seven times before taking any kind of action, especially making a purchase, so it's better to post too much than not enough, as long as you provide value and don't come across as overly spammy.

Last but not least, I have a friend who organizes and runs Facebook events for multiple authors every month as well as offering single author events for a higher price. However, \$25 per multi-author event per month is a pretty sweet deal, especially considering how engaged people are, how many new likes and downloads you can get, and how many books you can promote throughout the year. Ideally, my goal is to reserve a spot for every month over the course of a year and see how well my sales do around those times. If you'd like to learn more or try it out, check out Platinum Book Promotions here:

<http://platinumbookreviews.blogspot.com/>

Social media has helped a number of authors gain readership and make sales, and more and more people are realizing that most of us don't want to be sold to. No one likes hyped-up sales pitches or

having to read through a mile-long page of “convincing” people why something is so awesome that they have to buy it. Keep it simple; you’ll reach way more people without pissing them off along the way ;).

Giveaways

One of the best and most cost-effective ways to raise awareness about your book (that sounds worse than what I actually mean, *haha*) is to host a giveaway every once in a while. Not only is this a fun way to build your fan base, but if you do it right, you can also build your email list this way. For example, you can have people enter by signing up for your email list. Those who aren’t interested in receiving your newsletter will probably unsubscribe right away, but those who want to stay are then in your network and on your email list, so you can email them again and again every time you launch a new book or project.

There are a handful of ways to host giveaways online through social media, one of the most popular being on Facebook and utilizing Rafflecopter to manage entries and randomly choose winners.

<https://www.rafflecopter.com/>

Goodreads will also allow you to host book giveaways, which is nice because many authors and readers use that website to find their next books to read and manage the books they’ve already read. However, Goodreads is limited to... well, Goodreads, so Rafflecopter allows you to be a bit more flexible. Best of all? The free plan includes all of the basics that you need in order to run a successful giveaway and usage is unlimited.

This is another area where you can really have fun with it by getting creative. You don’t have to *only* give away books; you can have other things created, maybe with your book cover design on it, a specific

character from your book, or a quote from your book. You can commission someone on Etsy to create jewelry for you, hire someone to design coffee mugs or T-shirts, or even create your own journals through Storenvy (www.Storenvy.com) or on CreateSpace or Lulu. Lulu (www.Lulu.com), a print on demand self-publishing platform similar to CreateSpace, offers spiral-bound and hardcover options that CreateSpace doesn't offer.

You can probably see that the sky's the limit here... and that brings me to my next topic: author swag. Swag packs are a number of items related to the author's work and put together as a prize for one or more lucky readers who enter to win, and this is a great way to promote your book as well as your brand: YOU.

Author Swag

This could be an entire book in and of itself as there are so many options. After some research, what people seem to like best are things that can be reused, carried around with them, and that go home with them. Some examples:

- Pens.
- Notebooks.
- Bookmarks.
- Coffee mugs.
- Postcards.
- Magnets.
- Tote bags.
- T-shirts.
- Keychains.
- Mouse pads.

The most popular items seem to be pens and notebooks, although I'm always open to getting a new coffee mug =). It's also been suggested that you get ordinary water bottles and have stickers or labels made to put over the regular water bottle label if you're at an event in person and need an inexpensive way to market yourself.

If you're on a budget and can only get a couple of items, that's okay; some of these are really easy and inexpensive to create and order, although some design skills are highly recommended because otherwise the items probably won't make it back to the person's house.

You can Google some more options, but one site that offers a vast variety of custom items and bulk discounts is www.inkhead.com. Though some of these items will still require an investment upfront, just choosing one or two things can greatly boost your marketing efforts, especially if you're doing in-person events like art festivals, writer's workshops, publicity events, book signings, readings, or a literary spinoff of Comic-Con.

The most important aspect of ordering author swag is to make sure it's something that people will like and use. Think about the whole publishing and book industry... not everyone uses book marks, but lots of people use coffee mugs, lots of people use pens and they're constantly getting lost or misplaced, thus becoming a traveling advertisement for your book. Lots of people use small notebooks to write down ideas, shopping lists, etc. Everyone has refrigerator magnets, which is a great way to keep your book or brand in the forefront of the person's mind long after they attended an event or won a swag pack.

Get creative! If you still feel like you're not sure what to order or create, ask your followers and readers or the people who visit your website for input. You never know what other awesome ideas will come to you just simply by reaching out.

Free eBook Promotions

If your eBook is available for free for a set number of days, for example if you're doing a Kindle Countdown Deal or a Kindle Free Promotion with KDP, then there are a number of websites and Facebook groups that will co-promote your book during the time the free promotion takes place. It helps to research how much advance notice these sites will need before you actually schedule your promotion, but once you know what dates fall within all of the sites' advance notice timeframes, you can schedule your free eBook promotion.

Yes, this can be a lot of work and effort. But isn't your book worth it? The only way to encourage sales is to reach as many people as humanly possible in as short a time as humanly possible, and a lot of this needs to be organized and takes a great deal of effort.

That's why it helps to create a marketing calendar that you can customize and make your own as you begin your book promotion journey =). Choose a few of the activities and ideas from this book that you can realistically use, and schedule yourself in advance.

If you aren't self-published or are working with a publisher, it's extremely important to make sure they know about and are supportive of your promotional efforts. They would be the ones to schedule your free book days, so doing the research in advance and making sure you schedule the best days accordingly (usually you can do up to five days at a time using KDP) will allow your publisher to ensure that the eBook is free on the right days.

Some websites that offer eBook promotions free of charge or at a low cost are:

- <http://readingdeals.com/submit-ebook>
- <http://addictedtoebooks.com/content/free-advertising>
- <http://authormarketingclub.com/members/submit-your-book/>
- <http://blog.booksontheknob.org/subscribe-about-contact/authors-read-this>
- <http://ereadernewstoday.com/bargain-and-free-book-submissions/>
- <http://ebookshabit.com/for-authors/>
- <http://digitalbooktoday.com/12-top-100-submit-your-free-book-to-be-included-on-this-list/>
- <http://www.rfcoles.com/>
- <https://www.free-ebooks.net/submit-ebook>
- <http://myblogguest.com/blog/how-to-promote-your-ebooks-at-myblogguest-books-category/>
- <http://kornerkonnektion.com/>

And finally, a comprehensive list of book promotion sites from an author promoter and social media manager: <http://katetilton.com/ultimate-list-sites-promote-free-ebook/>.

Though not all of these websites are free and you may choose to only go with a handful of them at a time, it's a good idea to take a few days to get your ducks in a row and contact all of these different services. Your book downloads (sales during free days; you won't earn money, but you *will* increase your ranking) will thank you for it, and though it's a lot of hard work and tedium, the resources are

all out there and many of these sites have tens of thousands of followers, also known as potential readers of your book.

It should also be noted that every one of these sites has guidelines, so make sure you take notes on what guidelines apply to your book. For example, some of them require that your book has at least five reviews on Amazon before you can submit it, so you'd want to focus on getting a few reviews before you submit to these sites. Some also have restrictions when it comes to erotica and horror novels, so making sure you respect the rules is an absolute must.

Promote genre-accordingly; meaning, don't promote your erotica novel on a kids' book site, and vice versa. This should be common sense, but it's worth reiterating regardless, just in case! I know reading through all of these sites can be tedious at best and impatience sometimes wins, so if you feel like you're losing your patience with the process and might do something hasty, take a breather and come back to it later.

Another way to gain social media reach, especially if you're doing a free book promotion and want a free way to go about it, is to use Thunderclap (www.Thunderclap.it) or another crowdspeaking platform (www.headtalker.com). How does it work? You start a campaign for your book launch or your book's free promotion days and share the campaign with people, asking them to agree to allow the site to post to their social media pages on a certain day at a certain time. This is easy and convenient for people, as they don't have to do anything except agree; Thunderclap does the rest. The only downfall is that if you don't reach your commitment goal of people willing to donate their social reach to your campaign, it falls flat, so I recommend giving yourself time to get committed sharers.

There are certain ways to do this without any adverse effects. One simple way to remember how to promote? Don't contact people on social media in ways you don't like to be contacted about promotional stuff. If you don't like people tagging you, don't do it to them; if you don't like people private messaging you (that's my big one), then don't do it to them. Pretty simple, and it's good to try to keep it that way =).

Building a Promo Group or Street Team

Think about this.... when you have a Facebook like page, not only do people have to like your page, but they also have to opt in (follow the page and/or check that they want to see what that page posts "first") to get notifications. However, when you start a Facebook *group*, people get notifications automatically unless they opt out, at least at the time of this writing.

If you're writing a novel or have one completed, you can always start a Facebook group for that book. If it's a series, you can start a group for the series as a whole. This will help you to attract readers and people who are actively engaged in conversation about your particular book or series while leaving out the rest. The idea is to engage with a targeted audience so that you only reach the people who are actually interested, *not* people who don't give a crap or who simply engage with you because they want to promote their own books to you. Now... there's absolutely nothing wrong with wanting to promote your work to like-minded people, but how many authors actually buy or promote the books of other authors unless it's something they actually read, would like to read, or intend to read?

It's a matter of standing behind what you promote. Unless you're a book promoter specifically and work in all genres, which is awesome, too, but I imagine even those promoters have to at least believe in the books they're promoting, right?

So, how do you go about creating your own group on Facebook? You can watch this short tutorial I made, which almost seems like I

didn't need to because creating a group is soooo simple, but if you're nervous or not sure how to start, this will get you there =).
<https://youtu.be/z73S5kcv0gg>

Once you have a group that is specifically created for your book or series, make sure you only accept members who are interested in your book or series and are willing to help promote it when asked. Naturally you don't want to spam the group with posts about the book *all the time*, but rather engage your readers to find out what they liked, who their favorite character is, what they found interesting about the book, and maybe why they picked it up in the first place. It also helps if you allow your readers and fans to ask you questions, interview you on Google Hangouts, and give you feedback and input. This is also a good way to find reviewers, beta readers, and people who will generally help you with your work just because they love it. Doesn't that sound awesome?

Another way to get help promoting your work is by recruiting a street team. Though this isn't mandatory for authors, some have seen success with this marketing idea simply because it allows them to delegate marketing tasks, online or offline. I've never personally recruited a street team, nor do I have a whole lot of experience with it... however, the following link will give you more information on street teams and how to go about building one for yourself:

<http://www.simplecrew.com/street-team-101-part-1-recruiting/>

Online Book Events on Facebook

One of the most fun, entertaining, and rewarding ways I've found of promoting my books as well as myself in general is by attending book promotion events on Facebook. Vicki with Platinum Book Reviews & Promotions organizes a monthly multi-genre, multi-author event that is so much fun and is sure to boost your followers, likes, and reader awareness.

One of the big reasons I love this so much is because it's fairly easy, Vicki is somewhat flexible and will work with your schedule, and you can reserve one weekend at a time for \$25 or one event a month for a year for \$300. She schedules and hosts the events, although it's definitely recommended that you at least share the event page to invite your Facebook friends. Another option is to use Thunderclap to get committed followers to share your event on the day you make your appearance.

You can utilize these events as part of your ongoing marketing plan or you can attend one event to see how you like it first. I've attended multiple events like this, and I can tell you from experience that these events are a blast, although they are also *extremely* fast-paced, so you should be able to type somewhat quickly =). You also might need to answer the same question multiple times, but it is so much fun! I love it =).

So, how does it work?

1. Get in touch with Vicki Rose on Facebook or via email by visiting Platinum Book Reviews & Promotions: <http://platinumbookreviews.blogspot.com/>
2. Vicki will send you a graphic that describes in detail what other information she needs from you. Send her the information, including three prizes (I usually do three signed paperback copies of whatever book I'm promoting, but this could be anything from a swag pack to a tote or a hoodie; whatever you want to give away).
3. Vicki will ask you what your preferred time slot is, and if you are flexible, it helps to give her multiple slots to put you into for scheduling. I usually give her which day is the best for me, which is normally Saturday afternoon.
4. Your time slot is 30 minutes of fast-paced conversation, page likes, Amazon followers, and email subscribers. When it comes time to give out prizes, Vicki will use Rafflecopter to determine three winners randomly.
5. The winners send you a private message and you send them their prize; simple enough =).

If you try it and decide you love it, you can stay in contact with Vicki and let her know you're interested in attending more author events. She's also a priceless resource for other book promotion strategies, so you can also ask her about blog tours and other similar things. When I last checked, Platinum was responsible for helping at least 20 authors make it to bestseller status over the course of three years, which is pretty amazing.

On a more personal note, I've known Vicki for years now, and she is an absolutely awesome person to work with as well as in general. She's reliable, trustworthy, and honest, which means you get the added benefit of peace of mind knowing that you're working with

someone who cares and is passionate about your work. If you're an author in need of support, Platinum Book Reviews & Promotions is a great place to start =).

(Often) FREE Online Book Promotion

There are a ton of different websites where you can submit your book for free, it just takes some work on your part. These become especially useful during your book launch because the more visibility you have, the better! The more places you can list your book, the more eyeballs will see it, and the more potential readers you can reach.

Unfortunately, it would be almost humanly impossible to get your books onto all of the websites out there, but you can choose a number of them in order to maximize your exposure. Some of these sites are easier to use than others, and some of them are more effective for making sales than others. However, all of them offer a way for authors to share their books and readers to discover them.

As a quick aside, keep an eye out for sites that allow you to list your book once in a database and then never have to worry about it again. There are a few of these sites out there that will allow you to do this for free or with a paid option, and oftentimes you can upgrade your listing in the future.

Free Online Book Promotion Sites

www.Goodreads.com

www.Wattpad.com

www.BookTalk.org – Click on “Info for Authors & Publishers” on the left.

www.LibraryThing.com

www.Shelfari.com – Now merged with Goodreads.

www.Writers.net

www.Booksie.com

www.BookBrowse.com – Read the submission guidelines by clicking the link at the bottom of the page. Please note that you can only submit here within three months after your book has been published. If it's been longer and you're looking for places to do continuous marketing, this is not a good site.

www.NothingBinding.com

www.BookBuzzr.com – Not free, but under \$10/month.

www.BookHitch.com – Free and paid listing options. Paid listings are \$19.95/year.

www.JacketFlap.com – Children's and YA books only.

www.Scribd.com – Share your work with readers.

www.WhoWroteWhat.net – Free ad listing for 30 days.

www.TheLiteraryNet.com – Free site for indie authors.

Places to List Your FREE or Bargain Book

www.KindleMojo.com

<http://FlurriesOfWords.blogspot.ca/>

<http://blog.BooksOnTheKnob.com>

<http://authormarketingclub.com/members/submit-your-book/>

<https://www.freebooksy.com/for-the-authors/>

<http://digitalbooktoday.com/join-our-team/>

<https://www.bookandreader.com/>

<http://www.bookgrouponline.com/>

<http://absolutewrite.com/forums/activity.php>

<http://onlinebookclub.org/> - Reviews cost anywhere from \$97 up.

<http://thebookmarketingnetwork.com/forum>

<http://www.reading-forum.co.uk/forum/>

<http://www.online-literature.com/forums/forum.php>

<https://www.writing.com/>

<https://ebookstage.com/authorAreaPage.xhtml>

<http://www.goodkindles.net/p/submit-your-book.html> - Not free, but a pretty decent deal for exposure. If you aren't prepared to pay for services, then this may not be the right option, but if you are, it will fit in nicely with any book marketing plan.

A Note About Using Forums to Market Your Work

In most cases, marketing on a forum is a long-term strategy and commitment, so marketing your book shouldn't be your only motivation. If you choose to go the forums route, make sure you have time set aside every week to hang out there, make valuable contributions, and interact with others on the site. If you feel overwhelmed at this idea or like you won't have that kind of time to devote (I know that as a single mom of three, author, freelancer, executive assistant, marketer, designer, website manager, blogger, online course creator/instructor, and whatever other titles I have, it's an extremely tedious endeavor for me to try to participate in any forums), I highly recommend using a different strategy, especially if you need something to happen very quickly.

However, if you do choose to go this route, remember to be sincere, genuine, and don't spam people with posts about your book or mention your book on a constant basis. People hate feeling like they're being sold to, so anything you can do to keep yourself from taking on that used car salesman vibe, do it! ;)

Submit Your Book if it's Free

If you're looking for a fast way to submit your book to sites that feature free eBooks during your free days, you can do that in one fell swoop right here:

<http://bookmarketingtools.com/submission-tool-features>

If you'd like an even more comprehensive listing of free book promotion sites, how and why this method works, and how to make the most of it, check out this amazing article for the most all-inclusive information I've found so far:

<https://kindlepreneur.com/list-sites-promote-free-amazon-books/>

This is another comprehensive and interactive list with a "narrow down" tool to get only the URLs for sites accepting your specific genre, etc.:

<http://www.readersintheknow.com/list-of-book-promotion-sites>

As I was researching for this book, I also discovered another free book submission tool. Yes, you have to do the legwork to fill out the forms, but it is absolutely free to get it done. I also enjoy the way this site is set up because each new form for each site appears in a lightbox (a sort of "new layer" on top of your current page), allowing you to stay on the main page while filling out your forms.

<http://authormarketingclub.com/members/submit-your-book/>

With that being said, you've definitely got your work cut out for you on the book marketing front! Believe me, it is a LOT of work, there are a LOT of resources out there, and there are also a LOT of dead ends, misleading information, and incomplete information. I've done my best to compile a thorough and useful book of information you can take action on immediately, so hopefully you're already working out how to choose your best marketing options and put those three to five activities into a calendar or schedule for your launch and ongoing marketing plan.

I'll cover creating a basic marketing plan in a later chapter, so stay tuned =). In the meantime, let's talk about podcasts and radio (internet and traditional).

Radio & Podcast Interviews

One way to help you market your book is to schedule slots to be interviewed on internet radio stations, webinars, or other audio or video interactions with other people. There are a few ways to go about finding these online radio stations and podcasts, so you'll need to do your research as far as genres and subject matter are concerned.

Of course there will be radio stations devoted to books, online and off. Here are a few of those to get you started =).

www.bookreportradio.com

<http://www.authorsontheair.com/>

<https://www.toginet.com/shows/authortalk>

<http://www.eyeonbooks.com/eye-on-books-faq/> - This show does *not* interview self-published authors, but if you're traditionally published, you can definitely inquire.

<http://wsradio.com/> - An internet radio platform. You can find internet radio shows here based on their topics of "Work," "Life," or, "Fun." You may need to just email them or do a search on "author interview." When I did this, I noticed that most of the interviewed authors are also CEOs or business experts of some kind, so this might work best for entrepreneurs and authors who do more than write amazing books =).

<http://www.blogtalkradio.com/> - Same as the previous site, although it's way more popular and user-friendly ;). Here you also have the option of starting your own podcast, which is another good

idea to gain more exposure. If you already have a blog or are an expert in a certain topic, you can start a podcast on that topic and base each podcast episode topic on your blog topics, that way they coincide. Once you do this, you can embed your podcast episode within your blog post that covers the same topic, or post it to your site separately.

To get an idea of which shows to contact about books and author interviews, do a search on BTR under the “Art” category for the “Books” subcategory. You’ll be able to find several radio shows that specifically discuss books, writing, and do author interviews, and the search results are for individual episodes, so you’ll be able to see which hosts post the most often and have a decent following.

If you do some more digging and research online, you’ll be able to find many, many more places where you can inquire about being interviewed, and several listing sites as well. I currently subscribe to and follow two listing sites for guest interviews specifically:

www.RadioGuestList.com – With this service, you can sign up to receive emails in your inbox for your specific niche, topic, or expertise. In order to be interviewed, you simply reply to the shows that are complementary to whatever it is you’re promoting. There are free and paid membership/subscriber options.

www.HelpAReporter.com – Here you have to watch your inbox for emails three times a day from reporters, news sources, and so on to find out if they’re looking for a story that lines up with your book’s topic. This is probably best for nonfiction authors as some of their topics are very limited.

As you can probably tell, there are a ton of resources out there for virtually all aspects of marketing your book. Again, depending on which marketing activities you’re most comfortable with, you can try out various different options in order to maximize your book’s exposure and get the most sales.

If you’re uncomfortable being interviewed or appearing on camera, you have a decision to make. Are you going to practice, get better at it, and try it despite being nervous? Or are you self-aware enough to know you don’t do well on camera, don’t do well speaking, have a voice that may annoy people, or are just not good at hearing your own voice (it’s *soooo* weird at first)? I don’t bring this up to be mean; just make sure you stay realistic about the activities you choose to incorporate into your marketing plan, and make sure they line up with your existing skills or are things/activities you’re excited to learn about and try.

Working with Audio: Author Podcasts, Audiobooks, and Short Story Videos

If you're anything like me and you're a stubborn DIYer, love to create different types of content, or simply love to learn *how* to do new things, then working with audio might be an idea you could get into. As far as marketing is concerned, this is not a "quick fix" type of undertaking because learning and creating the audio content can be time-consuming at first (albeit extremely fun, in my opinion). However, as a way to repurpose existing content or at least supplement it, it's a good "side project" to help you reach more people.

For example, podcasts are extremely popular. If you were to create a podcast based on each blog post you write (a discussion supplemental or at least recording yourself reading the post), you will have repurposed your content for a whole new audience. Some people are readers; others like to listen to audiobooks and podcasts. The reach you can gain this way is much bigger than the reach you might have if you were only writing and blogging.

The other thing about working with audio is that it will also teach you (or get you brainstorming about) creating webinars or slideshow presentations. With audio, you can create a sort of slideshow or add a looping video clip (free from www.pixabay.com) to play while the audio plays. This can be a great way to give away (and host) your podcast episodes on YouTube (which is also free and able to be monetized), while also expanding your audience.

I personally just started working more frequently with audio, partially because I want to know exactly what I'm doing and partially because I want to get back into composing music. It didn't take me long to recognize the variety of business and marketing aspects that audio and video can be used for, not to mention some very unique product offerings. I have a couple of examples up on YouTube that you can check out if you'd like.

Poetry & Short Stories as "Ear Food"

My first experimental recording with the USB microphone I bought in August of 2016 is a spoken word piece of one of the poems in my book, *Napkin Poetry*. The poem and the spoken word song are both called A Clever Way Out.

<https://youtu.be/FVUOxSo3bW8>

A couple of other examples of audio work I did recently are short story recordings. These are cool because they're unique; I don't think there are a whole lot of authors recording short stories and publishing them on YouTube with accompanying music to set the mood.

Shrapnel:

<https://youtu.be/qXxt-qiCrkA>

Simple Truth:

<https://youtu.be/zC8ASURi3lk>

Of course they aren't perfect and they aren't exactly audiobook format, but they're fun to create and promote continuously as a side project... and you can even sell them if you want.

You can create a digital product from these video stories and make them available for sale fairly easily. Even if it's available for free on YouTube, there's something a little different about ownership versus being dependent on the internet for entertainment.

There's a site called Gumroad where you can create and sell digital products fairly easily. It's free, but you share some of your revenue with the site. When I found this site, I knew that I should do something with it, and I immediately thought that it would be cool to sell digital copies of the video, audio, and PDF (for reading) files in a bundle that people could buy and download in a zip file. Two products were born in a very short amount of time, and though sales haven't exactly poured in, I'm glad I have that in place as another way to make money on my creative endeavors.

Take a look at my Gumroad profile:

<https://gumroad.com/brokenpoet>

So that's one way you can use audio to expand your reach. It doesn't have to be complicated, either... or expensive, for that matter. The most expensive thing will be your microphone because you want a semi-decent mic to record your voice with. I ordered mine on Amazon for around \$80. It's AudioTechnica, which I'm told by professionals is a decent brand, and it sounds good, so I'm pretty happy with my purchase.

The only audio software you need for simple things like this is Audacity, which is free. From there, watch a few tutorials on YouTube to get a feel for what you're doing and tinker with the software. If you're looking for a certain type of "effect" for your recording, you can tinker with the effects or look up the effect online to learn how to use it.

If you're curious about where I found the background music for the short story videos, there's a music library online you can check out that's free:

www.FreeMusicArchive.com

The music for the first one (Shrapnel) was created with a website of loop samples and online music editing software called Soundation (www.soundation.com). Though it's a slightly limited platform simply because it's browser-based, you can put sounds and beats together to create an entire song, which is also how I made the music for A Clever Way Out. It wasn't from scratch, but those loops and samples are free to use.

If you find that something's missing (like I did when I was trying to create a piano-based song), you can Google whatever instrument loops and samples you may need. Some sound creators may ask you for attribution and/or to see what you do with the sample you download. This is a big plus because you can thank the person, give them credit, and post your project to their sample page for others to see. It may not be a huge marketing push, but all of the little things working together make a bigger impact.

An Author Podcast

This is an idea I've been toying with for the last year or so, but I finally decided to start my own podcast with Blog Talk Radio. I have yet to record my first one, but I want to do an episode based on my blog posts and topics to further discuss and go into depth about all things self-publishing. It's perfectly aligned with what I'm focused on this year, so it should give me a good foundation to

begin with. Right now this book is my priority, so once it's out, stay tuned for some podcasting from me ;).

As with most things that are new or different, I'm a little nervous... so I'll need a day or two to get comfortable with my fear and get it to trust me enough to let me climb over it ;). You probably know this feeling... learning something new can be pretty intimidating at first, but you have to find a way around those anxious feelings, otherwise you'll never try anything new. And let's face it... that's just sad!

The only podcast work I've done so far is for a client, and I know what to do... it's just slightly nerve-racking when it's for me as I don't get paid for my work right away. Marketing takes concentrated effort, so I've got to stay focused through all of the struggles that might come up.

Podcasting is one more way for an author to market him or herself. People swear by it and talk about how much fun it is all the time from what I've researched, so I'm starting to get a little jealous ;). Get creative! You can have all sorts of subtopics on your subject if you brainstorm and get deep enough into it. A podcast also gives you a platform to chat with other authors, which is fantastic if you want an extra little marketing push when everyone shares the podcast with their email list and social media.

Audiobooks

An audiobook has the potential to reach even more readers and fans because it's in a totally different market. The best part? You can self-publish this, too. Practicing with audio will get you familiar with the settings and file formats you need, and you should be able to

record your audiobook yourself in Audacity, edit it (or hire someone to do the editing for you), and publish it through ACX (Audiobook Creation Exchange), an Amazon company. This will cost you time and probably some frustration if you've never worked with audio before, but if you do choose to take the time to teach yourself, you might even like the work =).

Then again, you might not... in which case you can still use ACX to hire a narrator and producer for your audiobook. I'm still working on my first audiobook narration and production adventure with my science fiction novel *Fibers*, but I adore working with audio and would do it all the time if that were possible. Time vanishes and I lose track of myself because I'm so focused on that one thing that nothing else even registers... just like when I used to compose music as a kid/teen ;).

Anyway, I digress. Moving on....

Making an audiobook available is definitely recommended, so it might be a good idea to explore that option (whether you're the one working on it or not). There are some people on ACX who will agree to royalty sharing instead of a fee structure, which is great for getting started and learning if you ever want to go the narration route.

That brings me to the next topic, which is something I've mentioned at various points throughout the entire book: repurposing content. What does that mean, exactly, and what are some of the ways in which you can do this? Let's explore that in the next chapter.

Repurposing Content

I've been lightly mentioning this throughout the book and want to clarify it a little bit more as well as give you some more ideas about different ways to repurpose and share your content. Of course a lot of this is social media based sharing, but nothing says that you can't post the same thing across multiple platforms in different ways.

Why You Should Repurpose Content

The Three R's:

Recreate	the same content in different ways (audio, visual, slides, memes, infographics, etc.).
ReFrame	your message in a new way for wider understanding and connection.
Reiterate	your message just in case people missed it the first time.



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Why repurpose content?

Well, for several reasons. One is that even the best idea-generating minds need a break from time to time, and repurposing content is a good way to take a break from creating from scratch and use your creative powers to:

Recreate the same content in different ways (audio, visual, slides, memes, infographics, etc.).

Reframe your message in a new way for wider understanding and connection.

Reiterate your message just in case people missed it the first time.

Repurposing your content can also save you a lot of time, busywork, and unnecessary effort if you do it right. You can also look this up on Google for more ideas, but here are some really awesome and fun ones to get you started.

When you repurpose your content, there's only one major rule to abide by:

Make sure your content is evergreen.

What does that mean? The content isn't tied to anything specific like a season, a year, or a dated event. For example, you wouldn't want to repurpose content about Christmas of 2014. Instead, find topics that are popular year-round, always useful, and that continue to speak to and connect with your audience.

Some quick examples of repurposing content:

1. The live webinar you hosted can become a training video.
2. The PowerPoint deck you created for it? Yea, you can share that, too. www.Slideshare.com
3. Old blog posts can become guides.
4. You can set up your mailing list so it sends out your blog posts as newsletters automatically every time you post (use the RSS feed).
5. Interviews can be converted to expert advice pieces.

6. Visual content can be created for a Pinterest board.
7. Write shorter answers for Quora and detailed answers in a blog post – then you can link to it if people want more information.
8. Internal analytics data can be turned into case studies.
9. Statistics or different pieces of information can be broken down into individual tweets. You can check out www.clicktotweet.com for the easiest way to do this. Tip: images do better on Twitter =).

Slides and Slideshows

This is an idea we haven't really covered yet, and it seems to be a largely untapped market. This slideshow creation process and posting to Slideshare is more effective if you're business-minded about it, so make sure you evaluate your ideas for slideshows and create them according to what your intended purpose is.

To get you started with creating Slideshare decks, take a look at this introduction and several tutorial and tips videos to make the most of your content marketing plan with Slideshare.

<http://www.slideshare.net/ss/creators/tips-and-tricks>

Repurposing your blog posts is a great way to use Slideshare for content marketing, and I started just the other night with my most popular blog post to date =). Of course I needed the content to be a little different than the blog, but the overall topic is the same and there's valuable information in both creations. You can take a look at the first No Bull Slideshare deck right here:

<http://www.slideshare.net/JenniferCrystalJohns/do-you-take-pride-in-your-work-the-indie-authors-guide-to-selfpublishing-well>

And the blog post it's based on:

<http://www.nobullselfpublishing.com/no-bull-blog/self-publishing-vs-self-publishing-well>

Since learning about and studying the process of repurposing content, I find myself already keeping that in mind whenever I create anything, from a blog post to a book to a short story video. Anything you can do to make the same content work for you two or three or four times, do it! You'll end up having four times the content on four times the platforms without needing to create something fresh from scratch every time.

Bonus: You can also use Slideshare to upload PDF documents, videos, and infographics to your same profile so that you can have everything in the same place.

This is great because you can share the same videos across a number of platforms including Facebook, YouTube, and Slideshare, and if you keep your videos to two minutes and 20 seconds or shorter and 512MB or smaller, you can also upload them to Twitter.

If you're aiming to be more business-oriented about your content and would like more alternatives to YouTube, you can check the following options out in order to find the one that works best for your purposes (although if the services are free at first, I would definitely recommend uploading the same video across multiple platforms).

Video Hosting Options for Creative Professionals

- Vimeo – The free plan offers hosting space of up to 500MB per week of storage, which is pretty awesome. Up to 25GB per year.
<https://vimeo.com/upgrade>
- Wistia – The free plan here has a limit of three videos.
<https://wistia.com/pricing>
- Sprout Video – I find this one especially intriguing as you can place calls to action on your content. However, there is no free plan.
<https://sproutvideo.com/pricing>
- Viddler – For larger businesses and hosting online courses.
<https://salesacademy.viddler.com/enterprise-product>
- Vzaar – There is no free plan here, either.
<https://vzaar.com/pricing>
- Viewbix – No pricing on the site, but this is essentially a service for creating video overlay ads for your business. You can add calls to action as well as other interactive elements to your videos.
<http://corp.viewbix.com/platform/>
- Brightcove – No listed pricing, but I don't believe there's a free plan, just a free trial.
<https://www.brightcove.com/en/>
- Vidyard – Also a free trial. If you're just beginning, I recommend sticking with free options while you build your business to avoid getting into unnecessary debt financially.
<https://www.vidyard.com/>

Cross-posting on multiple social media sites is the norm, but oftentimes people forget that we can host videos all over the place

and cross-post those, too! If video marketing is part of your strategy, then posting your videos to YouTube, Facebook, and Vimeo might be a great way to reach a bigger audience and increase discoverability of your content.

Whenever you create any content, think about where else you can post it online and what else you can create from the same content. This will make it easier every time you decide to repurpose anything, and that's the first step to creating a streamlined process and checklist.

Now, let's talk about what most marketers and authors refer to as their #1 marketing strategy in the world (not to mention the creation of a business asset that will serve you well for years to come): growing your email list.

Growing Your Email List as an Author

By now I'm sure you've probably caught wind of list building and using your email list as your primary marketing tool. Those who sign up are your ultimate fans, so treat them like royalty! Send them free stuff, exclusives, and give them value in your newsletters, blog posts, and other content. If you're worried about too many messages, only send one once or twice a week. If not, or if you want to send out more emails only during a pre-launch or launch, that will probably work out for the best.

Personally, I'm subscribed to so many newsletters that it would be impossible for me to read them all every day. I pick and choose what I want to read, and save the emails I wouldn't mind reading but don't have time for at the moment. I'm sure I'm not the only one who does this, so don't be alarmed if your open rate isn't at 100%. Always remember that most people have very busy lives in today's instant gratification society, so don't let it get to you when you're looking at your numbers behind the scenes.

One of the most highly recommended ways to get more readers to subscribe to your email list is by utilizing Instafreebie for your launches and free giveaways. You do need at least a \$20/month plan to be able to gather email addresses, but this is a great way to get started with building your email list and gathering your readers into one place.

Another popular way to grow your email list is with cross-promotions. Cross-promotions for email lists are a bit different than if you just have a product or service you want to offer, so try to

think about whether this product or service can be repurposed or condensed into a free offering of some sort.

Your job when seeking cross-promotion from other authors who may have a bigger list:

1. Do your research on the people you're reaching out to, especially if they're quite a bit more successful than you are (which you *always* want to try for no matter how nervous it makes you).
2. Only reach out to people who are likely to have a similar audience as you. Their readers are more likely to be interested in what you have to offer. So, for example, if you're a horror writer, you would want to reach out to other horror, thriller, and suspense authors.
3. When you ask for their help, be sure you have a compelling reason and/or a few *free offerings* for their readers. So, you may want to set up a free offering, period, as well as a second free offering if they sign up for your email list. (I know it hurts to give things you created away for free... but it only hurts the first time. The more you learn about marketing, the more giving away something for free makes sense.)
4. Be honest, concise, and straightforward in your message. You'll be amazed at how positively people tend to respond when you're genuine about yourself, your creations, and your needs.
5. Don't be discouraged; while many of the "big" names will probably turn you down, some may not... and there are tons of other authors and people out there who have medium-sized lists, too, who may be willing to help you out even if you don't have a big subscriber list yet.

Unconventional Marketing Ideas (Online and IRL)

When it comes to marketing, the internet might be one of the first things to come to mind for an author aside from book signings at local bookstores and libraries. However, when you're dealing with activities that are every author's go-to, your marketing might not be as effective as it could be.

One of the most effective ways to market your book is to go off the beaten path. So, instead of only going to libraries and bookstores, you may want to consider doing something else.

Some examples:

- If you're marketing a recipe book, you may want to contact all of your regional grocery stores to see if they'd be willing to carry your book.
- If it's an organic recipe book, contact all of your local organic food stores.
- If you're marketing a book people might peruse somewhere (fiction or poetry for example), you can contact your local coffee shops (regional if you're up for it) to see if they might carry your books.
- Furniture restoration stores and craft stores might be willing to carry your book, especially if it's about crafts.

Get creative – your best bet is to work with smaller businesses, but you can easily mail out a media kit to each of these types of businesses to boost your marketing efforts. If you're going for

noticeability, you definitely don't want your book to be one among many in a bookstore or library. You want to be one of a kind in a coffee shop, gift shop, museum, etc. To do this effectively, ask yourself:

- Would my book appeal to members of this business' customer base?
- How many of these types of businesses are in my area or region that I could deal with over the course of several weeks or months?
- How do you plan to work with these businesses financially? Do you prefer your books to be on consignment or would you rather sell the owner a few copies and move on?
- What kinds of agreements are in place between you and each business you contact?

My recommendation is to make a spreadsheet or chart of some kind and write down your process. You can do this in several large steps, but if you do the work, you can definitely reap the rewards =).

1. Research all local and regional small (mom and pop type) businesses and make a list of their names, addresses, and phone numbers.
2. Take a few hours and reach out to each of these businesses over the phone about your book. If they have doubts, offer to bring in a copy so that they can see the book's quality and make a decision from there.
3. Write down all responses. While some businesses may not hesitate to say yes, others may need some convincing, but you've got this – just get in touch, see what happens, and plan your next steps from there.

4. You may need to drive around to several of these businesses (or mail a copy of your book; it all depends on your circumstances and what's more doable for you based on how many copies you currently have and so on) to show them a hard copy of your book.
5. If anyone doesn't respond, you can always give them a call back in a week and ask again. You may need to follow up several times before you get a final answer, but be persistent; if nothing else, it will communicate that you won't give up so easily ;).

Limited Edition Copies of Your Book

This is an idea I had recently but have yet to implement, so I don't have any examples to show you yet, but you can take this idea and run with it, too, if you want to =).

Note: you don't have to order ALL the copies of your books at once, just keep track of how many and whom you sent out which number to.

Set a limit on how many books you want to give away. My limit per book is 50 copies, which is enough to give me plenty of leeway for making a little extra cash on the side, but also not so many that it won't seem rare.

Sit down and number all of the books you plan to send out. You can do this forward or backwards, but I was personally planning to do it backwards, countdown-style, so I always know how many books I have left to give away.

From there, make a video each week as a marketing push and share it everywhere. In each video, you can share how many copies are left and how people can go about ordering their limited edition signed copy.

The way I was planning to handle payments is by simply listing my PayPal.me link in the video description on YouTube. The person ordering a signed copy of your book can click this link, send you money, and add a note right there with their name and address and which book they want. I'd planned to charge a flat \$20 each for people within the US and \$25 each for people everywhere else. I may lose a little money on each book because of shipping, but for the most part it should cover everything from envelope to shipping to book order, and you'll make a bout \$3-\$5 per sale, same as if it were sold anywhere else. Your readers pay slightly more, but in exchange for a personalized message and author signature, I would say that's not bad.

Again, I haven't tried this tactic yet, but it's a good idea that I want to try as soon as book marketing is more of a focus again. I think it will be awesome, and it forces you as an author to maintain weekly contact with your readers and followers.

PRO TIP: I definitely recommend cross-posting this video on multiple video hosting sites, not just YouTube. You might want to try Vimeo and Facebook, and if you're doing a livestream update, you can even use Twitch and possibly cross-post your livestream.

Unique Signings

There are other places where you can set up a table and sign and sell your books, not the least of which is your local grocery store. This might be especially true if you live in a small town like I do and the one grocery store in town is locally owned and not part of a big chain, but even the bigger stores are worth a try.

Ask someone in charge if you can set up a table just outside the front door to offer signed copies of your book for anyone who wishes to buy them. If they say yes, set up a day or a weekend. If they say no, try the next place =).

You can also set up tables at local arts festivals, crafts fairs, and other showcase-style events, although in these cases, you will probably have to pay for your space.

The supply list for an author table is fairly simple:

- Folding table & chair(s).
- Table cloth (optional).
- Books to sell/sign.
- Markers.
- Cash box (with change in it).
- A chart to track how many books you've sold and signed.

These are the bare essentials, but for maximum interest, you may choose to decorate your table, offer swag, and/or offer a couple of other products (think coffee mugs for selling and pens for giving away) that relate to your book that people might be interested in

buying, especially if they already own a copy of your book or aren't necessarily into it.

Be sure to ask people if there's anyone in their lives who has a birthday or other event coming up. People forget that books make great gifts sometimes because everything is electronic now, but a little reminder won't hurt ;).

Get creative with your book marketing, especially if you plan to do it in person. Depending on your book's genre and topic, I'm sure you can find several unique places in which to sell copies while not putting your book in the same place as other books.

The most important thing to remember no matter what kind of marketing you're doing is to stick with it, be persistent, be consistent, and any chance you get to do so, have people sign up for your mailing list.

As an example, at the end of this book there are several bonus materials listed that you can gain access to either by signing up for the No Bull email list (limited bonuses) or enrolling in a No Bull Academy course (all-inclusive, plus any new bonuses I add). This is a good example of how you can also get more people on your email list, but you may tweak your approach to work better for you and your book.

What kinds of creative and maybe unorthodox marketing strategies have you tried?

What kinds of ideas have you gotten while reading this book so far? Are you ready to put it all together and see what happens? Sweet! Let's get it done and see how it works ;).

Your Marketing Plan: How to Implement Your Ideas Without Breaking the Bank (or Losing Your Mind)

Your marketing plan will be unique to you and dependent on budget, location, transportation, and so on, but you should be able to pick and choose 3-5 marketing activities from within this book to implement and plan accordingly.

To keep this simple, I'll just show you what my marketing plan is for this very book, that way you can see it before I put it into motion as well as gather limited (public) results after I have implemented it. Full transparency, right?

Keep in mind that the marketing for this book will automatically help market my course, so if creating an online course is something you're thinking of doing, you may want to tie a book to it as well.

Without further ado, here is what I am setting up before I even finish this book.

Launch: 2-4 Weeks

1. Use Instafreebie to host the free eBook version of this book and collect email signups for the No Bull list.
2. Once this is set up, create a Thunderclap.it or Headtalker campaign to cross-post your free book all over social media. Invite everyone you know to commit to posting your offer on a certain day; PM if necessary.
3. Excerpts/samples that link back to Instafreebie page:

- a. Wattpad.
 - b. Storyfinds.
 - c. Stumbleupon.
 - d. Triond.
 - e. Hubpages.
 - f. JCJ blog.
 - g. No Bull blog.
 - h. Guest bloggers?
 - i. NOTE: This will all have to be done *very quickly* once I put my book up on CreateSpace and Instafreebie.
4. Slideshare – 2 decks:
 - a. Is Self-Publishing Right for You & Your Book? (Link to course page.)
 - b. Intro of book that links back to Instafreebie.
 5. Post video tutorials on FB, Vimeo, and a select few to Wistia. Link back to Instafreebie and No Bull Academy.
 6. Get 20k email addresses from Targeter & send a launch/offer email. Ask for reviews at the end (the paperback of this book will be on Amazon already so it has a product page), but emphasize the free eBook on Instafreebie. Do this every week during launch.

Ongoing Marketing: 6-12 Months

1. As many emails from Targeter every week as possible. Email either Sunday evening, Monday morning, Monday evening, or Tuesday morning. People are more likely to open the email message at the beginning of the week and in the mornings.
2. Create graphics/quotes, infographics, Q&A webinars, and blog posts on an ongoing basis to post to social media.

- a. FB – post 3x/day.
- b. Twitter – post 7x/day.
- c. Blog – 1-2/week.
- d. Webinar – 1x/month.
- e. Free video training series for email list subscribers (maybe 3 videos, 30-45 minutes each).

Offline Options

1. Local grocery store – sit outside at a table one weekend per month for 3-4 months in the spring/summer.
2. Local coffee shops & restaurants – see if they will carry my book on consignment or buy copies to sell.
3. Local craft stores, gift shops, and hobby shops – see if they will carry my book on consignment or buy copies to sell.

Radio Interview Options

1. WMAP Radio – investment needed; global reach & they don't take just anyone. (If you use this option, tell him that I sent you ;).)
2. My podcast – monthly BTR fees. Must create intro & outro to begin, but this would be an easy way to stay in the forefront and talk about what I blog about.

If you feel like this isn't a complex enough plan or you just want to do more, you can add, replace, and/or change anything here. Once you've decided which marketing activities you want to tackle, put each individual instance of when you need to do that activity in a calendar to plan ahead. I would recommend scheduling yourself a week or two in advance to be prepared for anything that may go wrong. If you're scheduled to create your content in advance, you

become much more flexible with your time, as counterintuitive as that might seem.

Your marketing plan should be realistic for you and the amount of time and work you'll be able to put in. If you don't have time to create highly informative blog posts every week, then that choice may not be right for you as far as a marketing activity goes. If you don't know how to create videos, that may not be the best option for you, either. Think about what activities have the highest probability of reaching your target audience and do those things.

When you're scheduling yourself, take your time and energy levels into consideration. Are you going to be overwhelmed, overworked, and completely stressed and agitated if you do these things? Then that may not be the best direction for you, either.

Are there any things you can automate or outsource? Set them up and automate them ASAP. Hey, look! One of the first abbreviations before the internet! ;)

Are there any things you feel like you can't live without doing but you aren't sure how? This is where you have a decision to make. Do you want to scour the internet, do research, and learn how? Or would you rather save that time and hire someone else to do it? The problem with that is that then you won't know the skill, so if it works out and you want to have the same thing done for future books, you'll need to ask yourself the same question.

Your marketing plan will be unique to your book, your audience, and you, so take some time to truly think about what your audience needs as well as what would best benefit your book and its subject matter.

Feeling overwhelmed? I know, it can be scary. Read the next chapter for tips on calming your nerves and moving forward anyway.

Zen Marketing for Amazing Authorpreneurs (That's You!)

Life is stressful enough without being an authorpreneur (or an entrepreneur of any kind, for that matter), and much of humanity either doesn't realize the true work that goes into self-publishing quality books (although they will probably be quick to tell you that they're thinking about writing a book, too; with the best of intentions, of course, but not knowing what they don't know), or people simply think we authors or entrepreneurs are insane for following our dreams despite the criticisms, setbacks, constant mind racing, constant putting out of fires, and so on.

As people, we all tend to handle things a little differently. Some thrive under pressure, while others suffer through stress in silence with gritted teeth. Some are patient and forgive themselves, while others are more perfectionistic and obsessive about work.

And guess what?

That's all okay, as long as you're getting your best work out of the time you spend working and aren't neglecting other responsibilities like kids or cooking meals for said kids so they don't insist on surviving off of dry Ramen noodles and cereal. Ugh!

So, what are some ways in which you can make sure you're getting the most from yourself, your body, your mind, your energy... and your soul?

I recently read about energy management as opposed to time management, which was very interesting because, no matter how well I schedule my tasks, my energy levels fluctuate throughout the day, and if I don't pay attention to those fluctuations (which tend to follow a pattern), all the planning in the world won't help me get everything done. However, if I make sure I plan the most mind-intensive activities for earlier in the day (usually about an hour after I wake up), they tend to get done much faster and take less time than if I were to try to do those kinds of activities in the afternoon or evening after dinner. I don't know about you, but I usually need at least a little bit of downtime after I eat dinner because I get exhausted as my body begins digesting.

But, I digress. You get the idea ;).

If you're finding that you need a little help managing stress, there are two things that I started doing (almost) every day that help with concentration, focus, wellbeing, and maintaining a good level of energy:

Ten minutes of yoga, followed by 5-10 minutes of sitting quietly and meditating.

You can use guided meditation if you feel more comfortable with that, and the yoga routine I started with can be found on YouTube for free:

<https://youtu.be/RcHIq-bATQ>

If you start doing this and find that it isn't working as well as you'd like, some other recommendations for staying focused and on track are:

- If you can, listen to music while you work.
- Journal about anything that's bothering you or that you need to work through. Writing it down will get it out of your head and allow you to go back and analyze what was happening later.
- Vary your workplace if you can. A change of scenery might be just the thing if you're feeling uninspired.
- Take at least one break every hour or two. A ten minute break every hour is about right; you can recharge and get right back to it after.
- If you're feeling blocked, do something different for a while. Go for a walk, fold some laundry, or make a snack... a change of pace will allow your mind to take a step back and reevaluate what you're working on so that you can go back to it with a fresher perspective.

Most importantly, the way to accomplish anything is by making a small commitment every day. Before you know it, it becomes a habit and you want to do it; hell, you may even continue doing whatever it is without noticing consciously.

Are you ready to get to work and start marketing your book? Sweet! Remember, if you need anything or have any questions, please don't hesitate to drop me a line at NoBullSelfPublishing@gmail.com.

To receive more free resources, please visit www.NoBullSelfPublishing.com and enter your name and email in the popover form.

Still Need to Learn the “How to” Part?

Now that you have a good foundation for marketing your books, where are you in your publishing process? If you're still writing your book, great! That's the perfect place to be while you're learning about everything you should do once your book gets close to publication as well as after its release.

But you need a published book to promote, don't you? ;)

If you're even *a little bit* worried about the self-publishing process, don't be; No Bull has you covered there, too.

I've taken my 10+ years of experience and condensed it down into a streamlined process of self-publishing that works *every single time* without a need to double-check formatting (although I usually do so anyway, just to be sure).

If you'd like to learn directly from me how to self-publish your books without all the struggle and uncertainty, check out our new **No Bull Self-Publishing Academy!**

Here you can enroll in the courses of your choice based on your needs as an author and self-publisher. Because there's so much to know, the courses are broken down into individual self-publishing options and teach you in-depth about all things self-publishing with said options.

Need to know more? Visit our training hub here:
<https://no-bull-self-publishing.teachable.com/>

You can also enroll in our first course, **No Bull! Self-Publish Your Kindle eBook in 1 Week for FREE.**

BECAUSE YOU OWN THIS BOOK...

I've decided to offer you an **additional 25% off** of enrollment in the first No Bull Academy course. Seem crazy? Well, maybe. I'd like to be able to offer you *all of this* for free, but unfortunately still need to make a living ;). BUT... I'm willing to take a pay cut if you're willing to learn with me, so let's get this show on the road!

https://no-bull-self-publishing.teachable.com/p/kindle-publishing/?product_id=256153&coupon_code=NOBULLBOOK

(Use this special link or coupon code NOBULLBOOK.)

I look forward to seeing you there!

—Jen

PS—

If you have any questions, please don't hesitate to reach out to me:
NoBullSelfPublishing@gmail.com.

Bonus Materials

Because you downloaded or purchased this book, you're eligible to receive some bonus materials to further your book marketing skills! How awesome is that?

If you haven't yet, head on over to www.NoBullSelfPublishing.com and enter your name & email address in the popover form. This will take you to a Thank You page where you can download the following bonus materials directly from the website:

- **No Bull's Top 7 Kindle Publishing Tools & Resources**
- **The No Bull Cross-Post Checklist for Sharing Your Content**

These two bonuses and several more are also included with the first No Bull Academy course, so if you'd like to grab one of everything, enrollment is your best bet ;). (Be sure to use coupon code NOBULLBOOK or the special link to be eligible for your course enrollment discount.)

https://no-bull-self-publishing.teachable.com/p/kindle-publishing/?product_id=256153&coupon_code=NOBULLBOOK

Did You Enjoy This Book?

If so, I would greatly appreciate it if you left a review on Amazon! It doesn't have to be anything fancy; just a couple of thoughts on the book and a star rating is perfect ;).

Reviews not only help other readers decide if a book is worth purchasing, but they also help authors make improvements and revisions to their books.

If you'd like to help me out by leaving a review, I would be absolutely tickled! =D

Follow the link below to leave your review on Amazon:

<http://amzn.to/2n7kv11>

About the Author



Jennifer-Crystal Johnson is originally from Germany, but was raised in numerous places. She is currently focusing on teaching online self-publishing courses and working on the sequel to her first full-length novel, *Fibers*.

She also writes blog posts and records podcasts for clients, still plays the roles of editor and publisher for a select few clients, and dabbles in recording and composing music. She lives in the Pacific Northwest with her three kids, three cats (Chill Pill, Diamond, and Spaz, who was a guest star on an episode of Treetop Cat Rescue on Animal Planet), and their silly puppy, Thor.

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