



Build a Fan  
Base!

(using a Marketing  
Funnel!)



## WHAT IS PR?

The state of the **relationship** between the readers and the author





# WHAT IS MARKETING?

**It's getting someone who needs something to like and trust you enough to ask you for the answer.**





As an author you are always doing Public Relations.  
(building relationships)

You MARKET your book every time you launch a  
book.

# The PR (Marketing) Funnel



Spread the Word

Connect

Engage

Nurture

# Spread the word!

The new landscape: Starting ONLINE...radiate out to offline.

Rethink the way you connect with readers...start online as the core..

Go to where the fish are, stick you bait in the water, attract attention and make sure your minnow is the juiciest for your fish.





# OUTBOUND VERSUS INBOUND PR & MARKETING

- Traditional Methods (AKA: Outbound Marketing)
  - Book signings
  - Books marks/mailings
  - Radio spots
  - Advertising
- Inbound Marketing
  - based on the idea that people are looking for answers and you are going to provide them.
- How do you combine them? (This is your launch **plan!**)

# **PUBLIC RELATIONS BUILDS RELATIONSHIPS**

The Triad of FAN Relationships:

Trust + Value + Uniqueness = Build a Tribe.



# TRIBE

TRUST

VALUE/PROMISE

VOICE/UNIQUENESS

PR builds  
RELATIONSHIPS

# Build your Book Launch before you even get published!

Trust + Value + Uniqueness = Tribe

Tribe + CTA = SALES



**Build your  
BRAND  
by  
Building  
TRUST!**

**Who are you online?**



# WAYS TO CREATE TRUST ONLINE

- ✓ Blogs
- ✓ Esp Goodreads
- ✓ Ebooks
- ✓ Social media
- ✓ Facebook
- ✓ Testimonials - Written, audio, video
- ✓ Pinterest
- ✓ When you REFER others!

▶ (Note: these all point back to your site)

# WAYS TO CREATE TRUST: OFFLINE

- ✓ Newsletters
- ✓ Interviews
- ✓ Newspaper articles
- ✓ Book Signings
- ✓ FREE Excerpts
- ✓ Fan Parties

**Exercise...what kind of offers do you have to "try out" your books?**





# Voice/Uniqueness: What makes your stories unique?

---

- You're trying to find core elements about your books that sets you apart. Puts you OUTSIDE the box.
- What are your core values/elements of your books? How do those set you apart?



# **ARE YOU REFERABLE?**

Would you refer your books?

If you would, what would you say about yourself?

Survey your readers – what do they like? What do they want more of?

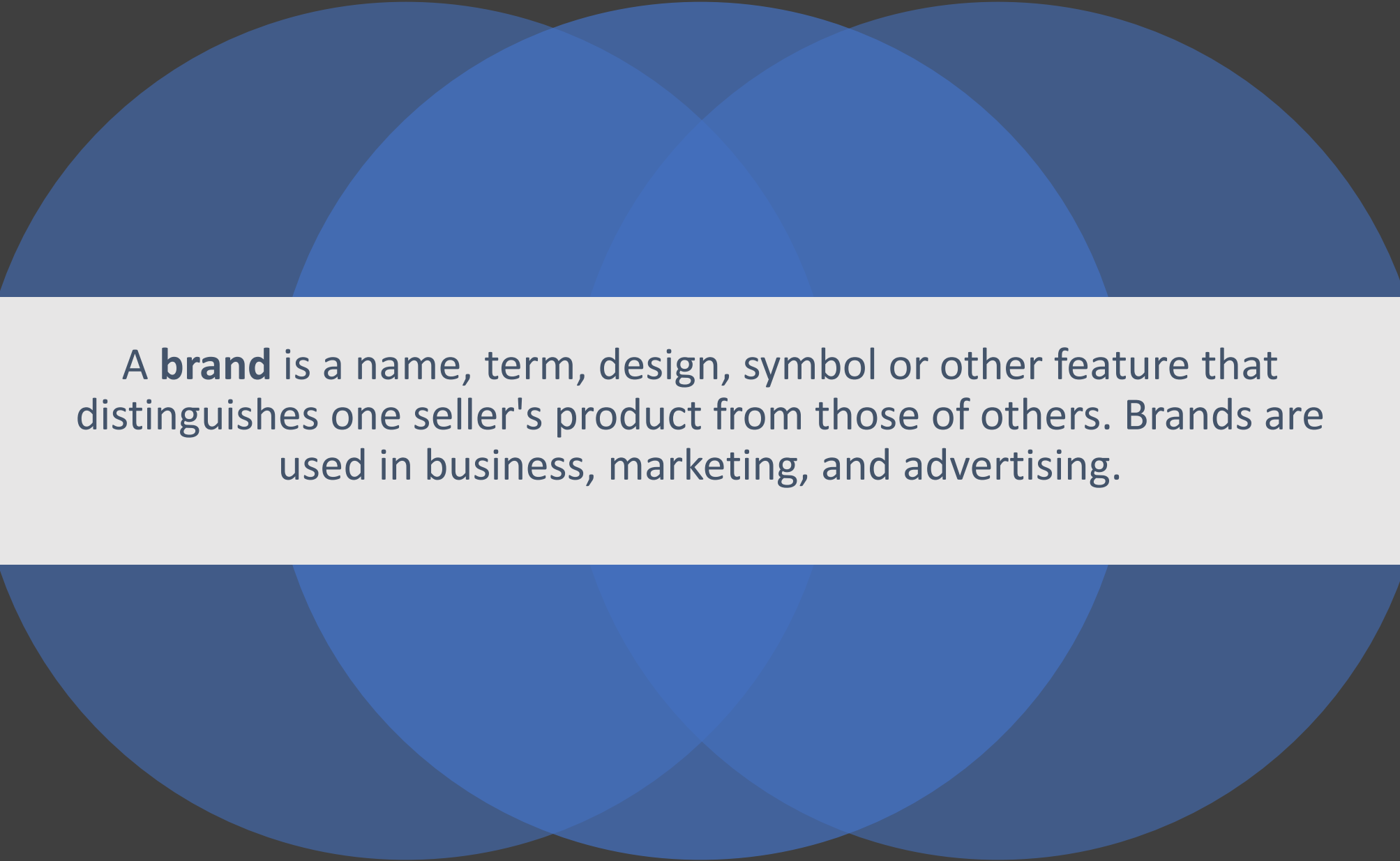
**DO YOU KEEP  
YOUR PROMISES?**







PR builds BRAND

The background of the slide features three large, overlapping circles in a medium blue color, set against a dark gray background. The circles are arranged horizontally, with the middle circle overlapping the other two. A white horizontal band runs across the center of the image, containing the text.

A **brand** is a name, term, design, symbol or other feature that distinguishes one seller's product from those of others. Brands are used in business, marketing, and advertising.

Brand  
Yourself with  
an  
EMOTION...  
not a genre!





**Let's start with  
understanding  
why and how  
people connect  
with an author**

**HOW?**

- Facebook
- Blog Tours
- Pinterest
- YouTube
- LinkedIn
- Instagram
- Twitter
- Social Media groups  
(Yahoogroups, etc)

***WHERE WILL  
YOUR BRAND  
BE FELT?***

Go where the fans are!





***BUILD A VISUAL BRAND***

3 Nouns?  
(think in Metaphor)





STAY IN TOUCH



# melissa tagg

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"I simply devoured this book from start to finish."

—Brittany, **Three Little Words** 5-star Goodreads review



# bethvogt

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# DeeAnne Gist

BESTSELLING, AWARD-WINNING AUTHOR





Your Brand is  
about the  
way your  
books make  
people FEEL.



Who do you  
write for?





# Create a demographic

Modern woman who possesses a sense of adventure, longs for a deeper walk with God, loves romance and family and realizes that life can be edgy and messy, but still longs to find the happy ending.

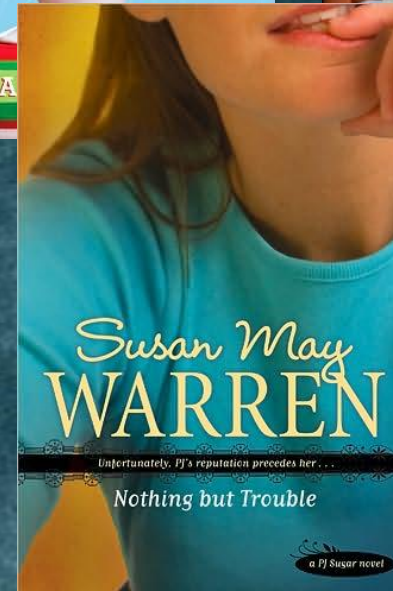
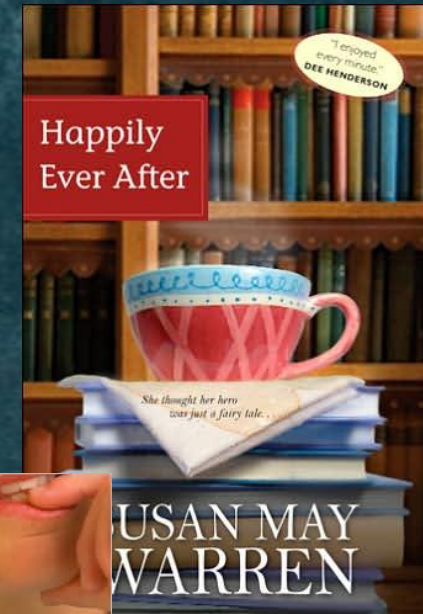
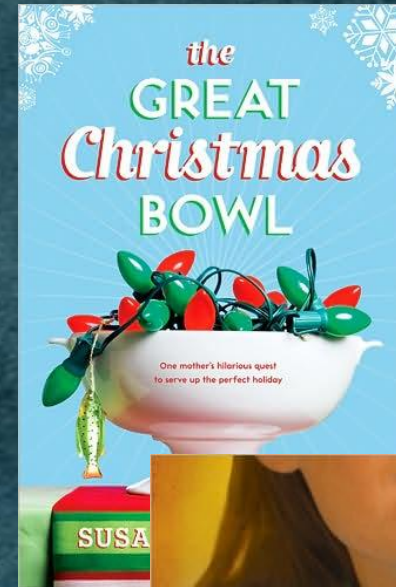
What does this person WANT?





WHAT ARE THE FEELINGS YOU GENERATE IN YOUR NOVELS? THE FEELINGS YOU LEAVE WITH YOUR READER?

Romance?  
Laughter?  
Home?  
Suspense and Adventure?  
A step back into time?  
Nostalgia?  
Rescue?







USA TODAY BESTSELLING AUTHOR  
RITA & CHRISTY AWARD-WINNING AUTHOR



# Susan May WARREN

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## Welcome friends!

### Freedom & the Fourth!

Hey friends!

We had a wonderful time as a family celebrating 4th of July a couple of weeks ago. It always gets me thinking...about hot dogs, fireworks and watermelons! And, for we Americans, being grateful we live in a country where we're free to share our opinions, and believe in the right for us to have them.

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### Newsletter

Nab a Free Novella when you sign up for the newsletter.

[SIGN ME UP!](#)

Susan May Warren  
Novels for SMART, MODERN, WOMEN



# Make your site personal...but stay on brand!



USA TODAY BESTSELLING AUTHOR  
RITA & CHRISTY AWARD-WINNING AUTHOR



*Susan May*  
**WARREN**

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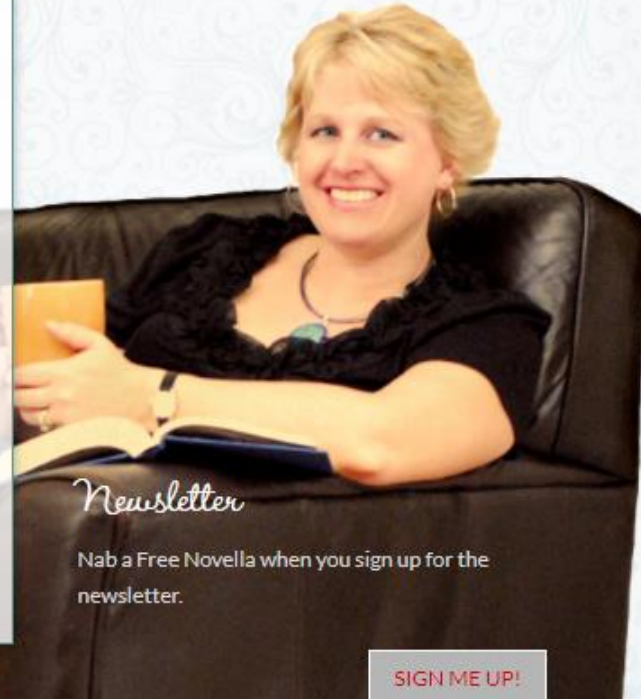
A handwritten signature in red ink that reads "Susan May Warren".

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### Newsletter

Nab a Free Novella when you sign up for the newsletter.

[SIGN ME UP!](#)







NEW YORK TIMES & USA TODAY BEST-SELLING AUTHOR

# RACHEL HAUCK

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## LATEST RELEASES FROM RACHEL HAUCK

### The Writing Desk

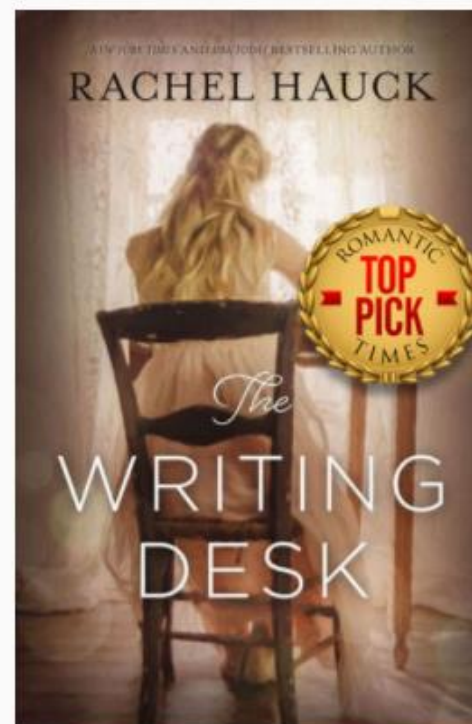
**Available July 11, 2017! Out Now!**

From the New York Times bestselling author of *The Wedding Dress* comes a new captivating novel of secrets, romance, and two women bound together across time by a shared dream.

*"Hauck has penned another gorgeous story about two female writers, separated by time and circumstance. Spiritual content is beautifully integrated and makes the story meaningful."*

*– Romantic Times Top Pick*

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NEW FBI SERIES



NEWEST CALLAWAY!



IT'S WEDDING SEASON!



ARE YOU CAUGHT UP?

#1 NEW YORK TIMES BESTSELLING AUTHOR  
**BARBARA**

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# BELLA ANDRE

NEW YORK TIMES & USA TODAY BESTSELLING AUTHOR

*Love Beautifully*



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## *A Sexy, New Sullivan is coming!*

Alec Sullivan has always believed he has it all. A billion-dollar private aviation business. A penthouse apartment in New York City. Beautiful women who know better than to expect him ever to fall in love. And great siblings for whom he'd do anything. But when Alec's business partner passes away and leaves everything to a daughter Alec never knew about, in an instant everything in his life turns upside down...all because of Cordelia.

Cordelia always thought she was perfectly happy with her life. She owns a garden store she loves, lives in a pretty little cottage in the same town as her adoptive parents, and figures there's plenty of time to meet Mr. Right. But she never counted on becoming the surprise heir to a fortune...or on meeting a man like Alec Sullivan. A shockingly sexy billionaire who makes her heart race and melt all at the same time.

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Fiction ✓

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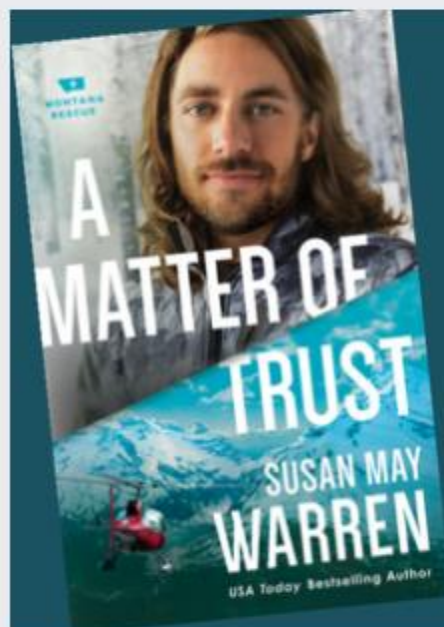
Groups



### You Have Unread Messages

You haven't responded to messages in a while. Replying quickly when people send you private messages can improve your reputation.

[Read Messages](#)



Rita & Christy Award-Winning Author



The Montana Rescue series hits  
just keep coming! Susan May  
Warren knows how to combine  
suspenseful action and romance  
like no one else I know.

-AMAZON REVIEW



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@rachelhauck

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Author

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Invite your friends to like this Page



18,463 people like this



## Way to bring it, Noah.

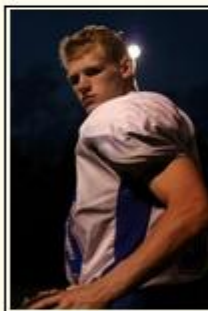
Posted by Susan

AUG  
30TH  
2012

It's no secret that I'm crazy about football. It's such a courageous sport, regardless of what level you're at. I'm especially into high school football. Our program is staffed by amazing coaches and the best football is about molding men.

Absolutely.

I often brag (yes, I admit it's bragging) about my son who has been playing since 9th grade, and found his legs in 10th grade for football, and spends his off season in the weight room improving his 100 m dash time.



Admittedly, he's a hard act to follow.

Courage in my home is found in my youngest son who was 5 years old and said, "I want to play football, but... I'm just going to be in his shadow."



Every year, we have a blue/white scrimmage before the season to introduce the team to the community and give the kids a final chance to compete for starting positions. It's a fun community event where we get a taste of the season.

Oh, we're going to have a great season.

(As an aside -- here are the football moms. Note that ONE of us forgot to bring her football gear. Sheesh, get in the game, Susie. More football mom commentary to come.)



I have to admit, while I watched big #33 make some awesome plays, I gave my eyes to #62. He played DE on the white team (they split the teams in half) and....

Well, this is him.



Exploding. Chasing down the QB. Making tackles.

Who is this kid?

I thought he did pretty well. And apparently so did his coaches because....

He made Starting Varsity Defensive End.

Take that, Mom.

Courage. Belief. I see it in the eyes of my sophomore. I love it when my kids

## I can't help it. I just love this pic.

Posted by Susan

AUG  
27TH  
2012



My friend Tari made it even more epic. I love it so much, I just had to share.

Football season, here we come!

Yay!

*Susan Mayfield*

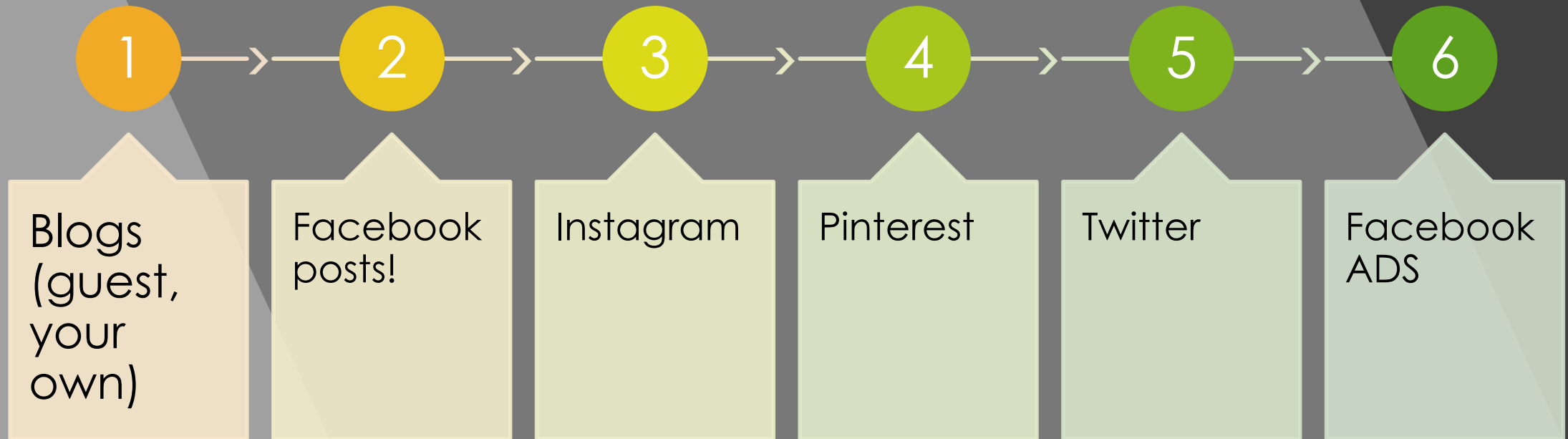
## Priorities

Posted by Amy

JUL  
13TH  
2012

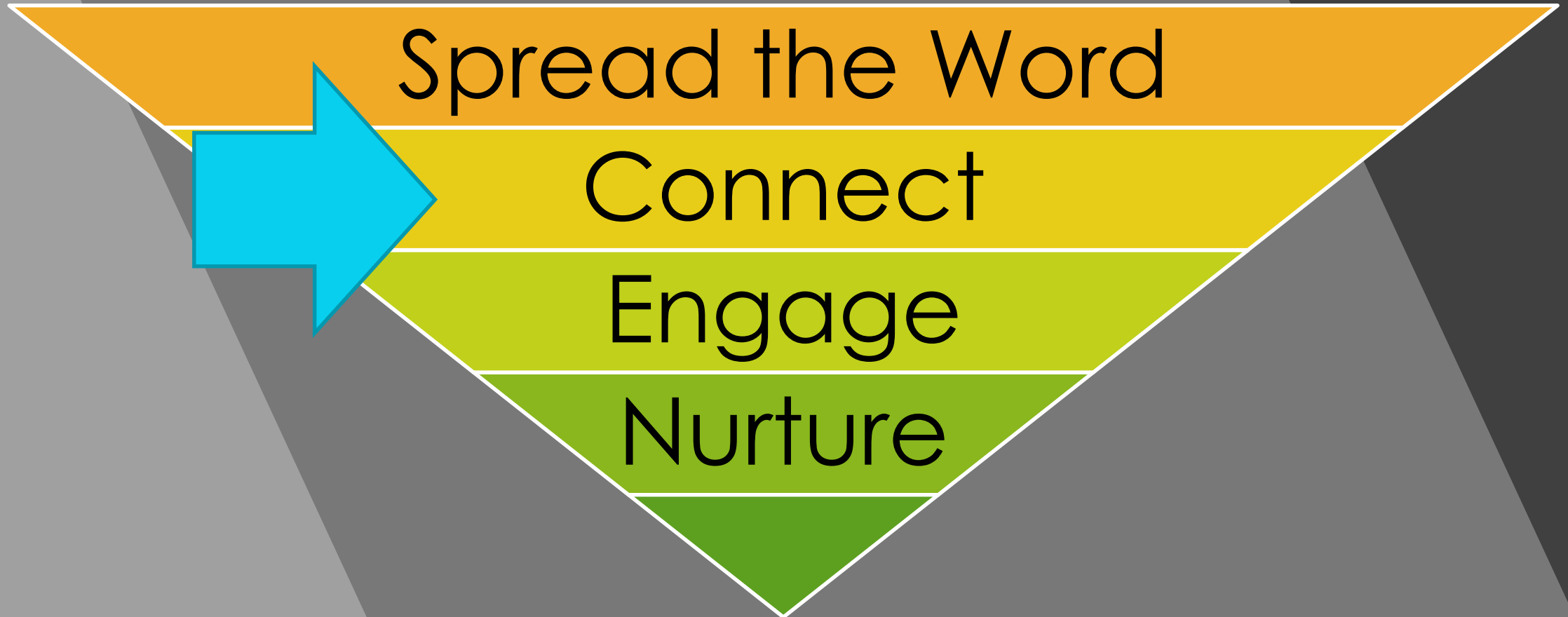


# Spread the Word!





Now What?



# Step two: Connect

- Short Stories
- Novellas
- Free books
- A collection





Do you have a way to capture Email Addresses  
...do you have a newsletter?

- Newsletter Sign up
- Give-away (autoresponder)
- Newsletter plan

# Email Marketing providers



MailChimp



Aweber



GetResponse



Madmimi



iContact



Mailjet



ConstantContact



CampaignMonitor



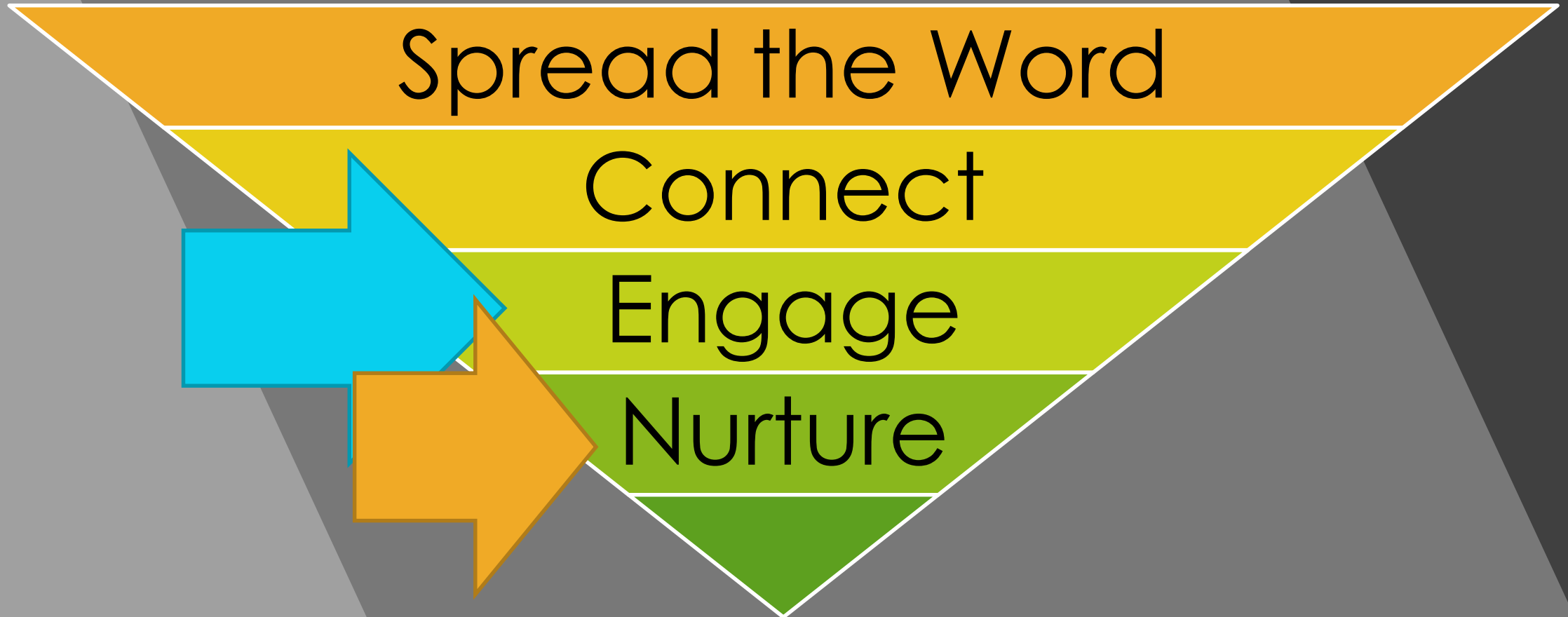
Infusionsoft



Saleforce



# The PR & Marketing Funnel



Wooing your  
readers with  
Newsletters!





# Now...how do you **MARKET**?

Marketing adds  
ACTION to that  
relationship

By adding in the Call to Action  
(CTA!)

**AS AN AUTHOR YOU ARE ALWAYS  
DOING PUBLIC RELATIONS.  
(BUILDING RELATIONSHIPS)**

**YOU MARKET YOUR BOOK EVERY  
TIME YOU LAUNCH A BOOK.**





# Rethinking your PR & Marketing PLAN

- ✓ Advertising: highly targeted, measurable ways to promote awareness of your books... (This can be during the PR & Marketing phase)
- ✓ PR: Build Trust, Uniqueness and Refer-ability. Facebook, LinkedIn, Newspaper articles, Press Releases, video testimonials...a combination of everything to create an image/trust.
- ✓ Marketing: Create the CTA (and Referrals!)

# *Now What?*

- Find your Demographic
- Create your Visual Brand
- Find 3 places where your brand will be felt and start cultivating a tribe
  - How?
    - Every post should connect to your FREEBIE, or giveaway
    - Once they sign up for the freebie, engage them through your autoresponders
    - Nurture your readers through newsletter
      - \*(watch Wooing your Readers with Newsletter)

Extra Bonus Class: Watch **“Follow my Launch: Inside a Book Launch” (category: Marketing)** to learn how to launch a book!



# NO PEPTALK

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Thursday,  
October 19, 2017  
7:00 CST



Submit your first line (and  
your first paragraph) for  
feedback!!

Thursday, October 26, 2017

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**FIRST LINE: FEEDBACK**

