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Remember (key take-away!)

1. You can't do everything
2. Pick what you're good at / enjoy most
3. It's supposed to be fun

Email / Website / Social Media

Websites: BitOfMary.com and **DavidPutnamBooks.com**

Email: Mary@DavidPutnamBooks.com

LinkedIn: <https://www.linkedin.com/in/mary-st-john-putnam-833b95/>

www.goodreads.com/DavidPutnam <= if you only do ONE social media, do this

<https://www.facebook.com/AuthorDavidPutnam/>

<http://www.FaceBook.com/DavidPutnamBooks>

<http://www.Instagram.com/DavidPutnamBooks>

<http://www.Twitter.com/DavePutnam>

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Others to consider: **BookBub.com**, LibraryThing, Pinterest, Medium, Snapchat (YA), TikTok #BookTok

Self-Evaluation

Let's take a step back, and answer the basics:

1. Who am I? What's my name or pen name, and what does google find?

2. Who's my target audience? (Gender? Age?) _____
3. What's my genre? Fiction / Non-fiction? Where in the bookstore? _____
 - a. Similar titles, where are they listed on Amazon for eBook & Physical?
 - b. Will it be a series? Yes / No
4. What's my book about? (In 1-2 sentences?) _____

5. Why am I writing this? Bucket list? Fame/fortune? _____
6. Where am I in the process? _____
7. How much am I willing to spend in \$\$ and time, on social media, Advertising, etc.? _____

Other questions your publisher / publicist should ask, and you'll need to have handy:

8. Book synopsis: 50, 100, and 175 words.
9. Bio in 50, 100, and 200 words & a **GOOD HEADSHOT**
10. Comparable titles / authors - good place to start for **blurbs**
11. Community activities / affiliations (school, work, church, clubs)
12. Conferences or other meetings you attend? Toastmasters?
13. Email list! Who's in your contacts?

Those evil words: **BRAND** and **PLATFORM**

You don't need new shoes or a tattoo. What's your "thing"? Think about how your friends introduce you at a party. What do you like to share with people? (Do you have a tattoo?) People DO judge a book (and a person) by their cover.

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Who do you want to appeal to? What kind of image do you want to put out there? Get a nice headshot, and book cover. Don't like the one you have? Change it. Experiment.

Gifts & Give-Aways

A postcard can be half a bookmark! Do a different kind of business card. Try a sample chapter on a one-page give-away. Have fun with some silliness like pens. Bookstore staff members love when you bring them cookies. They're sometimes willing to give away bookmarks, too.

On-line Tools & Other Tips

- **For social media:** Hootsuite, Buffer, etc. for a dashboard
- **Google docs** can keep all your stuff in one place (docs, spreadsheets, slides)
- Automate when possible. Much of the hard part is **generating and refreshing content**. **Google alerts is your friend**. Send your twitter/goodreads to your website.

If you're ever stuck for content, write about someone who's helped you, or something you really love (a book, website, product, **TED** or **TEDx talk**). Consider doing a TED/TEDx talk yourself!

Check out LittleFree**Library**.org and WorldCat.org also **Friends** of the Library
ABA - American Booksellers Association - BookExpo in NYC

Networking

Join groups like Toastmasters, use Meetup.com. Pair up with another writer so you can talk up each others' work (sometimes easier than bragging about your own work).

When networking in person: get *their* business card and follow up via LinkedIn and/or email right after.

Reviews

Before the book is published: ARCs (Advance Reader Copies) can be electronic or hardcopy, use bloggers & Netgalley, Goodreads: can post before the book is out

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After: Amazon & Goodreads; bloggers, magazines, newspapers, professional groups

Be careful with the links you share, remove the extra nerd info at the end, like this:

https://www.amazon.com/Heartless-Bruno-Johnson-Thriller/dp/1608093786/ref=sr_1_1?keywords=the+heartless+bruno+johnson&qid=1568859911&sr=8-1 TEST IT!

Awards & Contests

Check with the organizations for your genre, or awards on books that are similar.

SCIBA - Southern California Independent Booksellers Association

Further Reading

Bird by Bird - the philosophy, and the book by Anne Lamont

Online Marketing for Busy Authors by Fauzia Burke (she's great! Not-so-scary list)

Guerrilla Marketing for Writers - 100 Weapons for Selling your Work by 3 dudes

Blog: Calendarize your Book Marketing (very long, kinda-depressing to do list, OR great way to procrastinate doing actual writing):

<https://www.writersdigest.com/writing-articles/by-writing-goal/marketing-your-work/calendarize-your-book-marketing-approach>

Don't forget to KEEP WRITING! The more books you have to sell, the more \$\$ you can earn.