



Getting Started

To market your book effectively online, you are going to do three things; define your target audience, create a content-rich online presence, and build relationships through social networks and in-person networking. These marketing activities will help you to stand out in an increasingly noisy world, generating more exposure for your book.

As you establish yourself as a genuine and insightful person who has interesting things to share, the people you are connected to will naturally gravitate towards buying your product (and recommending it to their friends too).

The Plan that Launched a Thousand Books

Sounds simple, right? Well... Yes and no. There are only three things we need to do, but there are an unlimited number of ways to do them. This plan is going to cover just 25 different ways to promote your book that will get your book marketing off to a great start. And here they are:

1. Begin outlining your book marketing plan.
2. Work with your publisher to determine what promotional services they offer and take advantage of them.
3. Include an advertisement in the back of your book or see if an affiliate is willing to do so.
4. Create or update your website.
5. Blog about your book.
6. Find others willing to blog about your book.
7. Launch a reviewer outreach campaign.
8. Consider using affiliates to market your book.
9. Seek out guest spots on relevant podcasts, livecasts, teleseminars and webinars.
10. Optimize your presence on Amazon.com.

11. Optimize your presence on BarnesandNoble.com.
12. Distribute your book in eBook format.
13. Give your reader other choices.
14. Establish yourself on Facebook.
15. Provide engaging content on Pinterest.
16. Participate on Twitter.
17. Create a YouTube channel.
18. Leverage LinkedIn.
19. Use the best features of Google+.
20. Mobilize your network.
21. Offer free samples related to your book in eBook format.
22. Get listed.
23. Submit your book to award competitions.
24. Participate in and promote events.
25. Launch a bestseller campaign.
26. Establish a joint venture (JV) partner program.
27. Attend networking meetings with books in hand.
28. Create innovative book signing events.
29. Create press releases.

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30. Update your e-mail signature.
31. Find non-bookstore buyers.
32. Launch a crowdsourcing campaign.

Alright... I know that's more than 25 things. But it's an example of how you need to market your book. *Always* over-deliver in anything you do. When you do this authentically, people take notice. When you do this consistently, you increase your sales.

Anyway, don't feel like this is a comprehensive list or that these are the only things you can do. And don't believe that you have to do every one of these things. However, this is where I typically start with my clients when I help them promote their new books, and you can get started with the same approach too.

Pick and choose those things that you want to do and are able to, and then outsource or skip those that you aren't comfortable doing.

Some things, like developing a Facebook presence, may be better left to an expert to do. While anyone can

create a Facebook page, it does take a specialized knowledge to create a robust page where all of your books are listed and available for sale with an effective landing page and what's called a "lead capture" box, where people can sign up for your mailing list.

You may also find that you want to outsource those activities that are on-going, and therefore may become time-consuming. When the budget allows, that's always a nice thing to do. But oftentimes, first-time writers have to take on as much of everything as they can to keep costs down. You've come to the right place. This plan will definitely lay the groundwork for you to get started!

As you read through this book, you will find links to recommended resources throughout it. At the time of this writing, all of the links were working links, but given the changing nature of the internet, some may change over time. I've also found in the 2 years since I released the first edition of this book that many of the tools and services that I use with my clients are changing.

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As a result, I've have created a Resources page on my website, specifically for readers of *The Plan*. Simply go to alewebsocial.com/ThePlanResources to get a current list of recommended tools and resources.

The first few topics in the plan may be obvious, like building your book's brand on various social networking sites. But there are a lot of other things you can (and should) be doing to promote your book too. When it comes right down to it, if you can think of a place where you *might* be found online, you should be there. Many options are free or low-cost, but they all involve work.

So, are you ready? Let's start first with understanding who it is that you're trying to reach and how you plan to reach them.