

10 Steps To Planning Your Book Fast

If you create a solid plan before you write your book, then your odds of success are increased. Use this worksheet as the framework for your plan:

1. The purpose of my book is:
2. My target audience is:
3. My keyword research shows these are the terms my audience uses when searching online:
4. The top 5 best-selling books in my niche are:
 - 1.
 - 2.
 - 3.
 - 4.
 - 5.

6. What topics are missing from my market include:

7. The covers of the best-selling books in my niche have these things in common:

8. The highest price for a book in my niche is:

9. The lowest price for a book in my niche is:

10. The average price for a book in my niche is:

Book Marketing Checklist

Marketing your book can be a thrilling adventure. It's all about getting the word out about your book so the right readers can find it. If you're stumped on how to market and advertise your book, try doing some of these activities:

Advertising Your Book on Social Media

- ❑ **Use analytics and insights.** Many social media platforms have data about your followers and fans that you can dig into. Take the time to learn more about your audience so you can tailor your ads.
- ❑ **Start with small ads.** Don't waste money on huge ads if you've never advertised before. Instead, focus on trying a few small ads to see how your community responds.
- ❑ **Get your ads to display on mobile.** Social media users love browsing social sites on their smartphones and tablets. This means all of your ads need to be mobile optimized to get the best results from your ads.
- ❑ **Track the results of your ads.** The more you track your data, the better your advertising campaigns will become.
- ❑ **Include videos as part of your advertising strategy.** Consumers love videos, so don't be afraid to experiment with book trailers, behind the scenes features, and even bonus content videos.

Advertising Your Book on Reading Websites

- ❑ **Make a list of reading websites.** Look for bloggers and site owners that are getting a lot of traffic and interaction from their fans.
- ❑ **Check to see if they promote your genre.** If a blogger doesn't promote your genre, then don't waste your time trying to advertise with them. You probably won't see a good return on that investment.
- ❑ **Look for guidelines.** Most book blogs have guidelines that explain how they prefer to work with authors. They may also have special requirements that you need to meet in order to be featured on the website.

- ❑ **Submit your listing.** Once you've read through the guidelines, submit your listing to the site owner. If she's interested, you should hear back within 2-3 weeks.

Using Giveaways to Promote Your Book

- ❑ **Have a goal.** Before you create a contest, think about what you want that contest to achieve. Are you looking to get more visibility for your book? Promote your upcoming series?
- ❑ **Follow the rules.** If you'll be using social media as part of your contest, take time to check that platform's guidelines. There may be some restrictions that you need to be aware of.
- ❑ **Set a deadline.** Don't drag out your contest or followers will lose interest. Instead, focus on a tight timeline of 7-14 days.
- ❑ **Choose your prizes.** Before you announce your contest, pick prizes and think about how you'll declare a winner. Will it be done randomly? Will it be a 'best of...' award? These are important bits of information you need to include in your contest rules.

Polishing Your Author Page

- ❑ **Post endorsements.** If authors or bloggers have endorsed you or said lovely things about your writing, you can add these reviews to your author profile.
- ❑ **Update your biography.** Include details from your life that are relevant and will help grow your author brand. For example, if your book is on dog care and you're a veterinarian, mention this fact in your bio.
- ❑ **Upload a recent headshot.** Readers want to get to know the person behind their favorite books. That means uploading a headshot of your smiling face.
- ❑ **Link to your website.** Make sure that visitors to your author profile can quickly find your website so they can sign up for your mailing list.
- ❑ **Add your book trailer.** Amazon allows authors to add their book trailers if they wish. So far, Amazon is the only company doing this but hopefully, other platforms will offer this feature soon.

Creating and Building Your Email List

- ❑ **Choose a mailing list company.** Pick a service that you like and find easy to use. You'll most likely need them for years to come, so make sure you're happy with your choice.
- ❑ **Add an email form to your website.** If you have a web designer, send him or her the code and they'll upload it your website for you.
- ❑ **Offer a free gift.** This is a great way to get more people to sign up for your author newsletter. Just make sure your free gift is relevant to your audience.
- ❑ **Create a special landing page.** Once you have a gift available, make a landing page on your website that invites visitors to join your newsletter. If you don't know how to make a landing page, ask your web designer.
- ❑ **Make a thank you page.** After someone signs up for your list, have a page on your website that thanks them and gives them the chance to follow you on social media.

Interacting in Groups and Forums

- ❑ **Find groups in your niche.** If you're not sure where to start with your search, look for Facebook and LinkedIn groups that appeal to you.
- ❑ **Offer helpful advice.** When there are discussions in the group, share your thoughts. Try to interact in the discussions 2-3 times a week so you become a regular.
- ❑ **Stay positive and kind.** Nothing will kill your career faster than going onto niche groups and acting like a jerk. Even if someone else is unkind to you, don't be unkind to them.
- ❑ **Ask before linking to your book.** Group creators are often protective of their communities because they don't want them spammed. For this reason, you should always ask the site owner before you link to your books or your website.

Position Yourself as an Expert

- ❑ **Get featured on podcasts.** Look around for podcasts you enjoy, and then reach out to the host to see if you'd be a good fit for a guest spot.

- ❑ **Start your own group.** Create a group for those in your niche using Facebook groups or LinkedIn groups. This gives you the chance to show off your expertise to group members.
- ❑ **Become a source for journalists.** There are a variety of sites that allow you to connect with reporters around the world. If a journalist likes what you said, she may quote you in a national publication, boosting the visibility of both you and your book.

Promoting Your Book Offline

- ❑ **Hand out branded gifts.** Use a service like Zazzle to create merchandise and small gifts that are branded with your website or book title. This gives you a natural way to work what you do into conversations.
- ❑ **Attend conferences in your niche.** Focus on serving others and connecting with them. Building genuine relationships with people in your niche is one of the best ways to grow your career.
- ❑ **Speak at events.** Start small and local. If you find you enjoy speaking, then begin pitching event coordinators and letting them know how you can be of service.
- ❑ **Join Toastmasters or another speaking club.** Become part of an organization that helps you refine your speaking skills. This can lead to even more promotional opportunities later down the road.