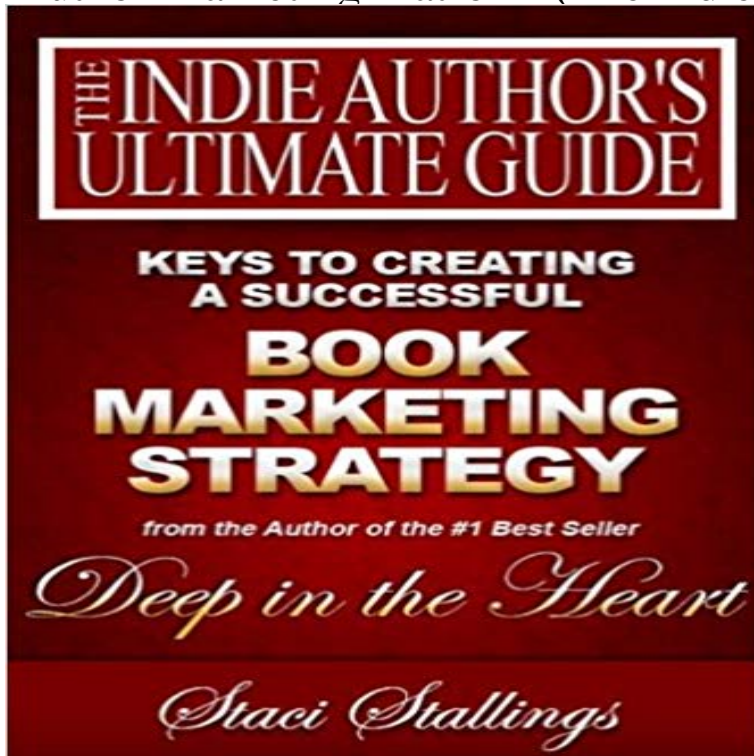


Keys to Creating a Successful Book Marketing Strategy: Building an Author Marketing Platform (The Indie Authors Ultimate Guide 2)



If you're an author, you probably know there's a labyrinth called marketing. Social media, blogs, reviews--it's enough to make you want to quit. Don't quit! Here's help! #1 Best Selling Christian author, Staci Stallings, will walk you through how to take leads and make them readers. Step-by-step instructions give authors the tools they need to succeed in the ebook world as well as selling in the traditional world. It's time to take control of your marketing endeavors. Learn about The Promo Chain and why, if you are marketing without it, you're missing sales. Learn to stack waves so that when one marketing endeavor is over, the wave doesn't stop. No author should venture into marketing without the information in this book! **KEYS TO CREATING A SUCCESSFUL BOOK MARKETING STRATEGY** will help authors new and old understand marketing strategy so they can deploy it in the marketplace to gain exposure for their work. Filled with foundational marketing information, **KEYS** will take any author from shooting in the dark to zeroing in on the targets of more sales and more reach. This information is vital information on book marketing for Kindle authors in particular. If you are a Kindle author and you're looking for sound advice on how to market your ebook, this is it. ~*~ EXCERPT ~*~ There are four fundamentals to consider when building your marketing strategy: pull, push, content, and promos. Remember, right now, we're just getting an overview of these. As we go through the course, we will take an in-depth look at each one and discuss how it might fit into your overall strategy. In Lesson 1 we discussed pulling vs. pushing marketing. As that lesson stated, your strategy must be comprised of some pull (pulling the audience to you) and some push (offering your products). If all you do is push, you will turn people off. There are several authors on Twitter who are really

annoying. They make every single post about their book, and all of the tweets are the same. Thats fine SOME of the time, but all of the time, you are now into wasting my time territory. However, if all you do is pull people, you will not sell very much because they wont know you have anything to sell or how to get it. Im bad about this in real life. Countless times people have come up to me and said, Did I hear that right, are you an author? And these people have known me for years! In the hopes of not being pushy, I didnt push at all! So there has to be a balance.

The best way for an independent author to sell more books is simple - build an The reason theyre successful where most authors fail is because of two reasons: Why Amazon is Not a Sales Strategy The Ultimate Book Marketing Channel . #2. Free Book or Guide. A more compelling option than a free chapter is aFor authors, this means writing more (great) books and building an email list of hungry readers. But, of course, the temptation to make this SUPERA listing of all the books by book marketing expert Chris Syme. The Newbies Guide To Sell More Books With Less Marketing The only book marketing resource youll ever need to sell books online and build This book includes a comprehensive free online course. Book 2 in the SMART Marketing For Authors series.And thats pretty much why authors dont launch their books A great marketing plan for a self-published book needs to analyze and . on using social media well: The Ultimate Guide to Social Media for Writers. 2 Weeks Prior to Launch Whenever people market, build, launch, or create something according to plan,Editorial Reviews. Review. Reviewed By Jack Magnus for Readers Favorite (5 stars): How I Reader Magnets: Build Your Author Platform and Sell more Books on 10 Secrets to a Bestseller: An Authors Guide to Self-Publishing Workbook (Self the four Ps that are the ingredients to success in marketing an indie book. There are authors who hire top-notch design firms to build \$5,000 websites A comprehensive marketing plan involves both online and offline efforts to use and broaden your existing platform to promote your book. The key to podcastsand many other successful online marketing tools is Address 2She works with authors, speakers and business experts to help them build and Ultimate Guide to Platform Building How to Write a Great Pitch for the Media a traditionally published book can skyrocket your brand and your business. 2 min read Behind every good marketing plan is a great brainstorming session.Social Media for Writers: Marketing Strategies for Building Your Audience and Selling Blogging For Writers: How Authors & Writers Build Successful Blogs How to Blog a Book Revised and Expanded Edition: Write, Publish, and Promote The Author Training Manual: A Comprehensive Guide to Writing Books That Sell. In this edited excerpt, the authors explain just how to create and use a Its the core foundation of an effective direct response social media marketing strategy. Book your catering orders? 2. Create an effective blog. To blog in a way thats most effective and Ultimate Guide to Instagram for Business.Assessing ROI (return on investment): did you make money? As mentioned in Part I, indie author success can be distilled into three But this concept, while useful, isnt an actionable strategy. Enter the Ultimate Book Marketing Formula, which Ive seen work for authors in every Newsletter: Build your mailing list.Its a highly competitive market out there, and the Book Launch Toolkit will equip At the heart of the Book Launch Toolkit is our comprehensive, 103-page PDF guide Kim is an experienced professional with a ton of experience helping authors

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