



STRAIGHT TALK
ON BOOK
MARKETING

Tips and Strategies to
Empower Your Success

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BLACK

USA TODAY BESTSELLING AUTHOR

Straight Talk On Book Marketing

Tips and Strategies to Empower Your Success

By Regan Black

Straight Talk On Book Marketing

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Introduction

During my fifteen-plus years of experience in publishing, I've been signed and published by smaller houses, released indie titles on my own, and worked with a traditional NYC publisher. In each instance, since my first book released in 2005, I've seen the industry push more and more responsibility for a book's success onto the author.

Entrepreneur expert Seth Godin says: *"Marketing is no longer about the stuff you make, it's about the stories you tell."* This is fantastic news for writers because we love to tell stories, right?

Well, it should be fantastic news, but many times as writers we hamstring ourselves. We focus on what matters to us, rather than what will draw in our audience. This happens not just because we are close to the work - a fact which creates books readers love - but because we often develop tunnel vision about our message.

"A book is not complete until it's read. The reader's mind flows through sentences as through a circuit - it illuminates them and brings them to life." - E.L. Doctorow

This is an essential truth you need to carry with you into the plan you create to share your book with your audience. The book, in a reader's hands, becomes something greater than what we initially set out to write. I hope you sensed that in the writing process, how words and thoughts layered and lined up to deliver your message effectively. Now that message, in the hands of a reader, develops a fresh weight and impact, creates a new truth or hope. It's a beautiful phenomenon!

Marketing a book requires a certain objectivity to balance out the passion of creating it. As writers we need to take ourselves out of the way to maximize that effect. That is just one reason why it helps to get input on this process from others, and why it is often easier to praise and recommend another author's work than it is to praise our own.

Marketing is essential to success - otherwise no one knows the book exists - but our promotion efforts shouldn't grind us down. In this guide, complete with homework pages to get you thinking about how to market yourself and your work, you'll find strategies and tips to help you create a plan to connect with readers and build your audience, whether you're multi-published or not-yet published.

Marketing Basics

What is marketing? In a nutshell, marketing is letting people know about a product or service they need, or even developing a need and desire for the product or service you provide. It can encompass advertising, interviews, and publicity efforts.

When it came to books, traditionally it was a publisher's job to handle the bulk of the publicity and promotion campaigns. Publishers had teams to presell the books to stores and arrange events and book-signings. Those days are gone. Now, 99% of the promotional burden rests on the author.

Advertising your book in today's market is more about staying visible than it is about purchasing the right advertising and prominent shelf space, although both of those traditional efforts can help you.

The style of marketing most people over the age of thirty-five were raised on isn't effective when we're trying to draw focus in a lightning-quick, visual world where our audience has been trained to have a short attention span. The good news is there are more than enough readers out there for all of us. The technology and accessibility of ebooks alone has created even greater demand. It has also created even more authors.

So how do you capitalize on that? How do you stand out among a crowded field and get your book front and center for your ideal reader? You must learn to think strategically about what sets you apart from anyone else discussing your topic or writing your type of book.

When it comes to promoting books we need to tell the story of our book in a fresh, unique way. We must also tell that story in an organic way that we are absolutely comfortable with so that our efforts are natural, sustainable, and don't drive away our audience.

That means learning to toot our own horn without getting pitchy or spammy. No one wants to hear the same 'buy my book' message on an unending loop. That kind of communication is all about the benefit to *you* as the author. Didn't you write the book to benefit the reader? Keep your reader in mind as you're developing your strategies and marketing plans and they will be far more willing to check out you and your books.

You'll soon discover the marketing voice you use is as unique as your voice is in the writing itself. That is one more thing that will positively set you apart from the field. And just like finding your voice and flow in the writing, it takes time to find the right hook, pitch and rhythm of promoting your book. To market your book effectively you must learn what you're good at,

what you're comfortable with, and where and how you need help to grow your promotion efforts.

First, get focused. You must invest the time and do the research to create a solid strategy to launch your book. That strategy should cover everything from pricing, promotions and giveaways, tweets, in-person outreach, online events, and email list-building.

With my first book (originally published in 2005), the publisher decided to market the book by connecting it to a cause, primarily women who had been victims of violent crime. While that theme is in there, and my heroine's main goal was to stop a villain preying on women, I wasn't as comfortable with this marketing approach. Worse, I wasn't honest with myself or the publisher about that discomfort and I let myself be cajoled into stepping outside my comfort zone.

I guarantee you will need to step out of your comfort zone in one way or another in your marketing efforts, but to be effective that stretch must be along a route you are willing to take or it will fall flat.

Of course I'm passionate about helping others, so I did my best to work that angle and support my publisher's efforts. Needless to say, our message came off stilted and I couldn't deliver it with confidence because deep down I didn't share the publisher's view that my futuristic thriller could really empower women to leave abusive relationships or troubled pasts and turn their lives around. Still, I went out and booked local promotional events that involved self-defense classes and shelters, but we weren't reaching my primary readers.

On top of that core issue, I was getting tons of additional advice - much of it great advice - from several sources close to me, as well as tracking my own promotional strategies and results. Rather than a cohesive plan, we wound up with a squirrely, scattered collection of disconnected efforts.

Naturally, with all those pitfalls, the book didn't do as well as it might have done with a tactic I could employ effectively. In short, it was an *epic* fail that left me feeling miserable and incapable of promoting my work.

To be effective, you must pin your book marketing strategy on a core message or theme that ties into your book or is underscored by the story. Using your book to support a cause that is vital to you is absolutely fine, just be sure you can convey how supporting that cause will also benefit your *reader* or the people and causes that matter to your reader.

Second, and this one is straight from Cynthia Bazin, founder of SmartChic.me and the LaserFocusedConference.com. When you have your strategy set, work it *consistently* for at least

90 days before you decide to tweak it or ditch it. Very few things in life see true overnight success. Any idea you implement needs time and consistent effort to start to show any kind of result.

I have watched several authors (and other professionals) crash and burn on marketing plans because they gave a half-hearted, hit or miss effort and blamed the failure on the new platform or a flighty execution of a decision rather than take responsibility for their effort. There is no way you can accurately assess the results of a marketing plan if you don't actually *follow through* long enough to let people find you, connect, and want to be part of what you're doing.

Consistency will give you feedback and data you can use to decide where and how to make future adjustments in your plan.

Ditch the idea that marketing will be easy or a no-brainer. While promoting your book can be fun, be ready to do put in long hours and some hard work mentally and physically. Be ready to experience an energy shift, sometimes good, sometimes not so good. What makes you a good writer doesn't necessarily make you a good marketer of your work, so you also need to be open to new ideas and discovery.

My creative writing fuels and drains me in different ways. My marketing efforts used to be nothing but a drain because I was so ridiculously shy and uncomfortable discussing my books. I sucked at tooting my own horn. Now that I look at promotion as creating a connection with a real reader who enjoys what I write, it's become less of a problematic drain. Just like when you wrote your book, you will need to find the mindset and headspace to get into marketing mode.

Third, remember the notion that visibility is the new key to marketing? There is no better way to be visible to your audience than by building an email list of people eager to learn more about your book, your expertise, or your stories and interests.

Having an email list gives you immediate access to interested readers, so start building that today! How?

Start with offering a short story, a tip sheet, or an article you've written about a topic or theme that ties to your book in exchange for their email address. Once they've subscribed, be sure you have additional content to send them between their sign up and the release of your book. And following that, you'll want to stay in touch with that list regularly to keep them engaged and stay visible.

With my non-fiction email list, they initially receive a brief report (co-written with Bandit) that outlines the benefits of a healthy writing habit as well as suggestions for how to implement a

writing habit. Then each week, I send out a quick email blast with inspiration and add in tips on writing or news of upcoming products or programs.

My fiction newsletter subscribers hear from me once each month. Those fans get a free short story when they sign up, see my new cover art before anyone else, get first access to advanced review copies of my books, and are eligible for monthly prizes.

I tailor what and how I deliver to each list based on my readers' expectations as well as my expectations about staying connected with my readers. Those emails not only keep readers up to date or motivated, they keep my name visible for my subscribers, who are my core readers and valued audience.

Applying These Basics To Your Genre

No matter what you write, you need to know who your primary reader is. Non-fiction writers should consider who will benefit most from the core message. Did you write to reach people interested in self-help, fitness coaches, business professionals, parents, etc.? Search out and define the specific niche of your ideal reader and then you can dial in your marketing efforts to solve their specific problems and create demand for your book.

A similar approach works for those writing fiction. Are you writing stories that appeal to men or women? How old is your target audience? Do your readers love dogs or cats, gaming or gardening? When you have those answers, you can develop a plan to find readers, connect with them, and help them discover that your book will satisfy their craving for a great story.

If you haven't yet sold or published your book you can still start building a platform and a mailing list to sell to as soon as your book is ready. How? Become an authority on your topic through blog content or by sharing articles and quotes that appeal to your audience. What you're after is building that connection and relationship trust-factor through mutual interest. Don't be fake about it. Be you and be consistent and you'll soon find the right audience is growing the right way.

Authors in every genre and in every method and stage of publication can drip content and create bonus content to attract and build their readership and mailing lists. A great technique I've seen recently is offering potential cover concepts and asking opinions on social media sites. You could also build interest for an upcoming release by revealing character sketches or sharing snippets of research. Personally, I love sharing behind-the-scenes stuff and on-location details with my fiction subscribers.

Marketing Basics Workbook Questions

Get brutally honest when you're answering these questions for the best results!

What sets you apart as an author in your genre?

How is your story and/or the story of your expertise unique?

What sets your *book* apart from other books in the genre?

What do you love to talk about outside of your book?

What does your ideal reader love to talk about?

Be sure to watch the replay of the livestream broadcast from periscope.tv for more of the discussion and suggestions from viewers: <https://youtu.be/KvFxaBzzhKo>

Marketing Toolkit

To build a solid marketing strategy, you need to think beyond your book or topic and primary readership. It's time to shift focus, just a few degrees from what you wrote and think about how you can use your book as a bridge to reach your reader and build a relationship. No, not everyone who loves your book or needs your book will be just like you, but you will likely find there is a significant overlap of interests that you can and should capitalize on. Being more than your book's author makes you real and approachable and readers love to know you care about things they care about.

To broaden your reach, you need tools that grab attention - again without getting spammy about it. You'll want to be as consistent with these new tools as you are about your strategy as a whole. Please remember that throwing out a lone graphic or a few random tweets does not equal a solid campaign.

Visual Impact. Your first tool these days should be graphic images and visuals. It starts with an amazing cover that sets the tone and reader expectations for the book itself and builds from there. Do not skimp on either the time or the talent investment when it comes to cover art, it's your first impression on your audience.

You may need to test more than one concept before you make a final decision. If you're working with a cover designer, be sure you know ahead of time how many revisions are covered in the agreed upon price. You'll also want to know which of you (author or artist) will be sourcing and paying for the images used in the final design.

In our current instant-gratification, always a new distraction world, nothing gets more attention than a fantastic, clever graphic that is easy to comprehend and share. Chances are, you know what Pinterest is and you've lost an hour or more of your life following amusing or informative images on various boards. I could spend, in fact I have spent, what amounts to days on Pinterest when I'm searching for a topic, setting, or inspiration. For those who enjoy Pinterest, think about what draws you to a pin and why, and you can start creating graphics with the same approach or style - as long as it matches the tone and style of your book.

If you're not familiar with Pinterest - I commend you and I apologize for the wrecking ball I just dropped into your schedule. I recommend that you think of creating graphics for your books in terms of how it would look if you turned your book into a movie poster. You want to create the maximum impact with the fewest possible words.

The images should set the mood and grab reader attention and let the words you choose underscore the message, almost as an afterthought. This is a really hard concept for writers - lovers of words by nature - to grasp. Lastly, a graphic should include an implied call to action with an easy to recall link to your website or a retail sales page for your book.

Blogging. According to information out of the 2016 Book Expo America, book bloggers remain *the #1* way to generate word of mouth publicity and connect authors with readers. To make the most of blogging you will want to focus on topics that tie to the main theme of your book, or topics that are of primary interest and concern for your audience.

Choosing to create a blog tour - a series of several blog appearances or features in a certain timeframe - can be a way to broaden your reach from your immediate sphere of followers or regional connections.

In addition to seeking sites that are tied to your primary topic or theme, be sure to search out sites that appeal to secondary interests. For example, when I scheduled a blog tour for the release of my book, *The Matchmaker's Mark*, I reached out to bloggers who focused on featuring romance and fantasy/paranormal sub-genre books for their readers. I also reached out to bloggers who had an audience interested in Charleston, South Carolina (the book's setting) as well as bloggers who worked in greyhound rescue (because of the greyhound in the book).

Naturally, it helps to have a relationship with the blogger who manages the site where you'd like to be featured, but if you're new, don't let that freeze you out. Just be sure you create a feature or interview pitch that will resonate with the blogger's audience and focused topics.

In-person events. Book-signings are wonderful and I recommend every published author do this, but you need to think bigger than having your signing in your local bookstore. Why? Because I know from my experience, and that of many of my peers, that much of an author's time at bookstore signings is spent directing people to the restrooms or other books.

So ask yourself where else can you sign your book. Ask yourself where you can speak on your topic or your message and offer your book for sale. Libraries host events. Community groups always need speakers. Schools need speakers. Businesses need speakers. You can be visible within your community and also repurpose those events into more content on your website, more to share with your newsletter, or for future marketing efforts.

Consider personal appearances at primary and secondary interest audiences. For example when my first book, *Justice Incarnate*, came out we did self-defense class events in conjunction with local martial arts schools because the heroine was a self-defense instructor (among other things). Ideally, you'll connect with people who share your interests at in-person events and you

will build up the like-trust-respect factor so they will want to know when you have new books and information coming out.

Let me just add one word of caution to this. Many fiction authors reach out to fellow writers because that's who we're most comfortable speaking with. Writers are unique and we tend to speak the same language. Writing conferences or groups are a fine place to do an in-person event, as long as you remember it's a double-edged sword. Writers aren't typically the core reading audience, but they usually love to talk books with everyone they meet, so allow that speaking engagement to offer a slower growth rate.

Applying Marketing Toolkit To Your Genre

To develop your best marketing toolkit by genre, first consider the personal details that make you tick. To market effectively you *must* be your authentic self, embracing your unique interests and traits to create a real connection with your audience.

For example, my family and I are pretty much addicted to greyhounds and these amazing dogs show up as co-stars in a few of my books. In addition, our current greyhound, Bandit, shows up on my periscope.tv broadcasts and a portion of my sales go to support greyhound charities every year.

With non-fiction topics, peel back the layer of your primary focus to reach the sub-topics and secondary interest groups. For example if you wrote a book on writing, maybe you reach out to bloggers who offer gadget reviews on writing tools or you provide an interview on your process, or write up a few articles on your formatting and editing experiences. Each of those audiences share an interest in writing books and appreciating what you shared, have cause to go buy your book.

For fiction, you aren't glued to the primary theme of your book. Holly Jacobs is an excellent example of this. In her 2015 book, *Carry Her Heart*, the heroine planted a butterfly garden. Inspired by her research, Holly planted a butterfly garden in her yard and shared the process through pictures on Facebook and Twitter. The garden is a secondary, mutual interest that draws in fans who read the book as well as fans of butterflies and gardening who might be inclined to buy the book.

Whether you're published or not - in any genre - Pinterest is becoming a valuable place to connect with readers. You can use the site for research as well as to engage current fans and potential readers. Author vision boards are very popular, whether you organize them by topic, character, setting, or for a specific book or series. If you're really brave, you can create a board for a book and invite your fans to add pictures of how they saw the setting or characters.

If you haven't yet sold, sharing your process on research, the backstory that inspired you to write, or any other behind-the-scenes events can be used to create graphics, blog posts or tours, and even in-person events. All of these efforts feed your list-building goals and keep you visible, which makes you valuable to publishers.

Marketing Toolkit Workbook Questions

What types of images convey the mood or theme of your book?

Create a short tag line (no more than 25 words) that encapsulates your book. Now whittle it down so it will fit with a graphic to make the most impact. Now create three more.

(Taking an example from my novella, *Heart of Time*: “*Camelot will crumble and Avalon shall fall into mythical memory.*” The words were overlaid on a background picture of a wizard staring at a castle in the distance. The quote is from the book itself, not the cover copy, but with the artwork, it sets the mood and sparks reader interest.)

Identify at least five websites, preferably ten, where you’d like to showcase your book, your topic, or be interviewed. Find out how to contribute or pitch to each site.

Brainstorm three (or more) indirect ways to reach your audience through secondary relationships with people who would be interested in your topic or expertise and would then refer more people within your primary readership to your book or writing.

Brainstorm three (or more) places to speak or sign your books. For example, if you wrote a cozy mystery where the characters visit a coffee house, maybe a coffee place where you are a customer would be happy to host a book-signing event.

Be sure to watch the replay of the livestream broadcast from periscope.tv for more discussion and suggestions from viewers: <https://youtu.be/dZr9m1IqV5k>

Marketing With Ads

With today's hyper-speed news cycles and ever-shrinking attention spans it might seem like ads are out of date. But with the right approach and strategy, you can create ads that will showcase your book for readers.

First you need to keep in mind the pain/pleasure rule. In advertising that simply means that people make purchases for two primary reasons - to solve a problem (relieve pain) or treat themselves (indulge in something pleasant). Selling any book revolves around hooking a reader's emotions, proving a need and solution, offering an escape, etc. Any ads you choose to place should fit with your overall market strategy and enhance your platform and message.

To best market our books with advertising spots we need to focus on using power words to create those super-effective pain/pleasure hooks to entice an ad viewer to investigate further. You want your ad to deliver the maximum impact in the fewest words possible. Think of a book ad as a visual gut punch.

Using a succinct 'sound bite' excerpt from a great review can also help us create superb ad copy. We want a viewer to click on the ad and then fall in love with the product and make the purchase. An advertisement must make the best possible impression, swiftly. You'll want to develop ads with care and research where to place them. You'll also want to track the results so you can gauge the return on your investment.

Applying Marketing With Ads To Your Genre

Strive to build headlines and smart ad copy for your non-fiction books using the pain/pleasure rules. Start with the problem you faced and then how you solved it. Consider why and where you found information or guidance to overcome that problem and you have a hook that your audience will relate to.

Periscope broadcasters and entrepreneurs Lisa Illman and Melissa Pharr cover topics like this frequently and they both have amazing content on their sites to help you get started.

When you're working on ads for fiction, you want to focus on theme and hook, matching the tone and mood of your book with the cover image and any other images in the ad space. You're going for the emotional payoff when you're selling fiction, whether it's the nail-biting ride of a suspense, the giggles and belly laughs of a comedic caper, or the tearful journey through a heart-wrenching romance.

Think about creating ads for novels using images and mood like you see marketing teams do with movie posters. Movies as entertainment are all about delivering the escape and pushing that pleasure button, no matter what genre viewers enjoy. No one would try to sell Bronte's gothic classic *Wuthering Heights* with the romantic comedy images of *This Means War* or a presentation of Shakespeare's *Romeo and Juliet* as a super hero epic like *The Avengers*.

Please realize that despite advances in social media, technology, and changes in the marketing and advertising landscape, in most instances the best advertisement for *fiction* authors is writing the next book.

The 'next book' gives you a high vibe and fresh energy of a new promotion, and if done correctly will rejuvenate sales in your back list, even if you don't write a connected series of books.

If you haven't sold or published a book yet, you can still invest in ads that lead back to your site and build interest in your topic or expertise and build your email list. You should always offer content on social media that supports your platform, area of expertise, and showcases factors that inspired the book you're creating. If you do invest in ads before you sell, make sure they lead viewers to 'permanent' articles or blog content on your website or guide them to an email list option or maybe a service you offer consistently, so you make the most of any ad money invested.

Choosing where to place ads can be a real challenge, no matter your genre. One of the most efficient ways to do this is to use hashtags (#) that relate to your book content and see where those conversations and groups are most active. For example, if I want to know what fantasy

readers are discussing on Twitter, I'd do a Twitter search for #fantasy and see what pops up, what is trending and if the conversation really is populated with people talking about topics that tie into my book.

If you want a fast master-class on hashtag research, follow Lisa Illman or Rachel Thompson of BadRedHeadMedia.com on social media outlets for some wonderful, actionable tips and advice.

Keywords and hashtags matter, especially when you're setting up ads on Facebook, Twitter, and Google so it is important to know the keywords that apply to your book, and which keywords and hashtags your readers are searching for. I have often been surprised that my ideal reader searches for different hashtags than I do. It is really kind of a fun exercise. Whatever you find, please do not jeopardize your integrity and hard work by trying a bait and switch to capture a reader, promising one kind of content because it relates to a trending hashtag and then delivering something different. That will backfire (either immediately or down the road) and wreck your momentum and any trust you've built with readers.

In the same vein, book reviews are important and generate invaluable - and free - word of mouth advertising. Free! You shouldn't be paying someone to write glowing reviews for your books. There are services out there like Net Galley where you can make your book available to reputable reviewers and subscribing to that service is different than paying for reviews. Another no-no is relying on your family or closest friends to write reviews for you. The best source of reviews can often be offering an advance copy of your book to interested subscribers on your mailing list.

The more time you invest, the better you will know your ideal readers, and the easier it will be for you to ask a reader for an honest review without sounding desperate or demanding. It takes practice to get comfortable making the request as well as finding the vocabulary that encourages rather than demands.

At the moment, the best sites and resources I know of for current ebook/book ads include: Kindle Nation Daily and Book Gorilla, BookBub (with a new service that allows you to advertise any book at any time), Goodreads, Fresh Fiction, and Facebook. According to recent stats from Book Expo America 2016, Facebook ads are showing the best return on investment for ads aimed at fiction readers.

When it comes to creating ads on Facebook it helps to hire someone (or learn from someone) who knows how to set them up efficiently and for maximum impact. Kim Garst has fantastic information on how to create effective Facebook ads. When planning for sites like

Goodreads and Amazon, you need to know the other authors and genres your ideal reader shops for so you can get the most out of the targeting tools.

Also, when choosing what sites to place ads, assume a conservative return on your investment. Remember the site is selling *you* on their ad service, just like you hope to sell their viewers on your book, so the numbers of viewers and reach they promise are often an over-estimate.

You can learn more from experts and other authors at the World Literary Café (developed by Melissa Foster), by reading Mark Coker's book marketing guide (available at Smashwords.com) and by visiting JaneFriedman.com just to name a few of the resources I've used through the years.

A note about traditional media outlets: it is possible to can gain traction with your local media outlets without placing an ad. You'll need to pitch a savvy article for the lifestyle, art, or local flavor sections or whoever handles the local feel-good stories. I wouldn't expect a huge or immediate boost in sales from these efforts, but the visibility will always help and you can repurpose any articles or interviews for use on your website or as timeless tweets and posts, etc.

Recently, again from BEA 2016, the report was that the return on advertising investment had significantly decreased among certain print magazines covering romance. Whatever route you choose - do your homework and hone your pitch if you're going for traditional media outlets.

Marketing With Ads Workbook

Get real about where you are engaging readers and focus your efforts there. Do you get more interaction on livestream sites, on Facebook, Instagram, or Twitter? (Where you enjoy spending time is often where your audience enjoys spending time, but in this age of advancing tech always be prepared to learn a new platform.)

Think about turning your book cover into a movie poster. You have the big-impact image, now create a hook - no longer than five words - that incorporates a primary theme for your book. For example, *The Martian* movie poster shows the actor in his space suit and the text is “Bring Him Home” over the image. The *Antman* movie poster has an intriguing image of the hero shrunk to the size of an ant and the wording is only, “Heroes don’t get any bigger.”

Now create 3-5 more hooks so you can test which of those ‘emotional gut punches’ is most effective. Bonus points if you can incorporate a keyword.

Enlist the help of a ‘brainstorm buddy’ in your marketing efforts. Often we are too close to our work and we get tunnel vision about our message. An objective eye in the form of another author, reader, or trusted friend, can be of invaluable help with marketing exercises like these and offer you an expanded view of your work and your audience.

Be sure to watch the replay of the livestream broadcast from periscope.tv for more discussion and suggestions from viewers: https://youtu.be/U13VD-5fH_A

Sample Marketing Campaign Timeline

Because launching a book has so many moving pieces and parts, I wanted to give you an example of a timeline for planning a book launch. I'm sure it is no surprise to anyone who knows me and my process, I have a tendency to look at my ideal release date and reverse engineer the task list so I know the target dates of each stage before that big day.

Below is a generalized, 'perfect-world' example of a marketing schedule for an indie-pub fiction title:

Once book goes to editor, gather ideas for guest blogs, tweets, and articles. Start planning next book.

Early May - (optional) Contact bookstores or businesses to lock down any in-person events around the book release date.

By May 15 - Send pitches to bloggers for guest spot or feature requests.

Early June - Share cover art with newsletter subscribers with a blurb in June newsletter. Offer advance review copies to beta readers or subscribers.

Mid-June - Plan giveaway tie-ins, early graphic concepts, and schedule ads; Refine guest blogs, behind the scenes.

By June 15 - (optional) Upload a teaser short story or prequel, follow up on any blog or guest blog content.

By July 1 - Receive book back from final edits, incorporate changes.

Early July - Post cover, blurb, and preorder links in a blog post and/or on my website page, promote preorders with graphics.

By July 10 - Send advance review copies in pdf format to those who requested the book with a reminder about the release date and a thank you for their interest and time.

By July 15 - Upload final version of ebook to retailers (if using preorder options).

Resume or dig into the next writing project.

Late July - Finalize details for any release day in-person events.

By July 25 - Finalize details for social media event or party, send out invites/announcements

August 1 - Release day!! (Cue the happy dancing, social media party, general excitement!)

August 2-10 - Send out gentle, polite reminders about reviews if those who requested advance copies of the book have not yet posted

A Final Thought

In my opinion the biggest keys to marketing your book effectively are knowing your strengths, being yourself, and remembering who your reader is. Whether you write to inform or entertain, each of your promotional efforts should reflect the high quality of your content and the blood, sweat, and tears you invested in writing your book. Create your strategy, stick with it, and keep working to realize your writing goals!

For more inspiration and advice on writing, visit the services page at ReganBlack.com/for-writers and subscribe to the email newsletter or pick up another title to empower your ongoing journey.

I wish you all the best on your writing adventure!

~Regan

About the Author

Regan Black, a USA Today bestselling author, writes award-winning, action-packed romantic suspense, paranormal adventure, and urban fantasy novels, as well as informative non-fiction books infused with humor and inspiration.

Raised in the Midwest and California, she currently makes her home with her family, their adopted greyhound, two arrogant cats, and a quirky finch in the South Carolina Lowcountry where the rich blend of legend, romance, and history fuels her imagination.

You can visit her online anytime at www.ReganBlack.com

Click [here](#) to subscribe to Regan's fan newsletter for book release updates, insider access, monthly prizes, and more! And stay connected online through

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Non-Fiction

31 Days of Mindfulness Inspiration For Your Writing Journey

10 Productivity Secrets For Writers

Behind Her Brand Expert Edition, compiled by Kimberly Pitts

The Writer's Survival Guide by Kimberly Hope and Regan Black

Goal Setting for Writers: Making Revisions Work in Life and Art

Into The Dorm! The Busy Mom's Guide to Streamline and Stress Less During the Transitions

Adopt A Greyhound Guide

Fiction

Knight Traveler Series:

Heart of Time, prequel

Timeless Vision

An Heirloom Amber

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Runaway Secret

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Unknown Identities Series:

Bulletproof
Double Vision
Sandman
Last Strike
Death-Trap Date

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Dangerous Protector Trilogy by Debra Webb and Regan Black:

Against The Wall | Too Far Gone | Nothing To Lose

Harlequin Intrigue novels by Debra Webb and Regan Black:

The Hunk Next Door | Heart of a Hero | To Honor and To Protect | Her Undercover Defender
Gunning For The Groom | Heavy-Artillery Husband

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Matchmaker Series:

The Matchmaker's Mark
The Matchmaker's Curse
The Bodyguard's Vow

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Shadows of Justice Series:

Justice Incarnate
Invasion of Justice
Veil of Justice
Tracking Shadows
Shadows to Light
In the Interest of Security, novella