

RESOURCES - a few of my favorites to check out

ONLINE:

Blogs, YouTube & Newsletters

Kindlepreneur.com

MixtusMedia.com

BookBaby.com

Bookbub.com - a good place to look for cover ideas for your genre.

Search for 'best book marketing blogs' on Google.

Favorite author newsletters - get good ideas

Apps to help create marketing materials

Canva.com

BookBrush.com

PicMonkey.com

Build your own website and enewsletter

Pub-Site.com - designed for authors

Wordpress.com

GoDaddy.com

Mailerlite.com or Mailchimp.com

Social Media & Research

Facebook, etc. - search for writer groups.

Pinterest - fun way to post book content.

Goodreads - create your free profile.

Amazon - create your free author profile.

IN PERSON Marketing

Libraries

Bookstores

Book Clubs

Professional groups (non-fiction)

Social groups - e.g. yacht clubs, historical, writing groups, senior centers.

Build It And They Will Come?

Book Marketing can be fun, creative & effective

When you build your unique plan!

DianaCPardee@gmail.com DianaCPardee.com

1. Don't do this... Start your plan the day you launch your book.

DO THIS~~ create your unique plan when you start your book. Or, at least 6 months before publishing.

Second best time to start~~ NOW.

2. Don't do this... follow a generic plan that does not start from the inside.

DO THIS~~Develop your plan from the inside out. Consider your book genre, your personality, and your ideal reader.

3. Don't do this... Plan to do too much and get burned out in a couple of months.

DO THIS~~Start with the necessities like your website, one social media platform, and mailing list. Focus on consistency and build from there.

4. Don't do this... Think your book marketing is a sprint, finished after your launch.

DO THIS~~Your book business is more like a garden. Consistency, attention, and creativity are essential. Like a marathon, tailor it with longevity in mind.

Have fun with your book marketing. Do the things you enjoy but remember you're in business. Whether you are self-published or traditional you will need to create your brand and connect with your readers to achieve your goals. Oh... did I mention to start with your goals?