

# 10 TOOLS FOR MARKETING YOUR BOOK

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**YOUR PRODUCT** (Which is your book): \_\_\_\_\_

## **TOOL #1. Book's Title - What is this book about?**

\_\_\_ Does your title state what your book is about?

\_\_\_ Use your Keywords in your title. (We'll get to Keywords in #6.)

\_\_\_ State what your book is about in one sentence: \_\_\_\_\_

\_\_\_\_\_

\_\_\_ Write a Brief Description of your book: \_\_\_\_\_

\_\_\_\_\_

\_\_\_ Write a Book Proposal for yourself, even if you're indie-publishing. What books are your competition?

Homework: Study book titles. Which titles tell you what the book is about immediately? Which don't? Which are you more likely to pick up? How does your title stand up?

## **TOOL #2. Give People a Reason to Buy It!**

\_\_\_ What *need* does my book fill? \_\_\_\_\_

\_\_\_ What *problem* does my book solve? \_\_\_\_\_

\_\_\_ What *desirable thing* does my book help my reader obtain? \_\_\_\_\_

## **TOOL #3. Create Three (at least) Buyer Personas:**

\_\_\_ Who will buy my book? Three Types of Buyers:

1. \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_

\_\_\_ Who am I trying to communicate with? Who am I marketing to?

\_\_\_ Craft messages to reach these people. What do I want to tell them?

\_\_\_ What channels can I use to deliver these messages? Blog? Web site? Post card?

\_\_\_ How can I reach these people? Where are they? Where do they hang out? Online?

Forums, where I can join a conversation? Blogs, where I can leave comments?

## **TOOL #4. List 5 (or more) Features your book has.**

1. \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_

4. \_\_\_\_\_

5. \_\_\_\_\_

## **TOOL #5. List 5 (at least) Benefits reader-buyers will gain from your book.**

1. \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_

4. \_\_\_\_\_

5. \_\_\_\_\_

**TOOL #6. Choose Keywords.** (Keywords can be single words or phrases.)

- |          |           |
|----------|-----------|
| 1. _____ | 6. _____  |
| 2. _____ | 7. _____  |
| 3. _____ | 8. _____  |
| 4. _____ | 9. _____  |
| 5. _____ | 10. _____ |

Find the words people are searching for most often:

Google “free keyword tool.” Get 30 free here: <http://www.wordstream.com/keywords>

From your searches/research, additional Keyword suggestions: \_\_\_\_\_

“SEO” means “Search Engine Optimization.” (Many books on that topic, too.)

**TOOL #7. Write Your Ad Copy.** Copywriting is about SELLING, not TELLING.

What problem does it solve for your customer? What benefits would compel someone to purchase this product? What are the product’s key features? — Ads have 3 Parts:

**Headline:** \_\_\_\_\_

Use your keywords! Promise a benefit, an offer, important news...

**Body:** \_\_\_\_\_

Value of benefit, offer, news? Story: Beginning, Middle, End. Your book is the “hero.”

**Call to Action:** \_\_\_\_\_

Tell the buyer what to do: “Buy now!” “Click here.” “Order today.” “Call.” Make it easy. Give them everything they need to do it.

Make free 30-sec book trailer. See September 1, 2012, post on [ButtsAboutWriting.blogspot.com](http://ButtsAboutWriting.blogspot.com).

**TOOL #8. Create a Landing Page / Sales Letter.**

Create a Landing Page  Create a Sales Letter

To your #7 Tool, Ad Copy, add more information:

Detailed description of your product/book.

Use:  Subheads  Bulleted Lists  Links to additional information

Add:  Testimonials  Endorsements

Cross-Sell: Advertise another similar product: \_\_\_\_\_

Up-Sell: Add another product like a workbook: \_\_\_\_\_

Make it easy to buy!

Square.com Buy button  Affiliate/Smile link to your book on Amazon.com

Link to SignedbytheAuthor.com  Other way for them to buy your book.

Use your Sales Letter in an E-mail or Direct Mail campaign. Link to your Landing Page.

Robert W. Bly’s: <http://www.thelandingpageguru.com/> (Site not free??)

**TOOL #9. Create a Q & A List.**

What's your book about? Why did you write it? What Questions are you asked most often? What Question do you *want* to answer? What Questions do you *wish* someone would ask you so you could give that great answer you have formulated in your mind? What Question can you arrange to give yourself the perfect opportunity to express the heart of your book? Use Tools 1 – 6: What is it about? Speak to your Buyer Personas. Talk about your Features and Benefits. Use Keywords. Give reasons to buy your book!

- |          |           |
|----------|-----------|
| 1. _____ | 6. _____  |
| 2. _____ | 7. _____  |
| 3. _____ | 8. _____  |
| 4. _____ | 9. _____  |
| 5. _____ | 10. _____ |

Examples on my sites. See my “Media” page on: [www.ButtsAboutWriting.blogspot.com](http://www.ButtsAboutWriting.blogspot.com)  
Google “author interview questions.”

**TOOL #10. Write a Press / News Release.**

- \_\_\_ On Letterhead
- \_\_\_ “News Release” at the top. (Organization’s name and address if not on letterhead.)
- \_\_\_ **FOR IMMEDIATE RELEASE** or **FOR RELEASE ON [DATE]** – Bold
- \_\_\_ Date: you’re submitting the Release
- \_\_\_ Contact: Name, phone #, and e-mail
- \_\_\_ Headline: in bold.
- \_\_\_ Dateline: **City, State—Date—**(Bold. No indent or spaces.) Begin your release.
- \_\_\_ Body: **one page**. Double or 1.5 space. Use quotations. (Quote yourself in third person.). Use your Keywords!
- \_\_\_ Boilerplate: Two to three sentences about the company/organization. Include URL!
- \_\_\_ Symbol at end: ### or “- 30 -”

To see my Samples for you to follow to create your own News Release:

Pregnancy Center sample news release: <http://bit.ly/SampleNewsReleaseCPC>

Dianne’s book sample news release: <http://bit.ly/SampleNewReleaseDiannesBook>

**YOUR TOOLBOX:**

Make a Marketing Notebook.

Create each of these Tools for each of your books.

Return to your Toolbox again and again to use your Tools wherever you can.

**BOOKS / RESOURCES:**

- *Writing Copy for Dummies* by Jonathan Kranz
- *The Everything Guide to Writing Copy* by Steve Slaunwhite
- *The New Rules of Marketing & PR* by David Meerman Scott
- *From Entrepreneur to Infopreneur* by Stephanie Chandler
- *Sell Your Book on Amazon* by Brent Sampson. Get and do as much as you can.
- *The Self-Publishing Manual* by Dan Poynter (newest edition.)
- *The Mom Inventors Handbook* by Tamara Monosoff