10 TOOLS FOR MARKETING YOUR BOOK
Presented by Dianne E. Butts

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. __________________________________________________________________________

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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.

___ 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
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:

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