Marketing Your Book to Success: Before, During & After Publication

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Publishers & Writers – San Diego Presentation
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AGENDA

• Set goals for your marketing by taking the time to plan your efforts before you start executing them

• How to use digital marketing to leverage the internet, build awareness online, and generate more sales before, during, and after your book is published

• Proven techniques for offline strategies to get your message out

• Measure, correct and keep your marketing momentum going, no matter what

• Key reasons why you must measure and track your performance

• Fool-proof ways to master your book marketing efforts to take control of your project’s success
SET GOALS

1) 4-6 months prior to your book’s release
   - Build your website
   - Build your social media following
   - Build your email list

2) 2-5 months prior to your book’s release
   - Partner Alliances
   - Interview/Hire Publicist
   - Media Training

3) 1-2 months prior to your book’s release
   - Press Release
   - Reviews
   - Book Launch Planning

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DIGITAL MARKETING

- Social Media
  - Know your market
  - Which channels are best for your book
- Guest Posts
- Podcast Interviews
- Newsletter

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OFFLINE MARKETING

- Offer talks virtually or in person
  - Book Clubs
  - Writers Groups
- Independent bookseller events (virtually or in person)
- Library events (virtually or in person)
Measure, Correct & Keep Momentum

- Frequency
- After Release Goals
- Weigh & Measure

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Measure and Track Your Performance

- Quarterly at a minimum; Monthly recommended
- Understand what’s working
- Change or stop what’s not working
- The marketing you’re doing should bring in the results you are seeking
Master Your Marketing

- Control the release date of your self-published book
- Plan the launch of your book (different than the release)
- Celebrate your success! Make a fuss over the publishing of it!
- If you’re not excited about it, who else will be?
- Plan your Amazon Bestseller Campaign – within the **first 30 days** of the book’s release on Amazon

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Who Is “Jennifer”?
Jennifer is the Creator, Curator & Your Concierge
in The Make It Happen Room

Jennifer S. Wilkov is a multi #1 international best-selling award-winning author, a dynamic TED/keynote speaker, and a consultant for writers, business professionals, and entrepreneurs in the art of getting things done in their writing, business, and life pursuits - from wherever - so they can live the lives they imagine.

Learn more at www.JenniferSWilkov.com