

# **YOUR BOOK is YOUR HOOK**

*From Thought to Sales in 90 Days™*

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

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Your Book Is Your Hook, LLC

Publishers & Writers – San Diego Presentation

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# AGENDA

**YOUR BOOK is  
YOUR HOOK**  
*From Thought to Sales in 90 Days™*

- 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

**YOUR BOOK is  
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## 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

# DIGITAL MARKETING

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

# OFFLINE MARKETING

**YOUR BOOK is  
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- 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

**YOUR BOOK is  
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- Frequency
- After Release Goals
- Weigh & Measure

# Measure and Track Your Performance

**YOUR BOOK is  
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- 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

**YOUR BOOK is  
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- 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



QUESTIONS?

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QUESTIONS?

# CONTACT ME

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**Founder, Your Book Is Your Hook!**

[www.YourBookIsYourHook.com](http://www.YourBookIsYourHook.com)

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## **Let's Connect**

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YouTube: [www.youtube.com/user/jenniferswilkov](https://www.youtube.com/user/jenniferswilkov)

# THE NEXT BESTSELLER™ WORKSHOP

**YOUR BOOK is  
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**Host & Creator - The Next Bestseller(TM) Weekend Workshop**

**\* Virtual\***

Work with industry professionals to prepare, practice and polish up your book pitch!  
Discover the best ways to answer the constant question, "So, what's your book about?"

Next Date: November 5-7, 2021 via Zoom

[www.TheNextBestseller.com](http://www.TheNextBestseller.com)

# The Make It Happen Room™

## Get Your Work Done From Wherever



**THE MAKE IT HAPPEN ROOM** is a high impact experience dedicated to helping you as a writer to get RESULTS in your project by cultivating a highly productive environment to get your writing done from your write-from-wherever location so you can realize your highest potential.

\*\*\*\*\*

Chock full of “Action Hours” to get stuff done,  
The Make It Happen It Room is infused with Accountability, Structure, Time Blocking techniques, Self-Care, Mindfulness Moments, Positivity, (a touch of neuroscience to help you work smarter!), formulas for Resilience and - most importantly - RESULTS!

# The Make It Happen Room™

## Get Your Work Done From Wherever



### Why Participate?

Join from wherever to practice pitching your project with other writers and schedule time to write and work on your project  
**PLUS** learn self-care and use mindfulness techniques to improve your productivity and take excellent care of yourself as a writer during this chaotic and confusing time.

**Details: The session is for 3 hours – for \$20.**

More Information: <https://bit.ly/TheMakeItHappenRoom>

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### Special Offer

Participate in The Make It Happen Room for free!

Get your **first session for FREE** for to see if it's a good, supportive space to write and work on your project from wherever.

Use the code **1STONEFREE**  
to register for your first session **FREE**

# The Make It Happen Room™

## Get Your Work Done From Wherever



### **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](http://www.JenniferSWilkov.com)**