

From Thought to Sales in 90 Days™

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

Jennifer S. Wilkov Your Book Is Your Hook, LLC

Publishers & Writers – San Diego Presentation August 28, 2021





- 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

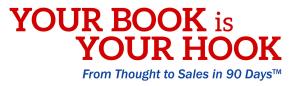
- Build your website
- Build your social media following
- Build your email list

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



DIGITAL MARKETING

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

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

OFFLINE MARKETING



- Book Clubs
- Writers Groups
- Independent bookseller events (virtually or in person)

YOUR BOOK is

YOUR HOOK

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- Library events (virtually or in person)

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Measure, Correct & Keep Momentum

- Frequency
- After Release Goals
- Weigh & Measure



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

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

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

QUESTIONS?



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Founder, Your Book Is Your Hook!

www.YourBookIsYourHook.com

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Let's Connect

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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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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 awardwinning 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