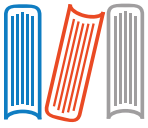


Author Marketing *Tool Kit*





Marketing at Church Publishing Incorporated (CPI) encompasses a variety of integrated activities and channels. Many months before your book is published, your marketing team here will be hard at work doing all of the following:

- managing market research and customer relationship development;
- making decisions regarding pricing, sales, and distribution;
- considering options for publicity, advertising, and promotion (digital, social media, and print);
- and supporting you in your own promotional efforts.

In our experience, author involvement is perhaps the most indispensable ingredient in a successful book marketing campaign. As the most qualified person to promote your own work, you will undoubtedly want to play an active role in reaching the widest possible audience. With that in mind, we have compiled this Marketing Tool Kit filled with promotional ideas you may want to explore, tips for how to accomplish them, and links to further information.

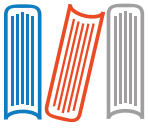
Later in the process (at the copyediting stage) we will provide you with another tool, our *Author Marketing Questionnaire*. This is intended to assemble all the key marketing information with regard to your book, and it will serve as the basis of our marketing efforts. It will also be of help to you as you begin to focus on your own outreach. We ask that you spend some time with this when you receive it. The more thorough your responses are, the more useful it will be.

For now, however, please get started by browsing through the following pages. This handy resource offers suggestions in a range of marketing areas from Amazon and Goodreads to social media and live events.

Included here are helpful how-to's for using:

- Amazon Author Central
- Goodreads Author Page
- Social Media
 - Facebook
 - Twitter
 - Instagram
 - LinkedIn
- Websites & Blogging
- Mailing Lists & eblasts
- Events
- Book Trailers
- Book Launch Teams

Created to help both new and veteran authors alike, our Marketing Tool Kit will enable you to more easily publicize your book to your personal and professional networks and beyond.



AMAZON AUTHOR CENTRAL

A must for any published author and highly recommended by its many users, Amazon Author Central provides you with your own online home page and sales center in a space where millions of people are already shopping. You can create your Author Page as soon as your book is shown as available for preorder. Learn how to get started [here](#).



Through your Author Page you can introduce your books to readers and share your biography, photos, videos, blog post feeds, and speaking engagements or other events. You can link to your personal website, and interested readers can follow you to receive updates about future releases and other information.

Access sales data.

Amazon Author Central even allows you to track your sales with valuable data such as print sales figures from more than 10,000 retailers and stats on where your books are selling best across the United States.

Run a giveaway.

You can also run a giveaway through either Amazon or Goodreads (see next page). CPI will provide you with five books to use as giveaway copies. (Contact: amanbodh@cpg.org)

Amazon Author Central will benefit you as an author by:

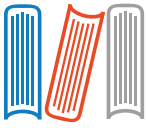
- Making it easier for readers to discover and buy your books.
- Boosting your sales by improving your rankings in Amazon and Google searches.
- Increasing your Amazon page views by connecting all your book pages to your Author Central profile.
- Increasing traffic to your website from Amazon by allowing you to link back to it.

»USEFUL LINKS

[All About Author Central](#)

[How to Optimize Your Amazon Author Central Pages](#)

[Beating Amazon's Algorithms](#)



GOODREADS

As the world's largest site specifically for dedicated readers and book recommendations, Goodreads is a highly effective platform for accumulating reviews and building a readership.



To apply:

- Sign in or create an account at www.goodreads.com.
- Search for your name and scroll to the bottom of your author profile page.
- Click "Is this you? Let us know!" to submit the application.
- Once you receive an email notice that your application has been approved (usually within two business days), you can create a profile and begin to use Goodreads' marketing features.

There are a number of ways you can promote your work with Goodreads.

Run a giveaway.

CPI will provide you with five copies of your book to use as giveaways via Goodreads or Amazon. (Contact amanbodh@cpg.org)

Interact with readers.

You can take questions, write reviews, and share your own favorite reads. Book lovers enjoy discovering what their favorite authors are reading, and engaging with your audience is a sure way to turn browsers into life-long fans.

Connect Goodreads to your website.

As on Amazon, Goodreads visitors can follow your profile to receive updates on your books and reviews. A great way to grow this list of followers is by displaying the Goodreads widget on your website, sending traffic from your site back to your Goodreads Author Profile. From Goodreads, you can also connect back to your website or blogspace, so each site supports the other.

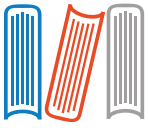
»USEFUL LINKS

[The Goodreads Author Program](#)

[Authors & Advertisers Blog](#)

[Author Program Help Page](#)

[Resources for the Goodreads Author Program](#)



SOCIAL MEDIA

No-Cost Marketing at Your Fingertips

Love it or hate it, social media is a highly effective way to promote yourself and your work. The following pages offer brief overviews of the most popular platforms. Even if you already use some or all of these online networking tools, you may still find some helpful tips in this guide.

If you're *not* a social media enthusiast, question whether it's at all necessary, or wonder what platform you should use (if you must use it all at!) this article may be somewhat heartening:

"So You're an Author Without a Social Media Presence: Now What?"



General tips for using social media.

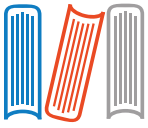
- Post regularly on all your social media accounts. Consistency is crucial to maintaining a social media presence.
- Post useful content, avoiding flagrant and insistent marketing messages.
- Comment on posts by friends and followers.
- Use each of your online accounts to promote the others:
 - Include links to your social media pages on your website.
 - Cross-promote when appropriate, but be sure to customize your posts to suit the format and audience of each platform.
 - Ultimately, send your followers to where they can purchase your book.
- Use a platform such as Hootsuite to manage several types of social media. (See next page.)

»USEFUL LINKS

[How Authors Can Rock 2018 Using Social Media for Book Marketing](#)

[Social Media for Authors: Quick Tips to Get it Right](#)

Continued...



SOCIAL MEDIA

No-Cost Marketing at Your Fingertips

Managing multiple platforms.

If you use—or plan to use—several social media platforms, you may be interested in [Hootsuite](#), which allows you manage all your social media from one dashboard. Learn how to set up an account [here](#).

»USEFUL LINKS

[Hootsuite for Authors](#)

[15 Social Media Management Tools That Can Help Your Business Thrive](#)

Start your social networking by connecting with us!

CPI is on Facebook, Twitter and Instagram. Your marketing team here will be posting about your book across all our social media channels both pre- and post-launch. Follow our social media accounts so that we can tag you in our posts, and tag us in *your* posts so that we can share them.



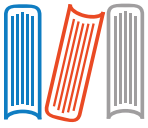
Twitter: [@ChurchPubInc](#)



Facebook: [@ChurchPubInc](#)



Instagram: [ChurchPublishingInc](#)



FACEBOOK

The Top Social Networking Site



Facebook continues to be a popular social media channel, and our authors have been successful in using it to create awareness of their work.

If you are already a Facebook user, the easiest way to start is by using your personal page to interact with the connections you have. If you don't yet have an account, you can set up a personal page by following the instructions at: www.facebook.com.

You can also set up a writer page as a "business" or "public figure" [here](#). However, Facebook often changes how they treat the visibility of posts on these pages, and the mechanics are a bit more complicated. So, if you want to keep it simple, a personal page may be all you need.

Content you may want to post:

- An announcement of your book once it's available for pre-order.
- Links to your new writing, blog posts, etc.
- Links to any reviews of your books—and include a quote-worthy excerpt.
- Links to your website, if you have one.
- Mentions of events, conferences and speaking engagements.
- Photos or videos that may be of interest.

A few other tips:

- Always make your posts public so you are assured the widest reach.
- Interact with posts or comments by friends.
- Comment on pages you like.
- Ask questions to initiate friendly conversations.
- Create personal connections with people or groups who can help promote or sell your books.
- Post not only to create awareness of your book but also to provide useful or thought-provoking content.

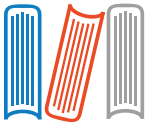
Remember that you will be "liked" or "friended" when a person discovers something interesting about you or your work. Blatant marketing can be off-putting. So, rather than a steady stream of promotional messages, intersperse helpful information, intriguing details, or stimulating commentary. Striking a balance is the key!

»USEFUL LINKS

[Facebook for Authors: Getting Started Guide](#)

[Facebook Marketing 101: How to Get Organic Engagement and Traffic](#)

[Facebook 101: Using Facebook to Promote Your Book](#)



TWITTER

Breaking News is Often Found Here

Twitter can have tremendous impact as a marketing tool if it is used skillfully. Learn how to set up an account [here](#). Then, search for influential people in your field and follow them.



Once you start posting (“tweeting”), keep in mind that your tweets will be public by default. To restrict your views, you must change the settings to “private”—which defeats the purpose of using Twitter for its promotional value. So, only post what you’d like the world to see.

Some tweeting tips:

- Learn to use “hashtags” (see articles below), which are essentially keywords used to categorize tweet topics and make it easier to search for (and find) them.
- Post links to your book, blog posts, or other written work, but alternate these with interesting observations or information and with references to other sources or people you are following.
- When you see content that may be of interest to your followers, bring it to their attention by retweeting it. This is also a good way to attract new followers.
- Use a platform such as Hootsuite or TweetDeck to schedule regular posts.

»USEFUL LINKS

[How to Use Twitter: Critical Tips for New Users](#)

[How to Use Twitter – A Quick Tips Guide for Authors](#)

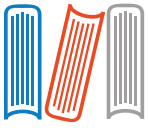
[How to Get Noticed on Twitter – 15 Tips for Writers](#)

[How to Use Hashtags on Every Social Media Network](#)

[Twitter 101 for Authors: Hashtags, Do’s & Don’ts](#)

[44 Essential Twitter Hashtags Every Author Should Know](#)

[Using Twitter for Effective Book Promotion](#)



INSTAGRAM

One Picture Can Shine a Light on Your Words

Instagram has become more popular as a place for authors. It's known primarily as a site for sharing photos, but images can be a potent method for leading readers to you and your book. Learn more [here](#).



Post eye-catching images that will appeal to your target audience. Make certain that they carry an intentional message. Use them to encourage interaction and ask questions to further coax your followers to engage with you. Then, engage back! People will feel valued if you respond to their comments. Reciprocate by following them and by liking and commenting on *their* posts.

A few other tips:

- Make your content relevant and engaging to attract followers and keep them coming back to your page.
- Be sure that your posts are authentic to who you are and what you do.
- Use hashtags to expand the reach of your posts and to increase engagement.
- Cross-promote your Instagram account on other sites you have. Include links on your website and your Amazon Author Page; promote it on other social media channels as well.

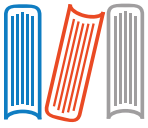
»USEFUL LINKS

[20 Professional Writers to Follow on Instagram](#)

(Offers examples of writers who are using Instagram effectively.)

[130+ of the Best Hashtags for Authors on Instagram](#)

[Writers: Grow your Instagram Account Organically](#)



LINKEDIN

Make Professional Connections

LinkedIn is a site that is geared to professional rather than personal networking, and it provides another avenue for engaging with colleagues and influencers in your field on a somewhat more rarefied level. Learn how to create an account [here](#).



Operating in a “six degrees” type fashion, the site allows you to seek out people you know and connect or “link” to them. You can then use those connections to request introductions to others in their network. This can offer a way to establish direct communication with a valuable contact who might otherwise be inaccessible. As this is a business environment, be sure to use proper etiquette when seeking out connections. (See Useful Links below.)

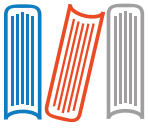
Like Facebook, LinkedIn also allows users to post information and comments. Your profile page accommodates a general description, a listing of work experience and education, as well as links to projects and written articles.

»USEFUL LINKS

[LinkedIn Etiquette & Best Practices: 20 Do's and Don'ts](#)

[Should Authors Be on LinkedIn?](#)

[5 Powerful Ways Authors Can Boost Results in LinkedIn](#)



A WEBSITE OF ONE'S OWN Your Online Home Base

An eye-catching and informative website lends legitimacy to professionals and public figures. *Publishers Weekly* columnist Jane Friedman, who also maintains an award-winning blog for writers, advises setting up a website even before an author is published. ([3 Reasons to Have a Website If You're Unpublished.](#))



Your own dedicated website offers a flexible space where you can describe yourself, your experience and your work. This information can live right alongside your blogs, photos, videos, and events – all in one central location. You can encourage visitor comments or questions, if you like, as on most social media platforms. You can also send traffic from any other web-based activity back to your site so that people can access more details.

Keep in mind that people will not magically discover your website. You must direct them to it. So, include your web address in *all* print and online promotion.

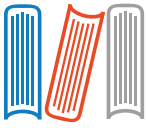
There are a number of do-it-yourself web-building applications with varying price points. Review the plan options carefully as the “free” plans may show advertising on your site or may not include the cost of your domain name. Hiring a professional web designer is, of course, an option if your budget permits.

»USEFUL LINKS

[How to Choose the Best Website Builder \(Compared\)](#)

[The Best Website Builders](#)

[Compare the Top 10 Website Builders](#)



BLOGGING

Keep Your Writing in the Public Eye

Through blogging you can share essays, opinion pieces, memoirs, or other short-form original content, or even write about *other* authors or works you find compelling. Always link to the websites or pages of anyone you mention. Linking to content on other sites will make your page appear in searches for those titles, authors, words, or phrases, improving your own search engine rankings as a result. ([Five Ways to Improve your Site's Rankings](#))



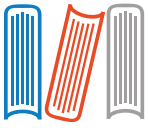
If you already have a website, you can post your blogs there. If not, you can use a blogging platform to set up a blogspace, which is essentially a simplified website. Each platform has its pros and cons, and like DIY web-building tools, the free versions may send ads to your page or have limited features. So, research before committing to one.

»USEFUL LINKS

[How to Choose the Best Blogging Platform \(Compared\)](#)

[Your Guide to the Top 3 Free Blogging Platforms](#)

[How to Start a Blog](#)



MAILING LISTS & EBLASTS

A Mailing List Connects You Directly with Your Readers

An important advantage of having your own website is that it can feature a prominent link urging visitors to join your mailing list. An up-to-date contact list is an invaluable tool for communicating directly with followers who are already predisposed to hearing about your upcoming titles.

Encourage people to subscribe to your list wherever possible – at live events and in your social media networking.



The best way to manage and connect with subscribers is through an email marketing service, which will host your list, let you create a sign-up form to link to your website, and enable you to send beautifully designed messages that will generally not be blocked by firewalls, as bulk emails with multiple recipients often are. Monthly pricing is based on the size of your list and the number of emails you send.

Eblasts Keep Your Followers Informed and Engaged

No matter how small your mailing list is at first, you should start sending eblasts as soon as you have any news worth mentioning. If you just posted a blog, send an e-blast and link to it. Inform your followers of new releases, awards, reviews of your books, upcoming public appearances and events, or report on successful events that may just have taken place. Always include links to where recipients can buy your book, read reviews, or watch any videos you describe.

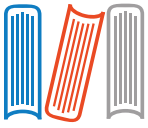
It's also a good idea to share news about *other* authors or works you admire. Your subscribers will be more receptive to your messages over time if your content offers more than just a promotional message. And again, always link to the websites or social media pages of anyone you mention.

»USEFUL LINKS

[Best Top 10 Email Marketing Services](#)

[Mailchimp \(This service is free for up to 2,000 subscribers.\)](#)

[Constant Contact](#)



EVENTS

Create Fans for Life

While the internet and social networking offer a broad reach, in-person events have the power to create strong and lasting connections. People will often remember meeting a favorite author or hearing them read from one of their works. Further, a face-to-face interaction, such as a reading or conversational discussion, transforms the “hard sell” of other forms of marketing into a more personal and memorable experience, making it all the more influential.

Live events also provide news to share with your virtual community. You’ll, of course, want to use the internet to publicize your event in advance, but you can also write about it afterwards. So, the situation offers opportunities to create awareness beyond the event itself.

Be creative!

Readings, talks, and book signings at your seminary, church, member EBA store or local bookstore are obvious possibilities, but don’t stop there. Consider the content of your book and its potential readership. Then consider all the places this audience might gather or activities they might engage in—including secular interest groups whose purpose and philosophy may dovetail with your subject matter. You can use [Meetup.com](https://www.meetup.com) to find informal groups in your area that have been organized around a particular interest or activity.

Consider these event opportunities:

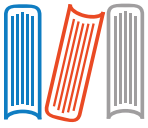
- Professional conferences, meetings, or retreats
- Organizational meetings (PTA, Lions Club, or other community groups)
- Local libraries
- College campuses
- Women’s groups
- LGBTQ centers
- Senior centers
- Parenting groups
- Educator conferences
- Social justice groups
- Yoga or meditation centers

In addition, think past lectures, talks, and signings. There are other types of events and activities in which your book can either be the main attraction or part of a group presentation.

A few suggestions:

- Teach a workshop based on an aspect of your book.
- Host a discussion group with compatible authors.
- Do a short talk or reading as part of a music program or other relevant arts-related presentation.
- Offer to run a discussion at an area book club.

Don’t forget to share your events with CPI! Email Anita Manbodh at amanbodh@cp.org, and we’ll post them to our social media platforms.



BOOK TRAILERS

Sell Your Book Like a Movie

With the accessibility of photo and moving-image technology, DIY video has come into widespread use in online messaging. The statistics in this article illustrate its astonishing popularity as a promotional tool.

[\(37 Staggering Video Marketing Statistics\)](#)



Book promotion is no exception. The book trailer is now a common means of outreach and one that you should consider.

If you feel comfortable being video-recorded, you can talk directly to your potential readers or have someone interview you about your latest release. If you have access to existing video footage—from a reading, lecture, or interview, for instance—you're one step ahead. You can edit and combine the best clips with still images or use the video on its own. (Be sure to get permission if you are not the rights holder.)

Even if you're camera shy, you can create a simple video using iMovie, Windows Movie Maker, or even PowerPoint, iPhoto, or other slideshow application. A mix of still photos, graphic imagery, and text can be enough to produce a persuasive "commercial" for your book. As in social media, however, the soft sell works best. So, promote your book with its content and usefulness by illustrating a particular issue it addresses or focusing on one important theme. [Here's a sample book trailer created by CPI author, Anna V. Ostenso Moore.](#)

What to include in your book trailer:

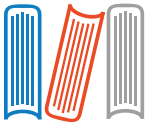
- Book cover image
- Author photo
- A few *brief* review excerpts or advance quotes
- Stock photos, illustrations, infographics, or videos (check rights and royalty terms)
- New or existing video clips of you reading from or speaking about your book

A few caveats:

- Make it short—30 seconds to 2 minutes, maximum.
- Keep it simple—Don't crowd your slides with too much text.
- Check permissions for any outside video, images or music you use. (Even Apple's slideshow music is for home use only and is not necessarily royalty-free.)

Share your video with CPI. We will post it on our [YouTube](#) channel and link to it from our website, eblasts, and other marketing activities.

Continued...

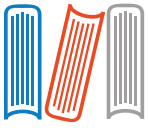


» **USEFUL LINKS**

[The Ultimate Guide to Book Trailers: How to Produce a Killer Book Promo Video](#)

[Plan a Better iMovie Trailer with This PDF](#)

[iMovie Basics: Video Editing Tutorial for Beginners](#)



BOOK LAUNCH TEAMS

It Takes a Village

Your self-promotion will be a lot easier if you do a little crowdsourcing. A launch team is nothing more than a group of people who receive your book in advance, for free, in return for writing an online review and promoting it to their own networks. No doubt you have friends and close associates who admire and support your work. Among them are the members of your book launch team.

Look through your private contacts and LinkedIn connections, or even broaden your search to your Facebook friends or Twitter followers. Compile a list of 15-20 people with whom you have established relationships or who may have a special interest in the subject of your book. Look in particular for “influencers”—individuals with large online followings, who lead organizations or groups that include potential readers, or who are authorities in a relevant field. Around 2-3 weeks before your launch date, send each of them a personal email with a link to the PDF of your book and a request to review it.

In addition, encourage other colleagues, friends, and family to review your book on Amazon, Goodreads, a blog, podcast, website, or other media during the week it is released.

If you’re interested in starting a book launch team, contact Anita Manbodh, amanbodh@cpg.org

»USEFUL LINKS

[6 Steps to Build a Dynamic Book Launch Team](#)

[Creating a BOOK LAUNCH TEAM: Everything You Need to Know](#)

»ADDITIONAL BOOK PROMOTION RESOURCES

[15 DIY Book Promotion Tools You Need to Know](#)

[71 Ways to Promote and Market Your Book](#)

[How to Promote Your Book Online in Three Easy Steps](#)

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