



THE KEY TO DOING
Book
Marketing
THE RIGHT WAY

BY TIM GRAHL

I've found that whenever I get writer's block, my cure is to come back to the basics.

As I sat here staring at the blinking cursor, trying to write this article, I asked myself, What is the most basic thing that underlies all author marketing? Out of everything I write about, what's the foundation of it all?

The answer: attitude.

What is a bad attitude?

I interpret the [technical definition](#) of attitude as being: "The *real* reason I'm doing what I'm doing." All bad book marketing comes from having the wrong reason for doing what you're doing.

Here are a few examples:

Desperation. This usually comes from attaching my self-worth to book sales. When I get desperate for book sales, I start *pushing* people to buy my book instead of *inviting* them.

Selfishness. This happens when my goal in selling books is to help myself instead of the reader. It's all about what *I* get out of the transaction.

Pride and false modesty. This usually keeps people from marketing their book at all. If the book is good, they tell themselves, then it will sell itself. Somehow marketing—inviting people to connect with them and their work—sullies the process.

Fear. This is based on the idea of, "What if people hate it? It's probably best if I don't do anything to market my book, that way I don't have to worry about people reading it and hating it, then posting their hate on Amazon in the form of 1-star reviews."

Envy. This reason is based on the notion that "I'll never be as good or successful as her, so what's the point in even trying?"

Believe me, I've felt all of these at some point and to varying degrees, and it always turns out badly. They keep me from writing. They keep me from connecting.

And they keep me from sharing my work.

What is a good attitude?

In my book, [Your First 1000 Copies](#), I define marketing as: “Creating long-lasting connections with people, then *being relentlessly helpful*.” It’s the second part of the definition that will fix our attitude.

Always focus on helping the reader.

As Zig Ziglar used to say, too many times to count, “You will get all you want in life, if you help enough other people get what *they* want.”

When we focus on being relentlessly helpful:

- **Desperation falls away** because we’re merely inviting people to be a part of something that will be good for them.
- **Selfishness disappears** because we’re focused on helping other people.
- **Pride turns into humility** because we feel honored

to play our part.

- **Fear evaporates** because it’s no longer about us.
- **Envy is no longer a problem** because we’re not trying to live other people’s lives.

How to dissolve a negative attitude

The way to beat those negative attitudes that so easily grab us and block us from reaching our goals, is to stop and focus on the right things.

Here’s how:

- **[Focus on your Why.](#)**

Stay focused on the thing you’re most passionate about, the idea or experience that you’re driven to share with the world through your writing.

- **[Focus on just one person.](#)**

With email lists, social media and analytics, it’s easy to turn people into numbers. Instead, focus on *one person* who needs your help, and write for them.

It no longer matters how many copies you sell, as long as you've helped that *one person*.

- **Focus on now.**

Nothing can lock us up like worry about the future. “Will it sell? Will people hate it? Will it matter?”

When you're creating, focus on doing your best *now*. If it sucks, you can always revise it or throw it away later.

Every single reader has their own wants and needs that we can offer some sort of solution for. And that's the point.

I'm here to help. Some people won't like my help. Some people won't appreciate the way I'm trying to help. Some people don't need my particular brand of help. All of that is OK. I can't help everyone, but I can help *some* people. Maybe I can help you. And that's why I wrote this.

I wake up every morning wondering how I can help you connect with more readers. Even if it means that I end

up throwing out a draft of 4,000 words and posting something that barely breaks 700.

Focus on *helping* your readers, and you'll never run out of things to say.

Thanks for Reading!

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