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The Insider's System to Book Marketing

The last book marketing plan you'll ever need

by Tim Grahl • outthinkgroup.com

Helping authors build their platform & sell a ton of books

Dear Author,

Welcome to *The Insider's System to Book Marketing*! I'm excited you've decided to download this resource and I hope it makes a huge impact on the launch of your book.

I have spent many years working with bestselling authors such as **Dan Pink** (#1 New York Times bestselling author of *Drive*), **Ramit Sethi** (Wall Street Journal and New York Times bestselling author of *I Will Teach You To Be Rich*), **Charles Duhigg** (Wall Street Journal and New York Times bestselling author of *The Power of Habit*) and many other authors. I have also spent countless hours researching marketing, reviewing successful case studies and interviewing professionals in the publishing industry to learn the most useful techniques for marketing your book.

One of the results of all of this work is the system you're reading right now. I have compiled all the different ways authors successfully market their books into one consolidated list to help you see all of your options in one place and make an informed decision on how best to go about marketing your book.

On the next page you will find a short walkthrough on how to use this document. As you go through the checklist be sure to make notes and fill in details with your plans. Lastly, at the end of this checklist, I provide a special offer to everyone that's taken the time to download and go through this resource.

I look forward to seeing the success you have with your book launch. Please feel free to email me at tim@outthinkgroup.com with your questions, feedback and success stories.

Thanks!



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P.S. This is version 1.0 of this document. Make sure [you signup for the email list](#) to receive updates when future versions are released.

How to use this checklist

1. **Read through the entire document.** Spend time going through the entire checklist so that you get a feel for all of the options that are available to you.
2. **Print it out.**
3. **Go through each page individually.** Spend time going through each page of the checklist. Make notes as they come to mind. Examples include expenses, what you have already done, resources you could use, etc.
4. **Throw away pages that don't apply.** If you're sure you're not doing a book trailer, throw out that page. Is your publisher taking care of the paid advertising? Get rid of that one, too. Throw out what you're not going to use.
5. **Staple the rest together.** The result will be a collection of pages that is a complete checklist for your book marketing efforts.
6. **Get started and sell a ton of books!**

Website

Your website is your home base. It is where people will land when they Google you, the first place people go to find out about your books and, in general, acts as your book marketing hub.

Keep the most important information clearly visible and don't make it overcrowded with ancillary content.

NOTES

- Email list signup**
Invite people to signup for your email newsletter so you can directly contact them in the future.
- Author bio**
Provide the interesting information on your past and how you got to where you are today.
- Speaking page**
Provide a speaker's reel, topics and clear contact information.
- Book page**
Provide the book cover, reviews/endorsements and links to purchase online.
- Blog**
Provide content and updates on current and future projects.
- Links to social media**
Provide clear ways people can connect with you on their favorite social media platforms.

Suggested Tools

- [MailChimp](#)
The best email marketing platform.
- [WordPress](#)
Easily setup a website for free.

Social Media

With the rise of social media, it's now easier than ever to make lasting connections with influencers and fans.

When setting up the various platforms, be sure to keep them consistent. Bios should read the same, pictures should be the same, etc. You want your branding on all platforms to work together.

NOTES

- Facebook Page
 - With over 700 million people, this is the most popular platform.
- Custom landing page
 - Don't send new visitors to your wall. Show a customized landing page and invite them to "like" your page.
- Integrate blog and Twitter posts
- Email list signup
- Twitter
 - There are just a few customization opportunities available with Twitter, so take advantage of them.
- Custom background
- Compelling bio and link to website
- LinkedIn
 - The business professional's social network. Make sure you put your best foot forward by taking advantage of all their tools.
- Completely fill out your profile to 100%
- Integrate blog and Twitter posts
- Recommendations
- Group memberships
- YouTube
 - Host your videos on the most popular video platform.
- Custom background

Email Marketing

This is your #1 tribe building tool. Your greatest marketing asset is a list of fans that have given you direct access to their inbox.

Create autoresponders to introduce them to your content, a compelling “hook” to signup for the list and a custom template so your branding is consistent.

NOTES

- Autoresponders**
A sequence of pre-written emails that are automatically sent to new newsletter subscribers.
- Signup Incentive**
Provide a free PDF, electronic download or other “hook” when people signup.
- Email list signup**
Put a signup form on your website, a link in your email signature and invite people to signup via social media.
- Custom template**
Use the same branding -- logo, colors, etc -- in your email newsletter as you do everywhere else.

Suggested Tools

- [MailChimp](#)
The best email marketing platform.

Promo Video

Creating a trailer for your book is all the rage now, however it can also be a huge money pit that doesn't impact sales at all.

Create a compelling script that moves people to buy the book and then make decisions on how you are going to produce it. You can create it yourself, hire a production team or hire out certain parts.

NOTES

❑ Script

Think through how this video is going to sell your book. Don't talk *about* your book, talk about the value people will obtain from reading it.

❑ Production

Do it yourself with a video camera and iMovie, or hire a production crew to do this for you.

Supplemental Book Content

A book is just words (or pictures) on paper. What can you add to your website to provide additional content your readers will love?

You can create videos introducing chapters, discussion guides or even additional products to sell. Your book is just the start!

NOTES

- Chapter videos**
Record videos of you introducing the content of each chapter of your book.
- Downloads**
Provide worksheets, discussion guides, character profiles or other content that didn't make it into the final manuscript.
- Offers for other books, products and services**
If people have purchased your book, they are much more likely to purchase other things from you as well.

Incentive Structure

Do you want to drive sales of multiple copies of your book? Consider setting up an incentive structure.

What can you give away as an incentive for people to buy multiple books? Joint venture launches, product sponsorships and digital products are three great places to start.

NOTES

- Joint venture launch**
Partner with another author or expert to promote your book and their products together.
- Product sponsorships**
Invite companies to give away products to your book buyers in exchange for promotion.
- Digital products**
Provide free downloads of digital books and products to your book buyers.

Amazon Setup

Amazon is the book selling giant. With any marketing campaign you have to focus on making sure your Amazon presence is a well-oiled machine.

Your book page is your sales page. Make sure all of the content is moving people to a buying decision. Your author page is your connection page. Give ways for readers to connect with you long into the future.

NOTES

- Book page
 - Think of this as a sales page instead of a product information page. Everything should be moving people closer to buying your book.
- Book images
- Video
- Product Description
- Endorsements and Reviews
- Author page
 - Use this section to provide opportunities for your readers to connect with you outside of Amazon.
- Picture
- Bio
- Blog and Twitter feeds
- Videos
- Book Tour

Suggested Tools

- [Amazon Author Central](#)
 - Amazon's free tool for updating your author and book pages.

Media Outreach Campaign

Media coverage, both large and small, plays a huge role in selling books. Make sure you are focused on providing fantastic and exclusive content instead of only pitching your book.

NOTES

- Media list**
Create your list of media outlets and find potential contact information.
- List of pitches and angles**
Create several ways that you can present your book and your expertise that will appeal to different media outlets.
- Email templates for outreach**
Pre-write emails that you can use multiple times to reach out to similar media outlets.
- Spreadsheet for tracking**
Keep track of every media outlet, contact, date, etc in a spreadsheet.

Suggested Tools

- [Google Docs](#)
Word processor, spreadsheets and more for free.
- [MailChimp](#)
The best email marketing platform.
- [Compete](#)
Find website traffic statistics.
- [Similar Sites](#)
Find websites in your niche.

Paid Advertising

While often a double-edged sword, paid advertising can be a useful way to connect with new readers. Be careful on overspending and make sure you have a clear call to action that you can track to results. If your advertising efforts aren't building your permission list or selling books, kill it quickly.

NOTES

- Online Advertising
 - Starting online is fast, inexpensive and easy to track.
- Google Adwords
- Facebook ads
- LinkedIn ads
- StumbleUpon ads
- Offline Advertising
 - Offers a wide range of possibilities from direct mail to magazine advertisements. Most are a waste of money so tread carefully.

Book Tour

Getting out and meeting readers can be a great way to build those lasting connections. However, a book tour can also be a huge waste of time and money.

Only visit places you know you can draw a crowd and don't overextend yourself with the travel. Always focus on selling books and making connections with readers.

NOTES

- Choose locations for events**
Look at cities you can draw a crowd and locations that are perfect for your readers. Don't default to book stores, there are other options.
- Make connections and set dates**
Get date confirmation and coordinate with the venue to ensure they are ready for your event.
- Plan and book travel itinerary**
Make sure all of your plane tickets, hotels and local transportation are booked far in advance and well organized.

Suggested Tools

- [TripIt](#)
Easily plan and manage travel.

Live Events

Often a better alternative to a traditional book tour, making appearances at live events can be a fantastic way to connect with readers and sell books. Speaking at an event is the best way; however, showing up at conferences and festivals where a crowd already exists is much easier than trying to draw one yourself.

NOTES

- Speak at conferences, conventions and festivals**
What conferences and conventions are your readers attending?
Submit to speak at these places.
- Host events at conferences, conventions and festivals**
If you can't be a speaker, setup your own event off-site! Host a meetup or party.
- Hire speakers bureau**
A speakers bureau can open doors and raise your profile in a way that you may not be able to on your own.

Local Opportunities

Often the easiest press to get is in your home town. People love local celebrities so make sure you have appearances at all of the media and events in your city. While this may be harder if you're in a major market, smaller towns offer huge opportunities for connecting with local fans.

NOTES

- Bookstores**
Show local support for local readers by hosting several events at bookstores such as signings, Q&As and readings.
- Newspapers, TV, radio, etc**
Local media outlets love to have live guests from the area.
- Groups, clubs, associations**
Are there local book clubs or reader groups that meet in your area? Take the time to meet them in person.
- Schools, universities, etc**
Similar to the media outlets, local schools and universities often love to partner with local authors for on-campus events.

Networking

Use what you've got. Whether it's a coworker or your second cousin, connect with people already in your sphere of influence. One author I know made a list of 100 people and called each one of them personally. What he found was that he already had connections with influencers he didn't even realize.

NOTES

- Current network of colleagues and coworkers**
Now is the time to pull out the Rolodex and contact everyone you have worked with in the past.
- Family and friends**
Call in favors from family and friends to do early reviews of your book.
- Additional groups and connections**
Are you in a local cycling club or do you volunteer at a nonprofit? Make sure they know about your book!

Promo Materials

Especially when interacting with media, promo materials are an essential way of providing information about you and your book. You should already have these ready for them!

Create the one-sheet about your book, a prewritten Q&A and anything else that you could need. Have it all branded to match your website and other properties so it's a professional and efficient tool.

NOTES

- Book one-sheet**
Similar to your Amazon book page, make sure this is a sales page for your book. Show the book cover, give a brief description, provide your bio and include endorsements and reviews.
- Author Q&A**
Often used word for word by interviewers, provide several prewritten questions and answers about you and your book.
- Press Kit**
The expanded version of your book one-sheet. Provide more detailed information and include links to download hi-res images and other ancillary content.

Thank you again for downloading and using *The Insider's System to Book Marketing*. I hope it's been a huge help in planning out your book marketing plan.

As I said in the opening letter, I developed this system after years of working with authors and studying successful campaigns.

On the right, I have two more things for you to consider to help make your book a huge success.

I look forward to hearing from you as you use this fantastic resource!



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1. Hire Me

My team and I are experts at working with authors to build their marketing platform, connect with readers and sell a lot of books. We can help you, too.

[Click here to learn more.](#)

2. Do It Yourself

We offer products and training so you can learn how to build a successful marketing platform to build your fan base and sell a lot of books.

[Click here to learn more.](#)