

# Nonfiction Book Marketing Resources

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## About this Guide

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I've tried to include a wide range of resources that should be helpful to authors, but I was not able to personally use or test all of them. Listing in this guide does not necessarily imply an endorsement.

All hyperlinks are shown in blue. The links were current as of publication, but links can change over time.

You can find more author training programs and detailed how-to guides at [www.SavvyBookMarketer.com](http://www.SavvyBookMarketer.com). Use the coupon code **sales2** to save 50% on any one of these products.

## Developing a Book Marketing Plan

Here are some tips for developing and implementing your book marketing plan:

- Study successful authors in your genre.
- Consider your goals, skills and target markets.
- Consider how much time and money you can invest.
- Develop a written plan to reach your target markets.
- Prioritize planned promotions and assign dates.
- Set monthly and weekly goals.
- Design a planning system that works for you.

### What should you do first?

1. Understand your target markets, goals and skills.
2. Make your book (and cover) is the best it can be.
3. Select publishing, pricing and distribution strategies.
4. Write effective sales copy.
5. Optimize Amazon.
6. Build a good website with an opt-in form.
7. Set up social network profiles and begin networking.
8. Begin building relationships with peers and influencers.
9. Get some book reviews and endorsements.
10. Implement other promotions.

For more information on developing a written book marketing plan, see this free report: ***Create a Book Marketing Plan That Sells Books***, available at [www.CreateYourBookMarketingPlan.com](http://www.CreateYourBookMarketingPlan.com)

## Author Blogs and Websites

### Articles:

[What's the Most Important Thing on an Author Website?](#)

[Can Your Readers Find You?](#)

[Use Categories to Organize Your Posts](#)

## **Optimize Amazon**

Amazon Associates affiliate program: <https://affiliate-program.amazon.com>

### **Articles:**

[Are you using your Amazon Author Central Page](#)

[Boost Your Profit Margin with Amazon Associates](#)

### **How-to Guidebook:**

[How to Sell More Books on Amazon](#) by Dana Lynn Smith

## **Book Reviews**

Book giveaways on Goodreads and LibraryThing are a good way to generate reviews and interest in your book. See info here:

[Goodreads book giveaways](#)

[LibraryThing giveaways](#)

### **How-to Guidebook:**

***How to Get Your Book Reviewed*** by Dana Lynn Smith at [www.HowToGetBookReviews.com](http://www.HowToGetBookReviews.com).

### **Articles:**

[7 Ways to Get Your Book Reviewed](#)

[6 Common Myths About Book Reviews](#)

## Article Marketing

Nonfiction authors should look for opportunities to submit articles to blogs, and publications that reach their target audience, and submit articles on a regular basis.

### Articles:

[Build Your Author Platform Through Guest Posts](#)

[How Nonfiction Authors Can Build Niche Authority through Content Marketing](#) by Judy Cullins

## Online Book Promotion Sites

Most of these book promotion sites are dedicated to ebooks and many of them feature free ebooks, making them great places to promote your KDP Select free days. Some sites offer free listings as well as paid advertising, and some sites also feature “bargain” books

These sites tend to book up in advance, so plan your schedule carefully.

Here are some of the largest ebook promotion sites:

[Pixels of Ink](#) – information for authors

[Kindle Nation Daily](#) - sponsorship program

[Ereader News Today](#) - free listing

[Author Marketing Club](#) – a site where you can submit to several book promotion sites all in one place.

There are many other book promotion websites, as well as Facebook groups and Twitter accounts that promote free and bargain ebooks. Search

Google, Facebook and Twitter for terms like “free ebooks” and “free kindle books” to find them.

## Virtual Reader Communities

### Article:

[Promote Your Book on Goodreads](#)

### Goodreads author program

<http://www.goodreads.com/author/program>

### LibraryThing author program

<http://www.librarything.com/about/authors>

<http://www.librarything.com/wiki/index.php/Authors>

## Freemiums and Giveaways

### Articles:

[Sell More Books by Giving Away Free Samples](#)

[7 Ways to Market Your Book by Giving Away Free Stuff](#) by Vikram Narayan

[Promote Your Book and Your Publishing Business with Bonus Materials](#)

## Amazon’s KDP Select Program

Article: [How Authors Can Profit from KDP Select](#)

## Virtual Book Tours

### How-to Guidebook:

*Virtual Book Tour Magic* is available at [www.VirtualBookTourSuccess.com](http://www.VirtualBookTourSuccess.com)

## **Articles:**

[Top 15 Reasons to Do a Virtual Book Tour](#)

[What Authors Need to Know About Virtual Book Tours](#)

## **Social Networking**

### **Resource:**

I use <http://HootSuite.com> to post messages on all my social accounts from a single page and also schedule them at specific dates/times in the future. You can have up to 5 networks on a free account or pay a small monthly fee to list more networks and upload messages in bulk by spreadsheet.

### **How-to Guides:**

[Facebook Guide for Authors](#)

[Twitter Guide for Authors](#)

## **Articles:**

[The 7 Deadly Sins of Online Networking](#)

[Save Time by Integrating and Automating Your Social Networks](#)

[Are You Making These 10 Mistakes on Facebook?](#)

## **Speaking and Events**

Search for book clubs and other local organizations at [www.MeetUp.com](http://www.MeetUp.com).

Tabletop banners and displays: <http://bit.ly/HJ7KzE>

### **Training Program:**

[Make Money with Teleseminars and Webinars](#)

## Articles:

[Book Touring Basics](#) by Marika Flatt

[Book Talk: How to Fill a Room](#) by Ellen Cassedy

Articles about speaking at libraries, written from a librarian's perspective:

[Planning an Author or Illustrator Appearance](#), American Library Association

[Arrange an Author Visit](#), American Library Association

More articles about speaking and events: <http://bit.ly/HM5GEn>

## Email Marketing

Don't even think about trying to manage your list manually or send out group emails with your regular email program. It looks unprofessional, it's time consuming, many of your messages will get caught by spam filters and won't be received, and you may be violating anti-spam laws in the U.S. by not providing an automated unsubscribe feature.

You need to use a mailing list management service to maintain your list and send mass emails.

I recommend using a list manager that has an autoresponder feature, such as [Aweber](#) (the service I use) or [MailChimp.com](#) (they offer a free version with some limitations, but they do not allow affiliate links in their emails).

Your mailing list service will provide the opt-in signup form to place on your website. Once people enter their information on the form, they will get an email asking them to confirm that they wish to join the list. It's a bad idea to add people to your mailing list without their permission. Many people will find this annoying and report the emails as spam.



Sample landing pages for promoting a mailing list:

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

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

[VerticalResponse.com](http://VerticalResponse.com) offers the option of paying a small fee each time you mail, rather than a monthly fee, but they don't offer autoresponders. One advantage of Vertical Response is that let you create a list without making people opt in, which is a valuable tool if you're teaching classes and need to communicate with registrants.

**Article:** [How Authors and Writers Can Build an Email List for Marketing](#)

## Awards and Writing Contests

Here are some of the most popular book award competitions for self-published books. Check these sites for eligibility, categories and deadlines. Many of the deadlines are in the first quarter of the year.

The [Ben Franklin Awards](#), sponsored by IBPA, is considered by many to be the most prestigious award for independent publishers.

[ForeWord Book Awards](#) - sponsored by *ForeWord*, a book review publication.

[Nautilus Book Awards](#)

[Next Generation Indie Book Awards](#)

[Dan Poynter's Global eBook Awards](#)

[IPPY Awards](#)

[National Indie Excellence Book Awards](#)

[Writer's Digest Self-Published Book Awards](#)

[Indie Reader Discovery Awards](#)

[Reader Views Awards](#)

[Christian Small Publisher Book of the Year Award](#)

See this [page](#) for a list of other book award competitions, and this [list](#) has links to some contests geared toward specific types of books.

Be sure to read the eligibility and submission instructions carefully when entering. If a contest accepts both ebooks and printed books, it's usually best to submit a printed book if you have one because it's more tangible.

**Article:**

[Book Awards and Writing Contests for Authors](#)

## Advertising

Authors can run [pay per click ads on Goodreads](#) that are very targeted to people who read specific types of books.

Facebook also offers [pay per click advertising](#) but it's most effective if you can target your book to people with certain characteristics on Facebook.

Twitter is offering advertising at <http://ads.twitter.com>

[Google's pay-per-click advertising](#) may be effective if people would tend to search for your topic on Google and you have fairly high-priced products to offer.

**Article:**

[Do Pay-Per-Click Ads Sell Books?](#) by Laura Pepper Wu

## Book fairs, Festivals and Tradeshows

The [Independent Book Publishers Association](#) does co-op booths at the major book shows in the U.S., plus Frankfurt and London book fairs:

[Combined Book Exhibit](#) does co-op booths at all the major library shows.

[Association Book Exhibit](#) does co-op exhibits at professional society meetings.

### **Articles:**

[How to Exhibit at Book Industry Tradeshows](#)

[The 12 Commandments of Selling Books at Book Fairs, Conventions and Festivals](#), by Terry Cordingley

[12 Secrets to Selling More Books at Events](#), by Penny S Sansevieri

## **Bulk Sales and Special Markets**

### **Resources:**

[Premium Book Company](#) – rep for bulk sales

[Special Book Market Sales](#) – resources and services for bulk sales

[\*How To Make Real Money Selling Books \(Without Worrying About Returns\): A Complete Guide to the Book Publishers' World of Special Sales\*](#)  
book by Brian Jud

For foreign rights sales, look into the [co-op exhibit](#) that the Independent Book Publishers Association does at the Frankfurt Book Fair.

### **Article:**

[How to Sell Books Beyond the Bookstore Market](#)

[How to Sell More Books to Corporations](#) by Brian Jud

## **Direct Mail**

First class postage is cheaper if you limit postcard size to 4-1/4" x 6". If you have more than 200 names on your list, talk to a local printer or mailhouse about the possibility of using bulk mail. Here are a couple of online printers who can print postcards and bookmarks at a reasonable cost:

[PrintingForLess.com](http://PrintingForLess.com) and [PrintRunner.com](http://PrintRunner.com).

## Publicity

You can hire a literary publicist to get media attention or do it yourself. The advantage of a publicist is that they have media contacts and extensive experience in working with the media. Many publicists charge a monthly fee, although there are some who will work by the project.

[BlogTalkRadio](http://BlogTalkRadio) is a good place to search for online radio shows. Look for shows that interview authors or novelists and also search by keywords related to the theme of your book. [The Authors Show](http://TheAuthorsShow.com) is another option.

### Free Report:

[How to Book Radio Shows and Be a Great Guest](#), by Larry James

### How-to Guidebooks:

[Get Your Book in the News: How to Write a Press Release That Announces Your Book](#) by literary publicist Sandra Beckwith.

[Publicity Forms and Templates](#) workbook by Sandra Beckwith

### Articles:

[12 Ways to Keep Your Nonfiction Book in the News](#) by publicist Sandra Beckwith

[Book Publicity: BlogTalkRadio Offers Books Authors the Opportunity to Host Their Own Shows](#) by Phyllis-Zimbler-Miller

[Anatomy of a Media Release](#) by Carol White

## **Document Sharing Sites**

Powerpoint presentations are a great way to do online promotional presentations on the topic of your book. You can offer downloadable versions of your PowerPoint slides in PDF version on your own website and also share the slides on sites like [Slide Share](#) where they can be found through search engines.

## **Video Promotions**

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

This 6-minute [video](#) from Kathleen Gage explaining how to use YouTube videos to drive traffic to your website and build your opt-in mailing list.

### **Articles:**

[From Blog to Vlog – How to Turn Your Written Blog Posts into Video Blog Posts](#) by Lou Bortone on The Future of Ink.

[16 Types of Videos You Can Create](#) by Lou Bortone on The Future of Ink

[Top 5 Tips to Use Book Trailers to Drive Sales](#) by Darcy Pattison

[Book Trailers: 11 Steps to Make Your Own](#) by Joanna Penn

## **Audio Promotions, Podcasting, and Audio Books**

### **Articles:**

[3 Tips for Using Audio to Accompany Your eBook & Reach Larger Audience](#) by Morgan Barnhart

[How to Create a Podcast](#) by Joanna Penn

[How to Create Your Own Podcast - A Step-by-Step Tutorial](#) by Corey Deitz

### **Tools:**

[Audacity](#) - free audio recording and editing tool

[Pamela for Skype](#) – for recording audio and video through Skype

[Podiobooks](#) - audio book publishing platform

## **Discussion Forums**

**Article:** [Build Your Author Platform With Online Forums](#)

Kindle Boards forums: [www.kindleboards.com](http://www.kindleboards.com)

Mobilereads: [www.mobileread.com/forums/](http://www.mobileread.com/forums/)

### **Search for topical forums here :**

Yahoo Groups <http://groups.yahoo.com/>

Google Groups <http://bit.ly/l6rxHw>

### **Forums for self-publishers:**

Self Publishing <http://finance.groups.yahoo.com/group/Self-Publishing/>

POD Publishing [http://finance.groups.yahoo.com/group/pod\\_publishers/](http://finance.groups.yahoo.com/group/pod_publishers/)

## **Bookstore and Retail Sales**

Start local and branch out from there. Keep in mind that retail bookstores may not be willing to stock books that have been published by subsidy publishers such as iUniverse.

## **Articles:**

[How Do Books Get Stocked in Bookstores?](#) by Terry Cordingley

[8 Secrets for Getting into Bookstores](#) by Penny Sansevieri

[How to Sell Books to Gift Shops and Specialty Retailers](#)

## **Finding Bookstores:**

American Booksellers Association

Search for independent bookstores who belong to ABA by city, state ,  
postal code or specialty. <http://www.bookweb.org/search/site>

Barnes & Noble

Search for B&N stores by city, state or postal code

<http://store-locator.barnesandnoble.com/storelocator/stores.aspx?x=y&>

or go to [www.bn.com](http://www.bn.com) and click on Store Locator near the top of the screen

John Kremer's list of 740 independent bookstores

<http://www.bookmarket.com/authors.htm> (near the bottom of the page)

## **Library Sales**

Stress your book awards and major reviews and start with local libraries.

### **Article:**

[How to Sell to Libraries – Top 10 Strategies for Independent Authors and Publishers](#)

### **How-to Guidebook:**

*Selling Your Book to Libraries* [www.SellingtoLibraries.com](http://www.SellingtoLibraries.com)

## Promote Your Book Launch

### Articles:

[How to Launch a Book by Brian Johnson](#) - a comprehensive article that focuses on ebooks but has lots of good tips and links

[Top 8 Tactics to Power Your Online Book Launch](#) by Joel Friedlander

## Amazon Bestseller Campaigns

### Articles:

[Online Book Marketing – The Old Model vs. the New](#) excellent article by Kathleen Gage

[5 Steps to Create an Amazon Bestselling Book Campaign](#) by Lynn Serafinn

## Other Book Promotion Ideas

### Articles:

[Use the Power of Local Promotion](#) by Patricia Fry

[Going Back to College to Sell Your Book](#) by C. Hope Clark

## Book Marketing Resources

For a complete list of author training programs and marketing guidebooks from the Savvy Book Marketer, go to [www.SavvyBookMarketer.com](http://www.SavvyBookMarketer.com).

Use the coupon code **sales2** to save 50% on any one of these products.