



blog

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MARKETING YOUR BOOK

Publisher's Responsibilities:

- Prior to release date, begin posting on social media including use of hashtags; send out press releases to author's local newspapers, magazines, radio stations and television stations; begin advertising release date and launch party; share information about author to writing blogs; share on writing and book review websites and podcasts.
- Work with author to arrange both an in-person and virtual launch party to celebrate the book release date which will include a book signing.
- Create merchandise (if applicable) to help promote and sell books.
- Work with author to collect early reviews.
- Arrange interviews in author's hometown.
- Help author order printed copies of books to sell at book signings and parties.

Author's Responsibilities:

- Prior to release date, begin posting on social media including use of hashtags; create a Facebook fan page/author page as well as an author blog; begin posting regularly on social media and blog about release date and launch party and include giveaways such as bookmarks, posters, autographed copies of book, etc.
- Work with publisher to arrange a launch party both in person and virtually.
- Pre-purchase copies of book at author rate to have on hand at all events.
- Accept any local press (interviews on radio or television as well as in print at newspapers and magazines).
- Create an email distribution list and send out quarterly newsletters.
- Create a YouTube channel or podcast and review books by other authors.



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BLOG

Benefits of having a blog and/or website:

- You can showcase some of your other creative writing
- Get a following - fans who will anticipate your published book
- Once the book is released, you can add a hyperlink to purchase it at your favorite bookstore or at bellasteri.com (this gets you higher royalty). You can also set up a PayPal account and have people purchase directly from you (this is the highest royalty you can receive as you are only paying for the books to be printed at your author discount) as well as shipping to customers
- You can help other authors out by showcasing some of their works and doing book reviews
- You can connect to many different authors who will be able to help market for you while you help market for them

SOCIAL MEDIA

Facebook, Instagram, TikTok, etc:

- First of all, get a hashtag started now and begin to use it as a "teaser" - it can be the title of your book or something that will remind followers of the title once it is out. Post every couple of weeks at first and then weekly as release date approaches and then even daily using the hashtag. Post memes, quotes, photos, etc. and be sure to use the hashtag.
- Set up an author page on any social media platform which can be your name or book title
- Do some Facebook live videos on your personal page or author page, talking about the process of writing and editing and some of the topics covered in your book to get followers excited
- Younger readers will be on TikTok, so market there if this is for a younger audience, but choose Facebook for older audiences and Instagram for all



EMAIL

Set up a Gmail account if you are not creating your own website:

- Gmail is free and it gives you access to other resources such as blogger and YouTube
- Through Gmail, you can set up an email distribution list and send out newsletters to followers (quarterly newsletters are recommended) and in these, you can discuss a variety of topics as well as market your book
- Try to create an email that is either your name or book title

PRESS RELEASE

Press releases will be done by the publisher and will include:

- Information about you, the author as well as the book, and will go out to local press approximately two weeks before your book release (if you have a list of local news stations whether those are television, radio or print, send them to the publisher around two weeks before release date)
- A press release can also be sent to hospitals, nonprofit organizations, schools, bloggers, podcasters, and much more - as the author, be sure to think of all the organizations you've been a part of and send the publisher that information prior to book release date
- National news outlets - in some cases, press releases can be picked up by national news media; however, there is no guarantee. The publisher will send out press releases nationally and these will likely include a link to your personal blog/author blog and/or website
- As the author, you can request a copy of the press release and send it out via your website, blog, social media, email, etc.



LAUNCH PARTY

Release date is a big deal, so host a party:

- A launch party is a great way to celebrate your book being published while also hosting a reading and book signing (you should also have printed versions of your book on hand to sell)
- Invite friends, local press, organizations, schools, etc
- Serve light snacks and beverages that fit the audience and be prepared to do some speaking about your book and why you wrote it and to maybe read a portion of a chapter aloud
- While this should be an in-person event, you should simultaneously host a virtual launch party on YouTube or Facebook live so that fans around the globe can attend your party
- Host the launch party at a bookstore, library, hospital, school, or even at your own home

ADVERTISING

Is it worth the cost to buy ads?

- You can buy ads on Facebook to reach a larger audience and in some cases, the publisher will agree to do this, but the more advertising you do on your own, the more powerful the reach and these ads will cost approximately \$14 to run for several weeks
- Ads can also be purchased in local media outlets, but with these, it's always a bit of a gamble as you have no way to predict if people will pay attention
- There are many advertising options online (ex. Google ads), but remember, these will come out of your pocket and they do not always have a strong return on investment
- The publisher will not pay for ads outside of social media, but will be sending press releases instead - these typically bring in much more attention for the book



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PODCASTS, VIDEOS, BOOK SIGNINGS AND MORE:

other ways to market your book(s):

- Host a podcast - invite guests to be on your show and interview them about topics related to your book
- Create a YouTube channel (free with your Gmail account) and do some live readings from your book
- Use Facebook's live video option and host some book clubs or live readings
- Set up some book readings at local libraries or bookstores and serve light snacks for an evening with the author
- Host book clubs in your neighborhood, school, place of worship, or even at home and choose various books, especially your own!
- Create a group page on Facebook specifically for your book or for other books related to the same topic and get discussions of these topics to earn more interest in your book (this can begin long before release date)
- Reach out to other bloggers, podcasters, etc and ask them to review your book or let you come onto their show for an interview and then return the favor by inviting them onto your platforms
- Merchandise - the book is yours which means that all of the words you wrote and/or illustrations you created belong to you (remember, the copyright is in your name). The book cover design belongs to the publisher; however, the publisher will grant you the freedom to use the cover design to create merchandise. To get the book cover in a jpeg or PDF version, email the publisher for this and feel free to create merchandise such as T-shirts, coffee mugs, pens, etc. to sell from your website or blog. The publisher also has the right to do this as the cover design copyright belongs to the publisher. The publisher does not ask for royalties from you, the author, for use of this design (we want you to be successful and enjoy this process). The publisher will, in most cases, pay you, the author, a small royalty for any merchandise sold through Bell Asteri as it relates to your book.



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When you are feeling overwhelmed or concerned, we are here for you. Let's work together to make your book a success and to further the mission of "*improving the lives of children through the art of storytelling*".

Thank you for being a part of the Bell Asteri Family and remember...

READING CAN TAKE YOU ANYWHERE. GRAB A BOOK AND GO!