

21 SIMPLE STRATEGIES TO JUMPSTART YOUR BOOK MARKETING ONLINE CHECKLIST

- 1. Publish on Amazon.** The majority of books are sold on Amazon so it's crazy NOT to publish there! Plus, it's free! And you don't need an ISBN or barcode on Amazon, they give them to you at no cost. However, they are only good for Amazon, so if you decide to publish anywhere else you will need to purchase them.
- 2. Increase your visibility on Amazon** by upgrading your listing. (There is a free resource at the bottom of this checklist to help you with this called the Kindle Planner.)
- 3. Double or triple your book profits by offering it in more formats.** You can deliver your book as an ebook, paperback, hardcover, and audio. That way your readers can consume the information in whatever format is most convenience for them.
- 4. Launch it.** Amazon has great promotional tools to help you launch your book. You can start with my Bestseller eBook Launch checklist at www.ebooklaunchsecrets.com to get started.
- 5. Give 10% of Your Book Away.** Even if you decide to give Amazon an exclusive on your ebook to give use their promotional tools, you can still give 10% of it away on your website. That way you capture the emails of a percentage of your potential buyers so you can continue marketing to them and ultimately sell them from there.

- 6. Mention your book and/or put the link to your book in your social media profile.** You can also create a banner for your book on a group or business page. You can see how we did that for How to Crush it in Business Without Crushing Your Spirit How Entrepreneurs Can Overcome Depression and Find Success at www.Facebook.com/groups/overcomingdepressionforentrepreneurs
- 7. Be sure to advertise your book in your email signature.** Everyone who has a business writes emails. Why not let everyone you communicate with know you have a book? You never know who is looking for exactly what you offer.
- 8. Advertise your book in your newsletter.** If you don't have a newsletter you might consider starting one. It gives you an opportunity to communicate with your audience on a regular basis and share not only valuable information but what's going on in your world as well, plus keep them abreast of what you have coming up. I recommend publishing once a week. 9.
- 9. Assemble a book-review team to give you reviews.** More good reviews get you more book sales.
- 10. Get testimonials that sing your praises.** They will sell your book for you!
- 11. Be a podcast guest speaker.** Podcasts are a great way to spread the word about your book. Podcasts attract people who stay engaged longer than other forms of content delivery and they tend to have more money. Plus, there is much less competition to get heard

on podcasts than with videos. Also, your audience can multi-task while listening so they'll listen at their convenience.

P.S. Always mention your book and how they can get it. Or, if that is not allowed, ask the host to put the link on the podcast page.

12. Offer excerpts from your book on your blog.

13. Take your blog post and post it on LinkedIn.

I also often also repost on Medium. And if you are consistent on Medium you can make a few bucks from your writing too!

14. Tweet About It! You can easily get your first 2,000 twitter followers and start talking about your book! (After you have 2,000 people that you are following, then you can only have 10% more that you are following than are following you so it gets a little harder to grow.) Tweet the link to your blog post and add additional tweets on related subjects.

15. Answer questions on discussion boards and/or Clubhouse. Personally, I love Clubhouse. I find it very easy to make connections there and I got my first client after only 3 appearances on the platform and I wasn't even a moderator yet!

16. Chat about it! Hang out in chat rooms. Chat rooms are a little different than message boards. Rather than just leaving messages for people, you can talk to people there!

17. Use book directories. To get started, Google your topic + directories.

18. Leave comments on high-ranking blogs, but don't try to sell there. Commenting there will help you get more visibility and create interest in what you have to offer. It will also help you forge a relationship with the host, which can lead to big opportunities to share your book.

19. Pin your book and/or events related to your book on Pinterest. It's a visual medium so you'll definitely want to share pictures!

20. Take an excerpt from your book, change it by 30% and upload it to Ezine Articles. The site gets a lot of traffic and will help you expand your reach without much work.

21. Discount your book and run a flash sale. People love a deal, so give them one and ramp up your book sales!

What's NEXT?

- 1.** Buy a copy of **21 Simple Strategies to Jumpstart Your Book Marketing Online (Proven Techniques for Quick Results!)** Today to learn how to implement the strategies in this book!
www.booksopendoors.com/books
- 2.** If you're serious, I want to invite you to set up a time to chat and I'll help you pick the best strategies to implement for YOUR business? (Every business is different.) To book your session go to www.bookwithellen.com
- 3.** PLEASE...if you got value from this checklist please tell others who could benefit from this information by sending them to www.booksopendoors.com to get their own checklist.
- 4.** To get inspired and discover more marketing ideas to get a bigger reach, make a bigger impact and more money, and leave a lasting legacy, listen to the Books Open Doors Podcast at <https://www.booksopendoors.com/podcast>
It's ranked Top 10% globally and it ROCKS!

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www.BooksOpenDoors.com

ellen@booksopendoors.com