

BOOK MARKETING IDEAS



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Design (or commission) a cover that sells. Cover design really matters. It will be your primary marketing asset across all your marketing channels: your ads, your website and crucially your retail pages. Apart from your title, it's the one thing that will get browsers to click through to your page.

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Book Marketing Ideas Authority Self Publishing

Here are 71 book marketing ideas to light a fire under you: The Low-Hanging Fruit. 1. Write killer Amazon sales page copy that sells your book by focusing on the benefits to the reader. 2. Buff up your Amazon author page to make it more about the reader.

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35 Creative Book Marketing Ideas from Publishing Pros

Connie Dowell, Author. One effective in-person book marketing technique is to print business cards for your book or series: one side of the card being the cover image, the other side having a quote from the book or a short blurb, and a link to where you can buy the book.

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35 Book Marketing Ideas That Will You Sell MORE Books

>>>Here Are Some Book Marketing Ideas For Your Book In Order For You To Get Better Sales Figures: 1.

Allot a budget to spend in the marketing and promoting of your book. Make sure to add to the list miscellaneous expenses such as expenses for travel and paid ads.

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50 Creative Book Marketing Ideas

50 Creative Book Marketing Ideas by John Kremer. David Unowsky, former owner of Hungry Mind, once a major independent bookstore in St. Paul, Minnesota, encourages smaller publishers to find a way to offer online ordering for bookstores. This process makes it much easier for bookstores to order your books.

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31 Book Marketing Ideas You Can Use Today Self

31 Book Marketing Ideas You Can Use Today! Sometimes, you need a quick project. For the past two weeks, my daughter has been teething (read: grumpy) and, as a result, I've not had more than 30 minutes to focus on any one activity (save for sleeping at night, blessedly).

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Book Marketing 101 Jane Friedman

Book Marketing 101. It is possible, if not desirable, for an author to launch an effective book-marketing campaign without a publisher's support or assistance. Mainly, it requires time and energy. It may also require some monetary investment to hire a publicist, PR firm, or marketing consultant to advise and assist you.

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71 Ways to Promote and Market Your Book Your Writer Platform

Accept responsibility for the marketing and promotion of your book. Marketing and promotion is just an extension of your author platform. The lines between platform building and book marketing are often blurred. For the biggest impact, combine these 71 strategies with the 101 Quick Actions You Can Take Today to Build the Writer Platform of Your Dreams.

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Creative Book Marketing Self Publishing Advice

Creative Book Marketing and Promotion Ideas for Indie Authors and Self-published Books. For the last year we've been running a monthly round-up post called Book Marketing Shots in the Dark, in which we've shared some terrific advice from self-published authors around the world.

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Everything I know about book marketing is now available in the Amazon #1 bestselling book Take it further with more marketing ideas. Marketing Print Books. How to Market an Audiobook. The Creative Penn Podcast, interviews,

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Tips to Marketing Your Book iUniverse

10 Tips for Marketing Your Book. Before you can sell your book, you need to market it. The book promotion professionals at iUniverse have established a few key marketing tactics and tips to help you develop a great strategy for promoting your book.

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