

## Dan Tortora's List of 50!! Book Marketing Strategies

*Try this author coach's 50 book marketing strategies and sell more books.*

1. Define your audience. Get crystal-clear on who you want to read your book and to know about it. Then figure out how to reach these people.
2. Set up a calendar to plan out your marketing activities and the content you'll create to promote your book.
3. Create blog posts, Facebook posts, Instagram videos, YouTube videos. Anything that introduces readers to your book and to you as an author and as a person.
  - a. Don't just post the cover of the book repeatedly. Engage with people. Entertain and inform them. Let them get to know you as an author and a person. Be yourself.
  - b. Share photos, articles, posts, quotes, and helpful content related to your book or the creation/publication/post-publication process.
4. Build and launch your author website. It can be one or several pages, with brief information about your book and about you, a way to collect email addresses, and ways for readers to connect with or contact you.
5. Send emails 2 to 4 times per month to a list of subscribers, similar to or even duplicating #3.
6. Connect with readers on social media.
7. Connect with bloggers, influencers, other authors, and groups that will be interested in your book.
8. Share your cover design when it's first created.
9. Join author groups and network with like-minded authors (i.e., KDP message boards, Facebook groups, Goodreads, and author organizations).
10. Update your email signature. Put "Author of *Name of Book* ([publication month & year])" in your email signature.

11. Post a book trailer or author interview on YouTube.
12. Seek out paid services, bloggers, or professional reviewers to review your book.
13. Get testimonials and endorsements that you can use on the cover or in the book's sales page.
14. Ask for reader reviews to drive even more readers to your book.
15. Create and circulate or post a "media kit" for your book. At minimum, you need a "one sheet" with all the important details about your book, a cover image, and headshot.
16. Create a list of magazines, bloggers, or publications you'll pitch yourself/your book to. Pitch.
17. Get yourself on podcasts to discuss your book.
18. Get on Goodreads, or become more active there. You can start or import your blog, set up a Goodreads Giveaway, or simply talk about books, create a bookshelf of related books, or join and comment in groups. Turn on the Ask the Author feature and answer some of the pre-seeded questions.
19. Publicize your launch date with emails, graphics, promotions, and giveaways.
20. Share quotes from your book, with beautiful graphics, on social media and on Goodreads.
21. Contact bookstores to ask them to sell your book. Ask if they'll host you for a talk or signing. Then let people know about it!
22. Host live events: talks, signings, or virtual events: a Facebook Live, Instagram Live, or YouTube Live related to your book.
23. Have a QR code made that people can scan in order to buy your e-book (or even your print book).
24. Tell your college or university alumni association magazine about your book (once it's been published).

25. Generously give away free ebooks or print books and ask for reviews on Amazon (or wherever your book is sold) in exchange.
26. Create postcards, bookmarks, or other graphics on VistaPrint or Canva that you can mail or give out to people.
27. Set up Google Alerts to monitor and showcase publicity received and to reach out for interviews or guest blog posts.
28. Identify and apply for book awards.
29. Promote any pre-orders you may have set up for your book.
30. Remind readers to post reviews of your book.
31. Announce (several times before it happens), your book's launch day.
32. Using Amazon Author Central, add your author bio, with a headshot and a link to your website or social media accounts.
33. Add working links on your website, social media, and email signature so people can buy your book easily.
34. Use Universal Book Links from Books2Read to best accomplish this. Sign up for a free account and get started as soon as your book is available for pre-order or has been published.
35. Get, post, and share photos of people (including yourself) holding your book.
36. Consider starting paid ads. I don't recommend this for first-time authors. The learning curve is steep and paid ads work better when authors have a backlist.
37. Post photos or videos of your launch event or virtual launch event to your website, social media, Amazon and Goodreads pages, or add the photos to blog posts or in emails to email list subscribers.

38. Whenever you appear online or your book is discussed, take screenshots, save pull quotes, etc., for use as social proof on your website, in promotional materials, in social media posts, and in emails to your email list.
39. Ask people you've formed connections with lately—readers, bloggers, reviewers, and fans—to tweet or post about your book. Give them with pre-made tweets and posts they can use. Include your website or social media handle with the tweet or post.
40. If/when sales slow, contact Amazon through your Author Central account's help page. Have customer support adjust your keywords or browse categories.
41. If you're a self-published author, experiment with changes in pricing.
42. If you're a self-published author, redesign the cover to revitalize interest in the book.
43. Look for any holidays, events, anniversaries, etc. that tie into your book, and use these as reasons to plug, post about, or pitch your book.
44. Publicize what you're writing or working on next. And work on your next project!
45. American authors: Leave a copy of your book in the nearest neighborhood "Little Free Library."
46. If you hit bestseller status or win any awards, announce it to your followers on social media, by email, and on your website. Update your media kit or one-sheet.
47. Don't take any setbacks personally. And don't engage with negative reviewers.
48. Keep track of what worked and what didn't so you can do it again (or more of it).
49. Celebrate! What you've done—publishing a book and getting eyes on it—is a big accomplishment.
50. Get extra book marketing help from one or a few sources you trust. Having too many informational sources leads to informational overload, conflicting information, and may detract from more important activities.

## Do you need more book marketing help?

Students in my [book marketing course for nonfiction authors](#) get a book marketing checklist—with more suggestions on *what to do* **and** *when to do it*.

The checklist is divided into sections with needle-moving activities at different intervals before publication “launch day.” The checklist starts at 6 months pre-publication and also covers launch day and post-publication activities.

Students also get a questionnaire helping them define their book marketing goals, and another 15+ indispensable guides, templates, and handouts.

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