

Responses from the LinkedIn.com Query about 'How to Promote Books'

On 8/1/08 11:10 AM, Eric Mott wrote:

Our first book is about to reach print.

We plan to utilize the Internet to make connections, using a blog and our website. We joined LinkedIn to connect with past friends and colleagues to spread the word.

Our network of family and friends is already in motion to create buzz. A crazy aunt in Ohio tried to market it to every bookstore near her home three months ago, before it even went to an editor. Our parents are setting up receptions for us at our hometown libraries. We've told everyone we know at our workplace, church, and volunteer activities to create more anticipation.

A book signing is already scheduled at an alumni weekend at one of our alma maters. University alumni associations love to hear what their graduates are up to and pass it on in their newsletters. We've also been in communication with local Starbucks stores for possible book signing opportunities. Once it reaches print we might contact morning TV and Radio talk shows in town.

Finally, when we get the book in hand we are prepared to pound the pavement and pitch it to local, independent book stores.

On 8/1/08 10:43 AM, Deborah Niemann-Boehle wrote:

There are professionals who can answer your question better than I can. I recommend the people linked below. I've heard them speak at conference and read what they've written, and they're credible.

As a writer myself, I have a website and multiple blogs. I belong to Toastmasters to constantly hone my speaking skills. I have even and competed in speaking competitions. Authors have to know their audience intimately and be able to reach out to them via the web and at events.

Links:

<http://blog.writersdigest.com/norules/>

<http://www.bookmarket.com/>

On 8/1/08 10:06 AM, Rob Duncan wrote:

Hi Carol,

I am interested in the responses to this question. I have written 2 business books, "Haul Away! Teambuilding Lessons from a Voyage around Cape Horn" and "Competitive Intelligence: Fast, Cheap & Ethical" (links below).

My promotional strategy has been to issue a press release, and use social media to promote the books. I am a professional speaker, so I make the books available for sale at speaking engagements as well.

I am sure there is more that I could be doing, and I am keen to learn more! Cheers.. Rob

Links:

<http://www.authorhouse.com/BookStore/ItemDetail~bookid~28629.aspx>

<http://www.authorhouse.com/BookStore/ItemDetail~bookid~41192.aspx>

On 8/1/08 9:43 AM, Pj Perez wrote:

As a writer who's had to write detailed marketing proposals for both agents and publishers, it's amazing how much more effort

goes into planning promotion for a book than does even writing it!

My approach was three-fold: Build street buzz with niche market, capitalize on that with "free advertising" via media appearances/reviews and finally, hit the mass market with advertising touting/building on all that exposure. More specifically:

- Use the internet (websites, social media, blogs, etc.) and industry meetings (book expos, writers groups) to build mailing list/network of potential readers. Find specific people, bloggers maybe, to hit with advanced copies (the comic book industry does this often to build advanced buzz, and it works) for review. Perhaps offer an introductory discount to those early mailing listers.
- Partner with a newspaper or magazine to run exclusive excerpts from the book. Blanket media with press kits, review copies. Organize a book release party, much the way bands do with CD releases. Make it an event that will garner press outside of the literary press. Target local media who might do features on the author whether or not they do book reviews.
- Gather all notices, quotes, reviews, accomplishments -- use to formulate different advertising methods, both traditional and viral: Web ads, print ads, YouTube videos, etc.

That's the basics of the approaches I've outlined in the past, with some enhancements capitalizing on today's available technologies.

Wendy Cohen wrote:

Currently I am promoting and publicizing a book of a long-time friend. I came to creative writing through sales, and business and promotional writing of varied kinds. Selling skills in addition to a commercial writing background has enabled me to write press materials effectively and get a strong, fast response for my

friend. Of course, the author is a well-known entity in a specialized world; my job is to broaden her demographic base and therefore books sales to a more mainstream market.

Within two days of my first press release I was contacted by a local NPR station for an interview of this person, and one of the top independent bookstores in LA is hosting a reading/signing in mid-August.

Ultimately, this is really practice for my own books on which I am working. I know that I will want to participate in the launch and marketing of those books, and I believe that more and more writers are thinking like publicists and marketers these days because self-publishing is so prevalent. There are also so many good writers today one needs to think progressively as a business person and not simply as an artist.

Links:

<http://www.wendycohen.com>

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