

Author Visibility: Top 10 ways to get visibility for your book

About Samantha Gregory:



Samantha Gregory is the Bossy Business Lady, a highly sought after consultant, lifestyle strategist, speaker, book coach, and self-publishing expert. She is dubbed the “SharePoint Darling”, is CIO of the No More Crumbs Women’s Empowerment Initiative, and founder of RichSingleMomma.com and the Single Mom Institute for Economic Stability. Her books include, 100 Secrets of Successful Single Motherhood, No More Crumbs, and several more e-books.

Samantha is dedicated to encouraging, inspiring, and empowering people to show up as their best selves in the world. Your book is a pathway to showing up to the world.

Introduction

In this book marketing guide you will learn the Top 10 Ways to Get Visibility for book or business. I wrote this guide to answer the question, “How do I market my book?”

I get this question when people hear about my book and when I talk to people about writing a book. The tips also apply to new businesses as well. It takes plenty of marketing to get your book in front of people.

Marketing seems like a mystery when it is new to you but the reality is you are marketing something all the time. This guide is just a tool/resource to help you see that there are ways you can market your book/ business with tools you already use or in ways you may have not thought about.

To get you started I would like to invite you to chat with me about your book and how to market it so you get sales tomorrow. You simply click on this link to schedule your free, no-obligation [Bossy Book Marketing Session](#). After the session you will have 1-2 customized marketing methods for your book.

Before you jump to the 10 tips, head over to the [Bossy Book Marketing Session](#) now to grab your spot. I'll wait for you...

Now that you are back and have taken the first step to promoting your book, let's get started with the Top 10 Tips to Get Visibility for your Book or Business.

Write articles

You are the expert now that you have written your book. Your advice, expertise, and information is now of value to publications who serve your readers so they welcome articles from you. Send in excerpts, top 10 tips, and author interview content to local, regional, and national magazines, newspapers, and blogs. Share valuable content and you will attract fans and followers who want to know more about you. At the end of the article your bio and links can direct them to your book.

Places to post your articles

Your Blog

Facebook Notes

EzineArticles.com

Relevant Forums

HubPages.com

Squidoo.com

Other professional blogs (contributor)

Local and Regional Newspapers

Community Newsletters and magazines

Speaking

speaking feels like one of the hardest things in the works to do but there is value for the author. Getting in front of the right audience can lead the listeners to your book. Contact your local business, women's, book or civic club and offer to speak at their next meeting. Have your book and business cards ready to sell. Contact event planners and conference organizers to offer your speaking services. If invited ask to sell your books I the back of the room.

Organizations that seek speakers:

Lions Club

Rotary Club

Kiwanis Club

Library Services

Chamber of Commerce

High Schools

Consistent social media

Social media is one place where you are guaranteed an audience. Twitter, Facebook, LinkedIn, Pinterest, and Instagram are the top social media channels right now. In a few years it could be something else but the common theme is people. People enjoy interacting with other people and authors are no exception. Share information about your characters or content in an interesting way and people will pay attention. Use graphics to showcase quotes from the book that will make people think, laugh, or get an "Aha" moment. They will share your content and want to know more about you. Be consistent with sharing and you will attract a loyal fan base.

Press Releases

Press releases are your gateway to local and national media mentions. Write a release that is both timely and relevant and you can end up on the national stage. You can use this medium to attract bloggers as well. Your press release, much like an article should have valuable content, a quote or two, and information about you in the bio section.

There are many press release distribution services where you can submit your release. You can do the research and find a list of publication contacts to email your press directly. Connect with journalist on social media networks like Twitter and LinkedIn groups.

Press Release submission services

PR Web

PR.com

PRlog.org

PRleap.com

PRnewswire.com

Event Giveaway

people love free and event promoters love giveaways to attract people. Submit a copy of your book as a giveaway to events that will have a large group attending or participating. There may be only one winner but there will be hundreds, if not thousands of eyes on your book.

Places to do a giveaway include Goodreads, bloggers, your blog or social media channel, community events, church raffles, etc. be sure to mail the book out to the winner in a timely manner. If it is an ebook email the winner the PDF or a gift card for a Kindle version.

Other places to find giveaway/ giftbag submission opportunities:

HARO.com (giftbag submissions)

Conference SWAG bags

Book review sites

there are websites and bloggers who only do book reviews. Find out how to submit your book so yours can be added to their review list. Some reviewers require a copy of your book or a credit to purchase your kindle version. Others have other criteria to review the book. Whatever method they use is okay with you because you want to get the visibility. A short list of book review sites is at the end of this book.

Kindle Free Book Clubs

If you decide to put your book on Amazon Kindle to sale you can join the KDP or Kindle Digital Publisher program and offer your ebook for free a certain number of days. There are websites and bloggers who track the free books and post their websites. Amazon will also list your book on their high traffic website. The KDP program can potentially skyrocket the number of books that get seen and downloaded in a short period. You get visible and get sales even after the free period is over.

Blog

set up a blog before or while you are writing the book to build your fan base. If you didn't start one during that period you can still start one now. Use the blog to talk about the book, the parts of your life you want to share, and places you will appear. Tie your blog to your social media channels to feed your post. This is part of your campaign to be consistent in social media. Interview experts related to your book on the blog. Invite the readers to write and share a fan version of the story and get their ideas to help you write the next book. Include information for the media and images of you and your book in a digital press kit.

Book trailer

being visible means being seen in as many offline and online places as possible. YouTube is one of the top places to be seen online because the video format is popular. Create a book trailer to add to YouTube and get more visibility. You can create a simple video with images and a voice over, words with images and music; or a full production. Keep the trailer length at 1-3 minutes and be sure to complete the description box. Post the trailer on your website/blog and share on your social media channels.

Radio/podcast Interviews

being interviewed on television is the ultimate accomplishment for an author. Unfortunately it is challenging to get seen in that media channel. The next best thing is to get interviewed on the radio or a podcast. Contact show hosts and offer to share tips from your book with their audience. The key is to offer valuable information that will raise the ratings versus seek self- promotion. A radio or podcast interview is valuable because people will listen to a show long after it has aired. You will get connected with real listeners and may even be able to answer their questions on the air.

Unique Book Marketing Tips from Authors Like You

I asked several authors how they marketed their books. I didn't want the standard answers but I wanted to know what they did differently to get them successful book sales. Here are their book marketing tips. Hopefully you will get value you can use for your own book marketing activities.

Dan "Chance Lawrence" Fendel, Author of *Towed in a Hole*, shares this marketing tip:

When I wrote a mystery novel, "Towed In A Hole" by Lawrence Chance (my pseudonym) that happened to feature a private detective who uses a luxury RV as his base of operations, I knew I could attract the general mystery fan market in the traditional ways. However, I also went after the RV owner/enthusiast market by putting out press releases with a novel story angle: That in times of high fuel costs and economic stress, people who couldn't afford to take their RV's out of the driveway for actual trips could RV vicariously through my character, Ray Cid, and enjoy their lifestyle for the price of a book on Amazon.

It got HUGE response in the RV press/blogosphere and six years later the book is still selling on Amazon long after it would have been forgotten by the mystery crowd alone. ALSO a general book marketing tip? One of the main reasons beyond "branding" that I always write books under a pseudonym is that when I contact press or retailers as the author and tell them how wonderful my book is, they are naturally skeptical and have heard that from every author, but when I contact them as the PUBLISHER of the "author"/pseudonym's work, there is third-party credibility and they're more interested in looking at the book because they figure if a publisher, even an unknown-to-them one, has invested time/money in the book there MIGHT be some value in it and they're more willing to give it a look.

Dan Fendel

Author of "Towed in a Hole"

Founder/CEO of Float Plan One

<https://www.facebook.com/FloatPlanOne>

Link to his book:

http://www.amazon.com/Towed-In-Hole-Raymond-Mystery/dp/1439207798/ref=tmm_pap_title_0?ie=UTF8&qid=1398304798&sr=8-4



Elaine Wolf, “the anti-bullying novelist,” Author of *Danny’s Mom* shares her advice:

As a successful traditionally-published author of two novels (*CAMP* and *DANNY’S MOM*), I offer two unique marketing tactics I used to generate good results:

1. I chose to launch my novels at a small, local, well-respected independent bookstore (rather than at a large venue or chain bookstore), which garnered lots of local media attention (newspaper reviews and listings as well as radio appearances) and led to many out-of-area interviews, guest blogs, and author events -- as well as an invitation to be the keynote speaker at a large educational conference. I preceded and followed each book launch with email blasts, Facebook postings, and tweets.

2. My best book marketing strategy was branding myself as “the anti-bullying novelist” because both of my novels feature strong antagonists who practice bullying as if it were a sport. And when I put my brand at the top of my website, I added a slogan: “fighting bullying one novel at a time.” Because bullying is now a hot topic, branding myself as “the anti-bullying novelist” enabled me to attract media attention, which put me on the radar screen of organizations, libraries, schools, and book clubs. My novels have become springboards to discussions about bullying and tolerance.

Elaine Wolf
“the anti-bullying novelist”
authorelainewolf.com
[Facebook](#)
[Twitter](#)
DANNY’S MOM on [Amazon](#)



Bob Walton, co-author of *Route 66, The People-The Places- The Dream*, shares his advice:

I am the co-author (with Sal Santoro) of "Route 66, The People-The Places-The Dream." We are first-time self-published authors whose unconventional marketing has placed our sales numbers in the top 5% of all self-published books. This is even more remarkable because our 260 page book with more than 500 color photos retails for \$34.95, much more than most. I was an elementary school teacher and Sal

worked for UPS, so we had no publishing or marketing experience.

We are a couple of guys who are not shy about promoting our book. We have done many slide presentations for groups from 15 to more than 200 people. Above all, we are ALWAYS thinking about how we can increase sales. All of our cars have our web address on the rear windows. We distribute business cards at the slightest hint of interest. We believe that much of our success is due to our upbeat, enthusiastic attitude.

Our marketing plan included reaching out to celebrities and media at the highest levels. As a result, our book is a Jay Leno's Book Club selection. Our story has been the subject of both radio and television stories and interviews. We recently were interviewed by Phlash Phelps on Sirius-XM's 60's on 6 channel and were mentioned on the Scott Shannon Show on NYC's WCBS-FM. Our book was favorably reviewed by many of the major automotive hobby magazines. We have photos of us (holding our book, naturally) with Peter Yarrow and Paul Stookey (of Peter, Paul and Mary fame), Dennis Gage (handlebar mustache guy) of the TV show "My Classic Car, Sal with Indy 500 Champion, Mario Andretti and others. All of these photos were the subject of local, regional and national press releases and gained us exposure. Our assertive marketing campaign has placed "Route 66, The People-The Places-The Dream" in major auto museums such as The Petersen in LA, The Studebaker, The Crawford Collection and The Auburn-Cord-Duesenberg. Our book is also in many of the most significant Route 66 museums and gift shops.

Bob Walton (and Sal Santoro)

www.Route66Guys.com
Bob@Route66Guys.com

Nihar Suthar, author of *Win No Matter What*, shares his tips:

The greatest tip that I have on marketing my current book is by handing out heavy duty placards. Since "Win No Matter What" is an inspirational book, I made cards with inspirational quotes on the front. On the back, they contain the title of my book and my website. Almost everybody I meet and give a card to saves it in their wallet because of the nice, uplifting quote front. It has really worked. I encourage other authors to think in different ways of marketing their book as well.

Nihar Suthar

www.niharsuthar.com

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Krisstine Jacobsen, Author of *13 Sexy Secrets Every Woman Wants to Know*, shares her tip:

I do have a book in print and I used a creative title. It is a spiritual book called "13 Sexy Secrets Every Woman Needs to Know" with a little black dress on the cover. Every Women wants to be sexy and feels good in her little black dress.

The book is catching attention and in the first two weeks has already been picked up by Barnes & Noble.

1. It is a new Genre "Holy Help" Self Help with Super Natural Power.
2. It is a relatable story that gives the "Church Lady" image a make over.
3. Answers life's big questions regarding purpose and meaning, love and validation.
4. Teaches women to trust themselves, we are more power then we could ever imagine.

Krisstine Jacobsen

holyhelpblog.com

[Amazon](#)



Bradley Spinelli, author of *Killing Williamsburg*, shares his advice:

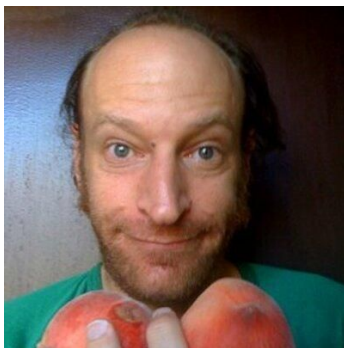
In an effort to have an unusual launch party for my book, I was able to secure DJ Questlove to spin at an event. To promote it, I got my designers to create a poster, and I had a few hundred printed--large, concert-style posters. A friend and I prowled the neighborhood at night and put them up

with wheat paste on construction walls--which was combative, because big corporations do this all over Williamsburg, Brooklyn, and the biggest risk is that your posters will be covered up by the next morning.

Someone on my team also had printed cling forms, bumper-sticker-sized plastic sheets that stick naturally (no adhesive) to glass and other slick surfaces. I've seen these on the subway, like an old-school punk-rock sticker campaign. No contact information, no website--just the name of the book and the design elements. It's a low-key way to subliminally advertise the book, usually placed on top of other advertisements.

Bradley Spinelli

<http://killingwilliamsburg.com/>
[Twitter](#)



Ken Tanaka, author of *Everybody Dies: A Children's Book for Grown*

Ups, shares his tips:

It's co-authored by David Ury who was crushed by an ATM on *Breaking Bad*. I originally self published a book in 2011 and it was just picked up by HarperCollins to be released next month. One of the main marketing tools I used was getting popular YouTube users to talk about the book. We are currently planning to have several popular YouTube channels do book giveaway contests for the May

27th release.

Ken Tanaka
[Twitter](#)
[Facebook](#)

Co-Author David Ury's [info](#)



Alina Adams, author of five Figure Skating Mysteries, shares her tip:

During these past Winter Olympics, I partnered with two-time Olympic Men's Figure Skating Champion Dick Button to produce his live commentary of the skating events on Twitter. During the coverage, I promoted my Figure Skating Mysteries to those following the commentary - an audience that I knew loved figure skating, and might be interested in my books.

Alina Adams

www.AlinaAdamsMedia.com

Her [blog](#) | [Twitter](#) | [Facebook](#)



Michelle Gamble, CEO, 3L Publishing, LLC, shares her advice:

I am the CEO of 3L Publishing (www.3LPublishing.com). I recently joined author Scott D. Roberts who wrote *Vengeance Is Now* (www.vengeanceisnow.com) at the Tucson Festival of Books. We came prepared to hit the ground running to market and promote his book. We designed a one sheet with reviewer quotes and did two really critical drivers of traffic to his author-signing event. We passed out the one sheets with the time he would sign to thriller fans waiting to see author Scott Turrow. They were a captive audience (who read his genre) waiting in line with nothing to do.

Then on the day of the signing I stood out in front of the booth and asked people two key questions to lure them in. 1. Do you read thrillers? A yes answer resulted in the next statement 2. In *Vengeance is Now* you'll never guess who is the killer. This tactic got the reader's interest piqued and I herded them over to the author to buy and sign his book. While the other largely unknown authors sat in the pavilion selling virtually nothing, Scott Roberts had a line of eager buyers. This prompted the other authors to ask me what we were doing. And hence, I am now passing the wisdom to you.

Michelle Gamble

www.3LPublishing.com

www.vengeanceisnow.com

<http://3lpublishing-firstwordblog.blogspot.com/>

[Facebook](#)



MaryAnn Kempher, Author of *Mocha, Moonlight, and Murder, & Forever Doomed*, shares her tip:

I'm a published author of two books. Both are available online and in print. My first was published through a small publisher, my second I published myself. I've had success with two different methods of publicity; a company called BookBub for my first book, and Facebook for my second. I'm having really good results using the boost feature on Facebook. I played with a lot of different posts, using different wording and pictures. The one that's there now is giving me good results.

MaryAnn Kempher

Books:

[Forever Doomed](#)

[Mocha, Moonlight, and Murder](#)

[Twitter](#) | [Facebook](#) | [Goodreads](#) | [Pinterest](#)



Walter G. Meyer, author of *Rounding Third*, shares his advice:

I write about bullying and sports every chance I get and just including the byline at the bottom, "Walter G. Meyer is the author of "Rounding Third" is great advertising. Now that I am an established expert on the subject, I often get asked to write these pieces and get paid to write them and paid speaking fees as well.

My novel **Rounding Third** has been nominated for a Lambda Literary Award, and was a finalist for a San Diego Book Award. Because it deals quite powerfully with the teen bullying crisis and was published out just as the bullying crisis started making the

news, I received numerous requests to speak and write about that timely topic and each time I do, book sales go up. So I actively seek opportunities to be interviewed on the subject of bullying. On my web site, you can see some of the coverage I've generated:

<http://www.waltergmeyer.com/bullying/>

waltergmeyer.com

[858-254-8332](tel:858-254-8332)

Link to his [book](#) | [Facebook](#) | [Twitter](#)

Diane Iverson, author of *Discover the Seasons* and many children's books, shares her tips:

Every book has unique promotion opportunities, depending on the subject matter. I have several books, and most (but not all) of them are children's picture books. Here are a few promotion efforts that have been effective for me:

Discover the Seasons and **My Favorite Tree** (both through Dawn Publications) were natural fits for nature centers, natural history museums and botanical gardens. I tried to set up speaking events at such places. Any opportunity to speak is an opportunity to sell.

Rascal the Tassel-Eared Squirrel (Grand Canyon Association) is a book about a specific species of squirrel. It is written by Sylvester Allred and illustrated by me. We asked for the opportunity to do an educational book-art exhibit at the Kolb Studio on the South Rim of the Grand Canyon. This national park has a huge number of visitors each year, so the exhibit was well attended by people from around the world and gave excellent exposure.

When I Dream (Coalition for Compassion and Justice) is published by a nonprofit that serves families in poverty. It is about a homeless mother and child. All of the money from sales goes to provide services for low-income families with children. I am author and illustrator. I have found a great deal of positive response from faith groups. I have spoken at several religious meetings and find I am even being invited to preach sermons.

Sales at churches are good. It is also an ideal book for elementary school presentations, which is another good opportunity for sales. I have a good school Power Point presentation and do a short drawing demonstration for kids. Teachers have begun requesting lesson plans to go with this book, and I will offer those on line shortly. It is probably good to do this from the beginning for any book that lends itself to classroom use.

The most important thing I ask myself is, what places **other than book stores** might have a natural connection to the topic of this book?

Diane Iverson
Coalition for Compassion and Justice
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Rick Lauber, author of Caregiver's Guide for Canadians, shares his advice:

While my publisher offers an in-house publicist, I realize I cannot rely on her alone to market my book. As the book's author, I am my own best salesman and have explored various means to showcase what I have written.

My most effective means of selling books has been through exhibiting at senior's trade shows (where I directly reach my desired readers). Bookstore signings have also proved to generate positive results as I have the opportunity to meet bookstore customers.

My most unique way to sell my book likely has to be through carrying around copies in my car (you just never know when you might find a customer - I sold a copy of my book to my dentist directly following an appointment!). I have also partnered with a local senior's health supply store where I supply copies of my book for sale on a commission basis. Writing related newspaper, magazine and on-line articles also allows me the opportunity to mention my book title in the closing writer's biography.

Rick Lauber
Caregiver's Guide for Canadians
www.caregiversguideforcanadians.com
[Twitter](#) | [Facebook](#)



Bruce A. Horwitz, author of A Hooker's Guide to Getting a Job, shares his tips:

I am the author of two books, A Hooker's Guide to Getting a Job: Parables from the Real World of Career Counseling and Executive Recruiting and Success! As Employee or Entrepreneur. Whether or not this is unique I will leave to you, but I market them by setting up a daily message or tweet (I use Hootsuite) sent to my LinkedIn and Twitter contacts (some 41,000) either highlighting a lesson taught in the books or mentioning a sale. I also usually reference one of the books when responding to a journalist on HARO (I have some 550

media citations, 99% through HARO).

[Blog](#) | [LinkedIn](#) | [Twitter](#)

[A Hooker's Guide](#)



Lucy Leitner, Author of *Working Stiffs*, shares her tips:

I'm the author of satirical horror comedy novel **Working Stiffs**, a tale of zombies that invade a pharmaceutical company corporate office.

To promote the book, I created a web site for the fictional company —ProWellPharm.com— that features fake products and even a video commercial for one product on the homepage. I fully branded a fictional company and linked back to my book's Amazon page in an effort to direct traffic there.

Lucy Leitner

LucyLeitner.com

[Facebook](#) | [Twitter](#)



Kathleen Shaputis, author of *Changes in Attitude*, shares her advice:

I have six books published through both traditional and self published. I have a romantic comedy where the protagonist is a Parrothead, a Jimmy Buffet fan, so I sent out a PR release to rock radio stations with a contest to find the most avid Buffet fan in their audience. There were three questions, fairly simple and the winner got a free autographed copy of "Changes in Attitudes."

Kathleen Shaputis

[Twitter](#) | [Facebook](#) | [Pinterest](#)



Chris Hedges, author of *Average Joe's Story: Quest for Confidence*, shares his tips:

I just started my book marketing so sales are currently limited. I have been using my local market to sell books and drive people to fill out feedback on Amazon and Goodreads. However, I have mapped out a 9 month cross country book tour that takes me to all 100 top book markets in the United States. Based on the cost analysis of doing the tour I'm not sure it makes fiscal sense, but I'm looking at how I can get the most bang for my buck.

I'm using the road trip to get some or all of the research and writing done for the next book. I haven't seen anything similar yet, and in my experience standing out from the crowd gets you noticed. It gives me the opportunity to actually meet readers and potential readers to build a tribe. I will hopefully be able to position myself differently from other authors by being so accessible. In the late stages of the book tour I will have the opportunity to get feedback directly from people instead of from their Amazon book reviews.

Chris Hedges

[Facebook](#) | [Twitter](#) | [Google+](#)



Michelle Jansick, author of *Chipper's Friends: The Heartwarming Story of an Imperfect Dog*, shares her tips:

I recently self-published a book (available in print) called "Chipper's Friends: The Heartwarming Story of an Imperfect Dog." Narrated by Chipper herself, it's a funny autobiDOgraphy about her life as a therapy dog dropout. It teaches that you don't have to be perfect to make a difference. We are currently running a Mother's Day book promotion in which the first 100 people who order our book will receive upon request a free paw-tographed bookplate label with a personalized message from Chipper to their mom. Since we choose a different charity each month to donate a large portion of our profits, 50% of April's profits will go to the Kindness Ranch, a 1000-acre sanctuary in Wyoming for animals that have been used in laboratory research.

This has been a very successful promotion for us! People have been so excited to receive a personalized, pawtographed bookplate label from an imperfect dog that they are ordering two to four copies instead of the usual one.

Since Chipper and I published our book with the goal of brightening the world, we have chosen to donate our profits each month to a different charity to help children and/or animals. It doesn't matter how good of a book someone writes if nobody knows about it, but advertising is outrageously expensive. I would much rather donate to a charity than spend money on advertising, so we donated 100% of our net profits during the first year our book was published. One month Chipper used her profits to throw a pizza party for her friends at the homeless shelter. Another month she used her profits to buy Christmas presents for our local children's hospital.

By donating our profits, we were able to catch the attention-- and get free advertising from-- charity leaders (who posted our book promos on their Facebook pages, etc), local newspaper & TV reporters, and local/national magazine editors. Millions of people know about our book now (Chipper has Facebook fans in 45 countries), and I haven't spent a dime in advertising. I am thrilled that we were able to donate all of our profits to wonderful charities last year. People love to buy products that support their favorite charities. Store owners contact me and ask to carry my book in their store and request book signing events. It has been a win-win situation for everyone involved. Now that we have entered into our second year of publication, we are donating 50% of our profits to charity. We will always donate a portion of our profits to help children and animals.

www.ChippersFriends.com
[Facebook](#)



Linda McIntyre, author of *The Exile*, shares her advice:

I've created an intense epic fantasy series called Lies of Lesser Gods. My first book of the series, *The Exile* is my pride and joy. I don't think I've been prouder of a work that I've created. I am currently in full O.C.D. Copy-editor mode on book 2, *The Rebel*, which is launching in August 2014. I crowd funded for the production - my main goal was exposure, with any buy-ins a bonus. I received over 1100 views and 109 organic referrals. All

exposure good.

The Exile is available at Amazon, B&N, Chapters etc for trade paperback copy, and in ebook on Kindle, Kobo and my website.

So far in marketing the series I've hosted 3 giveaways, garnering thousands of people in marketing exposure.

The First Giveaway on GoodReads - 378 people added the book to their "to read" shelf, and just over 900 people entered. This was my first effort to garner exposure.

The First Rafflecopter Giveaway - We had over 20,000 entries.

I've done very successful book signing tours, I've created live streaming book reading, a book trailer and I will be appearing on a YouTube program called Fiction Frenzy soon.

I am currently nominated for an IPPY Award, an Aurora Award and an e-Lit Award.

My biggest marketing support has come from forming alliances with other Indie Authors. Some of them are just starting out, like me, and others have been going at it for years and help to steer you away from pitfalls and marketing non-starters.

Linda McIntyre

[Facebook](#)

[Twitter](#)



Teresa Rhyne, author of *The Dog Lived (and So Will I)*, shares her tips:

When my book "The Dog Lived (and So Will I)" --the story of my beagle and I both surviving cancer-- was published by Sourcebooks, Inc., I did a series of fundraising events for various dog rescue and canine cancer groups in partnership with my boyfriend who happens to own a wine shop.

We called the events "Words, Wine & Wags." Attendees purchased tickets with proceeds going to the non-profit. At the event I'd do a talk/ reading, attendees would enjoy a wine tasting (wines were from Cru Vin Wine Dogs), and my cancer-surviving beagle was present to add his wags (and howls). Usually there was a raffle as well. Great fun; I sold many books at each event and felt good raising money for so many worthy causes.

I have a 2nd book coming out in October and we plan to do the same events for "The Dogs Were Rescued (and So Was I)."

Teresa Rhyne

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

[Facebook](#)

Buy [The Dog Lived](#)

Marc A. Pitman, *Ask Without Fear*, shares his tip:

Possibly the oddest way I've marketed my book was inspired by the "factory outlets" near my home in Maine. I realized that some of my books with bent or damaged covers could still be sold as "seconds."

I only sold these on Twitter. My message was something like:
Factory "second" issues of *Ask Without Fear*! available for just \$5 incl. shipping! Odd cover, same great content. Each time I've done this, I sell a few. (My publisher was only charging me \$2 per book and shipping wasn't much. It helped me pay for the copies I'd purchased that I didn't want to leave on a table after a talk.

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Adam Bertocci, author of *Two Gentlemen of Lebowski*, shares his advice:

The book is a mash-up of "The Big Lebowski" with the works of William Shakespeare. A five-act play in iambic pentameter and period prose retells the cult movie in the style of the Bard; the book also includes annotations and period illustrations, just like the Shakespeare paperbacks you might have had in school.

The first unusual book marketing technique came before this project was even a book. It began as a simple stunt to get my name out there as a writer. I simply wrote a draft of the fake Shakespearean play and posted it online for free. It went viral almost immediately—within 24 hours celebrities were tweeting it and theatre companies were asking if they could do the play for real. Jeff Bridges, the star of "The Big Lebowski" heard about it... literary agents started calling to see if we could make the thing a book... like I said, it happened quickly.

Because the book has a very clearly defined audience (Shakespeare fans, Lebowski buffs and fans of pop culture mashups), I've had success working within those areas; Lebowski fandom in particular is a bit of a special club. Things I've done include:

- Going to Lebowski Fests (conventions celebrating the movie) and selling autographed copies.
- Doing impromptu signings at New York's 'The Little Lebowski Shop', a store devoted to Lebowski merchandise. For Shakespeare's birthday, I'll be hanging out there for three hours and writing free customized Shakespearean sonnets for anyone who asks.
- Tracking down cast members from the movie and giving them copies — five successes so far, fans enjoy knowing that the cast is in on the joke.
- Contributing to other books about "The Big Lebowski"; I wrote an essay for the book "Lebowski 101" last year, and next month a book called "Fan Phenomena: The Big Lebowski" comes out featuring an interview with me to introduce a chapter (not written by me, I swear) celebrating "Two Gentlemen".
- Converting the lyrics of pop songs into cod-Shakespearean sonnets and posting them on Facebook; these are usually pretty popular and attract new fans.

AB

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Vincent Blair, author of *Jennifer Allan and the Book of Hope* shares his tip:

Because I was a local author in the small-town area of Lancaster County, Pa, there was a small local bookstore that let me do a book signing at their store to help promote my book. Because I also published right before graduating high school, the local newspaper wrote a story on my process of writing and publishing the novel.

The most unusual way that I marketed my book was when my high school put a copy of it into the school library, and I had friends come to me asking for personal copies directly from me. It was unexpected, but in a very good way. With independent publishing, it's always more difficult to market, so any help is always appreciated.

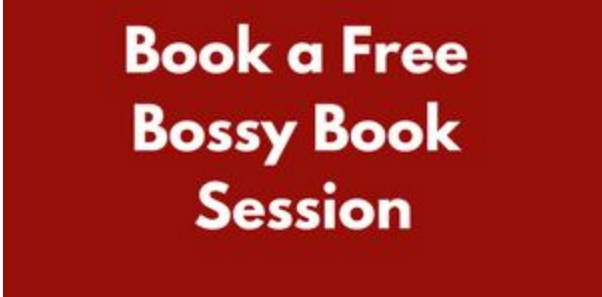
Vincent Blair

[Link](#) to his book

[Facebook](#)

Do you want help with marketing your book? What if you could automate your marketing and have more free time to write more books?

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