

LOCUST HILL PUBLISHING



Author and Book Marketing

If an author is working with a publishing company and has not yet reached high-profile status, chances are she or he may still need to supplement the publishing company's marketing efforts.

There are numerous ways to gain a following, and your publisher will most likely be very supportive of your activities because it presents a win-win situation for both parties.

The starting point is simple:

1. What is the desired end game?
2. Where are you right now, relative to the desired end game
3. Do you have an [Agent](#)
4. Do you have a Publisher that is actively engaged

The journey can include a number of activities, all designed to increase the number of people who will enter the author's world and buy books, tapes, and other products.

If the Author has an actively engaged Agent or Publisher, much of the activity on the lists below will have already taken place.

The first step is to locate people who are likely to be interested in what the author to say.

The next step is to deploy a variety of tools that are likely to bring the targeted people into the author's space and actively engage them. Tools include, but are not limited to:

1. Social media (Facebook, LinkedIn, Twitter, etc.)
2. Blogging
3. Strategic Article Publishing
4. Author's Website
5. Radio (as guest. Takes some time to arrange)

6. Radio host (such as blogtalkradio)
7. Television appearances (can be difficult without publicist. However, it is doable)
8. Strategic press releases
9. Free speaking at targeted events
10. Paid speaking (when name is better known)
11. Internet-based book events

It is assumed that the author has an appropriate Media Kit. This is also required by Speaker Bureaus. Additionally most bureaus require a short video of the speaker's performance as part of the Media Kit.

An author might elect to personally launch some if not all of these tools. However it can be a full time job. There are companies that can do them for you. The better ones have a cafeteria offering, which permits measuring the effectiveness of each activity. Our recommendation is to do what you can comfortably accomplish yourself, and outsource the rest.

Bottom line, effectively marketing an author and her or his work will achieve some degree of success. I firmly believe that if people are not engaging despite best efforts being deployed, you haven't yet found the right audience. Niche market searches take a lot of guesswork out of finding this group.