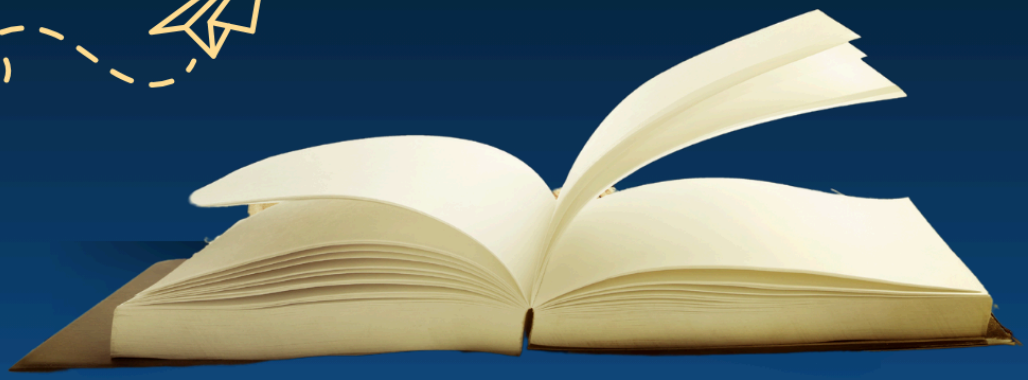
BEDSIDE READING®

30-DAY GUIDE BOOK MARKETING



NEW TOOLS & BESTSELLER STRATEGIES

CO-CREATED BY

JANE UBELL-MEYER & JULIE ANNE EASON

Bedside Reading
30-Day Marketing Guide

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Welcome to Your 30-Day Marketing Journey!

If you're reading this guide, congratulations! You've either written a book, promote books, or are connected to the world of publishing—and that's an exciting place to be.

This 30-Day Marketing Guide aims to help you fully utilize the powerful marketing tools that come with the Bedside Reading program.

You've already made a fantastic decision by joining the program, and now we want to support you in making your book shine and reach the audience it deserves.

Over the next month, this guide will walk you through specific steps to boost your book's visibility, develop strong marketing habits, and build momentum.

The materials we've provided are just the beginning—this guide will help you maximize them. Remember, marketing is a journey.

It doesn’t end after 30 days. It grows, shifts, and evolves.
Think of this guide as one important spoke in your marketing wheel.

Writing a book is an amazing accomplishment, but turning it into a success requires a business mindset. Like all successful businesses, a strong marketing plan and budget are key.

So get creative, stay consistent, and enjoy the process.
We're here cheering for you every step of the way. Let's get started on making your book a success!

Jane Ubell-Meyer & Julie Anne Eason

WEEK 1
YOUR WEBSITE
& EMAIL MARKETING

Day 1 | Complete a Website Audit

Here's an easy-to-read document combining the two sets of tips on building and optimizing an author website:

Your Website: A Powerful Marketing Tool

Your website is one of the most crucial assets in your book marketing toolkit. Whether you've created an entire site dedicated to your book or just a page on your business site, it's important to keep it fresh and optimized for your audience. Here's how to ensure your author website is working its hardest for you:

Key Website Essentials for Authors

1. Display Your Book Cover Prominently
Make sure your book cover is easy to find and visually appealing. Place it in a high-visibility spot that grabs attention the moment visitors land on your page.

2. Link Directly to Purchase Options
Make it simple for people to buy your book. Ensure the book cover image links directly to a place where it's available for purchase, and add clear "Buy Now" buttons for multiple retailers (e.g., Amazon, Barnes & Noble, or your own store).

3. Add a Standout Book Description
Hook your readers with a compelling and concise book description. Highlight its key themes and make people want to learn more.

4. Offer Multiple Ways to Buy
Provide different buying options—whether through various retailers or formats (hardcover, paperback, ebook, audiobook)—to make purchasing easy for your readers.

5. Show Off Reviews
Reviews can make a big difference. Add testimonials from Amazon, Goodreads, or other trusted sources directly on your site to build credibility and influence purchasing decisions.

6. Test Your Links
Broken links frustrate readers and hurt your professionalism. Regularly test all the links on your site to ensure everything is working smoothly.

7. Ensure Mobile Optimization
Many visitors will view your site on mobile devices. Ensure your website is mobile-friendly and looks great on both phones and tablets.

8. Keep Your Author Bio Fresh
Keep your author bio current, engaging, and relevant. Highlight recent achievements, awards, or updates in your writing career to build a personal connection with readers.

9. No Website Yet? No Problem!
If you don’t have a website, don’t stress! There are plenty of easy, affordable ways to create one. Platforms like Weebly, Canva, or Fiverr can help you build a professional-looking website without needing to hire an expensive designer.

10 Additional Tips for Building an Effective Author Website

1. Create a Clear, Simple Layout
Your website should be easy to navigate. Visitors should quickly find essential information such as your books, bio, and contact details.

2. Make Your Book the Star
Display your book front and center. Include the cover image, a brief description, and clear links to purchase options on your homepage.

3. Add a Call to Action
Encourage visitors to engage with your content by including buttons like "Buy Now," "Join My Mailing List," or "Follow Me on Social Media."

4. Introduce Yourself with a Strong Author Bio
Share your journey, background, and interesting personal details that help readers connect with you as an author.

5. Showcase Your Blog or News Updates
If you blog or share updates, feature your latest posts on your homepage. This keeps your site fresh and encourages regular visits.

6. Highlight Reader Reviews and Testimonials
Feature positive reviews from readers, bloggers, or media outlets to build trust and persuade new visitors to buy your book.

7. Optimize for Mobile Devices
Many people will visit your site on their phones. Ensure the site is responsive and adapts to different screen sizes.

8. Offer Freebies or Downloadable Content
Grow your email list by offering a free chapter, exclusive content, or a behind-the-scenes look at your writing process in exchange for signing up.

9. Add Social Media Links
Make it easy for visitors to connect with you on social media. Include icons that link directly to your profiles.

10. Keep SEO in Mind
Boost your website’s visibility with basic SEO practices. Use relevant keywords (like your name and book title) in headers, meta descriptions, and throughout your site to improve your search engine ranking.

By following these tips, you'll create a professional, functional, and engaging website that helps attract readers and build your brand. A well-maintained website can become a powerful tool for marketing your book and connecting with your audience.

And for those of you who want to take a deeper dive into the world of SEO.

Improving SEO (Search Engine Optimization) helps your website rank higher in search engine results, making it easier for people to find you and your book online. Here are some key strategies to improve your SEO:

1. Research and Use Relevant Keywords
Identify the right keywords that your target audience would use to search for your content. For example, if you're an author, use keywords related to your genre, book title, and niche.
Use tools like Google Keyword Planner, Ubersuggest, or SEMrush to find keywords with good search volume and lower competition.
Incorporate keywords naturally into your page titles, meta descriptions, headings, image alt tags, and throughout your content (e.g., blog posts, book description).

2. Optimize Your Website's Speed
Faster websites rank better. Optimize your site's speed by compressing images, enabling browser caching, and reducing unnecessary scripts.
Use Google PageSpeed Insights to check how fast your site loads and get suggestions for improving performance.

3. Mobile Optimization
Ensure your website is mobile-friendly because Google uses mobile-first indexing. Test how your site looks and performs on phones and tablets.
Use responsive design to ensure your site adapts to any screen size. This improves user experience and can positively affect your SEO rankings.

4. Create High-Quality, Engaging Content
Regularly update your website with fresh content like blog posts, book updates, and relevant news. Search engines favor sites with consistent, valuable content.
Write for humans first, SEO second. Content should be informative, engaging, and easy to read, not just stuffed with keywords.
Answer questions your readers are searching for. Write blog posts that address FAQs about your book, writing process, or genre.

5. Use Descriptive, SEO-Friendly URLs
Create short, clear, and descriptive URLs for each page. Instead of "www.yourwebsite.com/page1," use something like "www.yourwebsite.com/mystery-book-launch."
Include keywords in the URL when relevant.

6. Optimize Page Titles and Meta Descriptions
Craft compelling page titles (H1) and meta descriptions (the snippet shown in search results).
Use relevant keywords but keep the title under 60 characters and the meta description under 160 characters.
Each page should have a unique title that reflects the content and attracts search engine attention.

7. Improve Internal Linking
Link between different pages on your website (e.g., blog posts to book sales pages). This helps search engines understand the structure of your site and distribute authority across pages.
Use descriptive anchor text (the clickable text in a hyperlink) to help search engines recognize what the linked page is about.

8. Get Quality Backlinks
Backlinks from reputable sites signal to search engines that your content is valuable. Reach out to bloggers, book reviewers, or media outlets for reviews or interviews that link back to your website.

Guest post on other websites in your niche to increase your online presence and backlink profile.

9. Optimize Images and Use Alt Text
Compress images so they load quickly, improving page speed.
Add descriptive alt text to images. This helps search engines understand the content and is especially important for visually impaired users who rely on screen readers.

10. Set Up Google Search Console and Analytics
Use Google Search Console to monitor your site's presence in Google search results. It helps you track performance, fix errors, and see which keywords bring traffic to your site.
Google Analytics helps track visitors, bounce rates, and which pages perform best. Use this data to refine your content and improve SEO.

11. Utilize Structured Data (Schema Markup)
Schema markup helps search engines understand your content better and can improve how your pages are displayed in search results. For authors, you can use schema to mark up events like book launches, author information, or book descriptions.
Use Google's Structured Data Markup Helper to implement this.

12. Encourage Social Sharing
Make your content easy to share on social media by adding share buttons to your blog posts and pages. Even though social shares aren't a direct ranking factor, they increase traffic and backlinks, indirectly improving SEO.
Post your content on social media regularly to attract readers back to your site.

13. Create a Sitemap and Submit It
Create an XML sitemap and submit it to Google Search Console. This helps search engines crawl and index all the important pages on your website.
Most website builders (like WordPress, Wix, and Squarespace) automatically generate a sitemap for you.

14. Fix Technical Issues
Ensure your website doesn't have broken links, duplicate content, or crawl errors (which can prevent search engines from properly indexing your site). Use tools like Screaming Frog to identify and fix these issues.

15. Secure Your Site (SSL Certificate)
Ensure your website is HTTPS-secured by installing an SSL certificate. Secure sites rank better and visitors are more likely to trust a secure site with their information.

By consistently following these steps, you'll improve your website's SEO, making it easier for readers to find your content and your books. SEO is an ongoing process, so keep analyzing and adjusting based on performance to maintain strong rankings over time.

Drag & Drop Website Builders Include:

Weebly
Yola
Wix

The BedsideReading.com site was built on Weebly

Day 2 | Create an *"As Seen In"* Media page On Your Homepage

As part of your Bedside Reading package, your book image will be featured in a number of media outlets. When you join our program, Erin will send you a folder. Inside the folder will be your media, social media images for you to use.
If you haven't received them yet, please reach out Erin@BedsideReading.com

You can always access additional media on our website.
Bedside Media Example.

This media exposure provides incredible credibility for your book.

Be sure to add the logos or front covers of the magazines that featured you to your website.
Include the phrase "As Seen In" to leverage the name recognition and create buzz. Don't forget to share these on social media—use links and hashtags like #mmbedside and #bedsidereading to maximize visibility!
Hashtag finder?

There are several hashtag finder tools available to help you discover the best and most relevant hashtags for your content. Here are some of the top options:

1. Hashtagify

Best for: Twitter and Instagram hashtags.

Features: Shows trending hashtags, popularity metrics, and related hashtags. It also offers real-time data on how a hashtag performs.

Website: hashtagify.me

2. RiteTag

Best for: Real-time hashtag suggestions for images and text on social media.

Features: Offers instant hashtag suggestions for your content and shows which hashtags are trending. It also integrates with social media management tools.

Website: ritetag.com

3. All Hashtag

Best for: Generating a variety of hashtags for Instagram, Twitter, and more.

Features: Offers a hashtag generator, creator, and analytics. It helps find popular hashtags based on keywords you input.

Website: [all-hashtag.com](https://www.all-hashtag.com/)

4. Inflact

Best for: Instagram hashtag research.

Features: Provides relevant hashtags based on your niche, popularity, and effectiveness. It also allows you to search by photo, keyword, or URL.

Website: inflact.com

5. Display Purposes

Best for: Generating clean, relevant hashtags.

Features: Gives you the most relevant hashtags without including banned or overused tags, so you can avoid spammy or ineffective hashtags.

Website: displaypurposes.com

6. Seekmetrics

Best for: Quick Instagram hashtag generation.

Features: Generates hashtags based on a keyword search. It’s a fast and easy tool for finding trending hashtags in your niche.

Website: seekmetrics.com

7. Instavast Hashtag Generator

Best for: Instagram and photo-based hashtags.

Features: Suggests hashtags based on image uploads or keyword input. Useful for visual content creators, such as authors sharing book covers.

Website: [instavast.com](https://instavast.com/hashtag-generator/)

8. HashMe

Best for: Mobile hashtag searches.

Features: An iOS app that uses AI to generate hashtags based on your images or content, making it perfect for

Instagram and other platforms.
Available on: [Apple App Store](https://apps.apple.com/us/app/hashme-hashtag-generator/id1195993566)

9. HashtagsForLikes

Best for: Maximizing visibility with popular hashtags.

Features: Analyzes the best-performing hashtags in your niche. It also gives insights into hashtag performance to help you choose the most effective ones.

Website: [hashtagsforlikes.co](https://www.hashtagsforlikes.co/)

10. Keyword Tool

Best for: Keyword and hashtag discovery.

Features: Provides suggestions for hashtags based on keywords, especially for Instagram and Twitter. It's also useful for SEO and keyword research.

Website: keywordtool.io

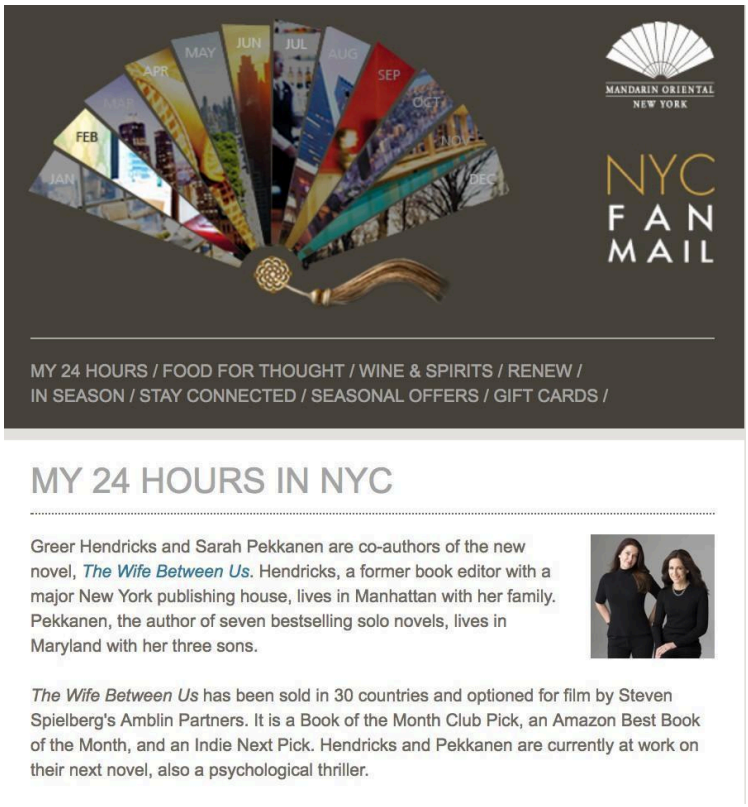
Each tool has its unique strengths depending on whether you want to target specific platforms, analyze hashtag performance, or get creative suggestions.

Day 3 | Write an Article or Blog Post About Your Featured Hotel

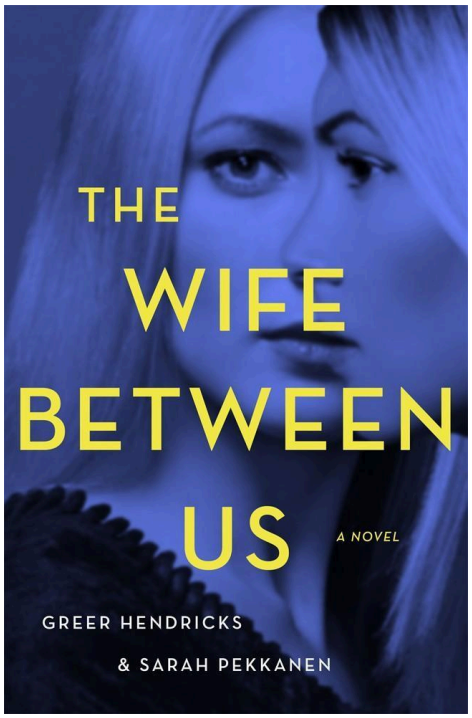
Please make the most of your time in the Bedside Reading program by sharing it with your audience! Please write a short blog post highlighting the hotel(s) where your book is featured, and use our ready-made images to enhance your post.

Here are some topic ideas—try one or write them all.

- Talk about the hotel itself.
- Talk about your favorite thing to do in that city (or what you'd like to do, if you ever get the chance to visit there).
- Here's an example of what the Mandarin Oriental NY did with the bestseller,



The Wife Between US



Talk about your favorite regional cuisine or restaurants in that city

- Connect your topic to something in the hotel city. For example, if you're featured at Shutters on the Beach, talk about your favorite beach memory or your favorite summer beach reads. Imagine your main

character is taking a trip to that hotel—what might happen on that excursion?

- Don’t forget to push your blog posts out on social media and tag the hotel, as well as the city. You never know who will see it and share the post with their friends and followers.

Day 4 | Create a Freebie or Lead Magnet to Build Your Email List

If you’re not already collecting email addresses and growing your mailing list, now is the perfect time to start! MailChimp.com offers a free, easy-to-use option. All you need is a simple piece of code to add to your website or Facebook page, and you’ll be ready to gather emails.

Another great option is to create a free giveaway. You can use Mailchimp or a form tool like Wufoo.com to set it up, then share the link on your website or social media to start attracting subscribers.

What is a Lead Magnet?

You offer your readers a gift in exchange for their email details. It also shows people that you're serious about

communicating with them. The challenge is to create the best lead magnet, which should be content that people actually want, to entice them to join your author community/email list.

Day 5 | Create an E-blast and send it to your email list. One idea: Write an eblast about your Book Being In one of our hotels

Sending out a regular newsletter to stay connected with your email list, enables you to share updates about your life, and build excitement for your upcoming book.

A great way to encourage sign-ups is by offering a freebie. Fiction authors can share a free chapter, prequel, or even a full book, while nonfiction authors can provide tips and strategies in a downloadable PDF.

If you already have a lead magnet, consider creating a new one! Even free offers can lose their appeal over time, so it’s smart to refresh your incentives to keep things exciting.

Have you told your followers about the awesome news? Let them know where your book will be appearing and be sure to include one of the photos we’ve created for you.

Just write a quick email, add your photo, and link to where they can buy the book. Then send it! Today’s task should take less than 20 minutes.

Example: March is "Awards Season" in Hollywood, and we're excited to be right in the middle of the action! #waldorfastoriabeverlyhills

Important Note: Terms like "Oscar®" and "Emmy®" are trademarked, and you're not allowed to use them in your posts or promotions. Be careful not to infringe on these trademarks—Hollywood's legal teams are vigilant and could send you a "cease and desist" letter. Trust us, that's something you want to avoid!

Day 6 | Survey Your Readers

Have you ever asked your mailing list to help with something important, like choosing your next book title or cover design? When readers feel involved in the process, they’re more likely to buy your book and share it with others. Whether you take their advice or not, what matters is that you value their input and are thinking about them.

Searcy for poll surveys or use SurveyMonkey.com to create a fun and engaging poll.
It can be serious, like "Which title do you like best?" or "What's your biggest challenge with ___?" Or, keep it lighthearted with something like "Oreos or Chips Ahoy?"

Remember to follow up with a personal message when people participate. A simple email from you can brighten their day!

A good freebie, also known as a lead magnet, should be valuable, relevant, and enticing to your target audience. Here’s what makes a freebie effective:

1. Relevance to Your Audience
The freebie should solve a problem or fulfill a need your audience has. For authors, this might mean offering something that ties directly into your genre or expertise, like a sneak peek of your book or valuable tips.

2. Immediate Value
Your freebie should offer instant gratification. Whether it's a downloadable eBook, a printable checklist, or an exclusive video, it needs to provide real value quickly, showing your audience that your content is worth their time.

3. Bite-Sized and Consumable
Keep your freebie short and easy to digest. It should be something people can use or enjoy without committing too much time. Examples include:

- A sample chapter from your book.
- A short story, prequel, or alternate ending.
- A list of tips or strategies.
- A printable checklist or guide.

4. High Quality
Even though it's free, it should be polished and professional. If it's a PDF, make sure the design is attractive. If it's content, ensure it's well-written and engaging. A high-quality freebie can build trust and showcase your expertise.

5. Exclusive Content
Offer something they can't get anywhere else. A behind-the-scenes look, unpublished short story, or an exclusive interview are all great ideas for fiction writers. Nonfiction authors might offer tools, templates, or an exclusive webinar.

6. Easy to Access
Make sure your freebie is easy to access and download. No one wants to go through a complex process to claim a freebie. After they sign up, they should receive it right away, either through a download link or direct email.

7. Visually Appealing
Make your freebie look good! Even if it’s a simple PDF, using engaging visuals or a neat design can make it more appealing and professional.

8. Directly Related to Your Paid Content
The freebie should be a teaser of your paid content, whether that's your book or another product. If you're giving away a free chapter, for example, make sure it leaves readers wanting more.

9. Interactive or Shareable
If possible, create something that encourages interaction or sharing. A quiz, a challenge, or a checklist that readers can share with their friends or family helps you grow your audience.

10. Builds Curiosity and Engagement
Your freebie should pique your audience’s interest in what’s to come. It should leave them excited for more and eager to see your next email, blog post, or book launch.

A well-crafted freebie will not only grow your email list but also build trust and engagement with your

audience.

Day 7 | Update Your Bio/About Page

When was the last time you refreshed the "About" page on your website? Now might be the perfect time to update your bio with recent accomplishments, new book releases, speaking engagements, or other exciting news. While you're at it, consider adding fresh photos of yourself and your book to keep things current.

Even if you rarely visit your own About Page, it's likely the second most viewed page on your website, right after the homepage. Why? Because people want to learn more about you—you're interesting!

One commonly overlooked feature on an About Page is a call to action. Without one, visitors may leave your site without engaging further. So, make sure to guide them by adding something like a "Buy the Book" button, a link to a blog post, or an invitation to schedule a consultation.

WEEK 2
SOCIAL MEDIA

Day 8 | X (Twitter)

We've provided you with pre-formatted images for Twitter—perfect for promoting your book and the hotel it's featured in. Don't forget to include relevant hashtags like #mmbedside, #books, and the hotel's own hashtags to increase your chances of getting retweets. Hotels love seeing you promote them!

Here are a few tweet ideas, but feel free to get creative:

- "I wonder who's sleeping with my book tonight? My book is in the room where it happens!"
- "Guess who's in (City)? If they're staying at (Hotel) in (Month), they'll be finding my #book by their bedside."
- "Hey (Celebrity Name), staying at (Hotel) this month? Check out the book by your bed!"

Get tweeting, and get people talking.

Day 9 | Facebook

Here's another chance to show off the fact that your book is appearing in print magazines. Create a photo for each magazine on a photo-editing site like Canva.com and highlight your book in the photo. Link the photo to your website or wherever you sell the book. Presto! 10 days of social media content.

Here's an example:
(Book Cover + Magazine Cover + Use your own link to Amazon or wherever you want people to link to)

canva.com has pre-formatted social media templates

Day 10 | Header Images

When was the last time you changed your social media header or cover images on your profiles?

Take a little time to swap the image for one that highlights your book. If you already have one with your book in it, create a fresh one.

Here's an example:

My facebook page has a "gallery" of photos promoting our authors.

https://www.facebook.com/BedsideReadingUS/

Day 11 | Instagram

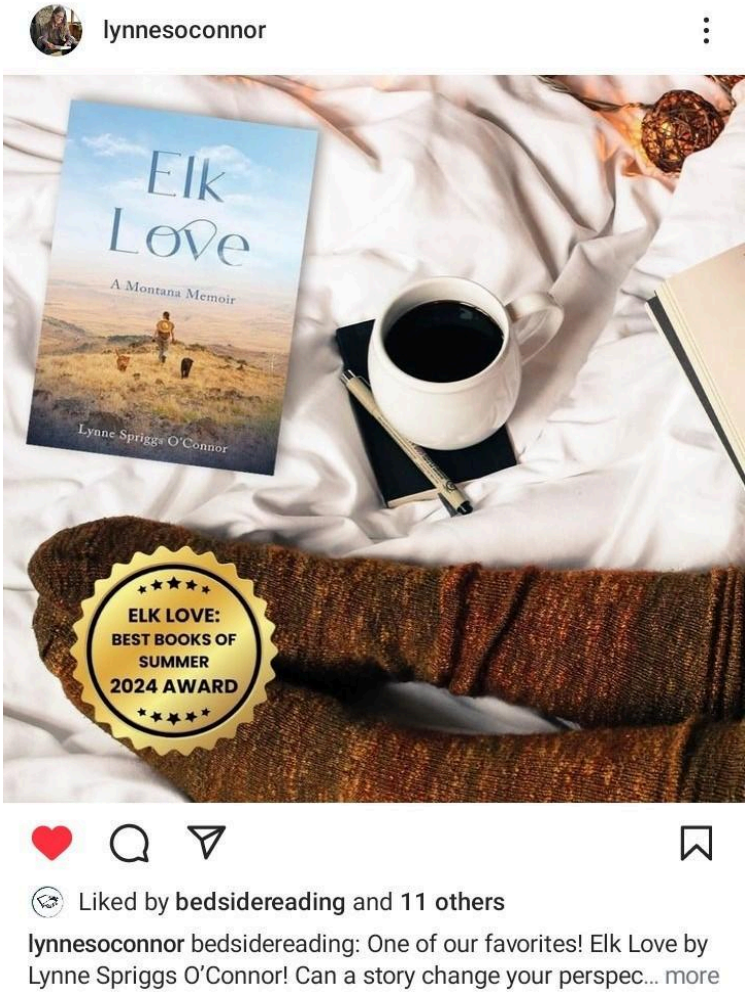
If you haven't already, do some research on the most popular hashtags that are relevant to your book.

Post the Instagram image we created for you using the hashtags you found. You can use up to 6-7 of them in one post. The # of hashtags to use keeps changing so keep up this trend.

Don't forget to use our Bedside Reading hashtags so we can share your posts as well. #mmbedside @bedsidereading

Don’t forget to use our Bedside Reading hashtags so we can share your posts as well. #mmbedside @bedsidereading

1. Engage with other accounts who follow you for 15 minutes before you post (go to your follower’s accounts and add a comment!)
2. Ask your friends if they would collaborate on Instagram in advance
3. Post a carousel (several pictures)
4. Post
5. Save the post
6. Add to stories
7. Engage with others for 15 minutes after you post!



Day 12 | Hotel Social Media

When you tag your hotel(s) in any social media posts, they will see it and may decide to share it with their following. This is a great way to put your book in front of new readers.

Today, find and follow the hotels you’re in on all the major social platforms.

Then create a new post with the images we gave you and tag the hotel. If they engage with the post, be sure to say thank you!

You can do this more than once, by the way. You're in the hotel for a whole month. So, create a new post at least once a week.

It's also nice to share their posts with your followers. They will appreciate the gesture and often return the favor.

Day 13 | Pinterest

Here's another social media platform that's image-friendly and has loads of readers interested in finding new books.

Use Canva to create your Pinterest image, but don't stop there.
If your book is nonfiction, create some tip sheets like "5 Ways to Grow More Vegetables This Summer" (for a gardening book).

Pins for fiction books can include character sketches, plot hooks, or just interesting quotes or scenery. Be sure you upload the pin yourself and include a link to your website or wherever your book is sold. Images circulate on Pinterest for months, and people still click through to find the original site.

Here's an example of the same photo re-sized for:
Pinterest, Twitter, Facebook, Instagram (altered slightly- based on size)

Day 14 | Explore a New Social Platform

There are thousands of social media platforms out there, not just the big ones. Niche sites can be a goldmine of readers. If you're a knitter, for example, you probably spend a lot of time on Ravelry.com. And if you've written a book about knitting, crochet, wool, sheep, or the fiber arts, you better believe you should be spending time on that site! If you've written a leadership book for the financial sector, where are your readers hanging out online?

There are also lots of wonderful literary social platforms you might want to investigate including:

- GoRead.com
- Litsy.com
- GoodReads.com

Today, spend some time digging into the lesser-known niche sites where your readers may be gathering.

Here are 10 social media platforms that are great for authors to promote their books:

1. **Instagram** – Ideal for visually showcasing book covers, quotes, and behind-the-scenes content with tools like Reels, Stories, and IGTV.
2. **Twitter (X)** – Great for building a following through short, engaging updates, participating in writing communities (#WritingCommunity), and sharing updates or links.
3. **Facebook** – Authors can use personal profiles, author pages, and groups to engage with readers, host events, and share book-related content.
4. **TikTok (BookTok)** – The #BookTok community has become a powerful space for authors to share book trailers, reading snippets, and engage with readers through short videos.
5. **Goodreads** – Perfect for connecting with book lovers, hosting book giveaways, joining groups, and interacting with reviews and readers.
6. **YouTube** – Authors can create book trailers, host Q&A sessions, share writing tips, and offer more in-depth content for their readers.
7. **Pinterest** – Useful for creating boards related to book themes, characters, writing tips, or mood boards to engage visually with potential readers.
8. **LinkedIn** – Ideal for professional connections, promoting non-fiction books, and building a professional presence for author-related activities like speaking engagements.
9. **Reddit** – Authors can engage in various subreddits like r/books or r/writing, participate in AMAs, or promote their books in a more casual, discussion-based environment.
10. **Medium** – Great for authors to publish articles, essays, and personal insights related to their books and gain visibility within literary communities.

These platforms offer diverse ways for authors to connect with different audiences, depending on their genre and target market.

BookTok, the book-loving community on TikTok, has become a powerful space for authors to promote their books and engage readers. Here are some of the best strategies to succeed on BookTok:

1. Create Engaging, Short Videos

- Keep videos under 60 seconds. Short, engaging, and visually appealing content works best on TikTok.
- Use music and effects that are popular on TikTok to make your content more shareable and aligned with the platform's trends.

2. Leverage Popular Hashtags

- Use relevant hashtags like #BookTok, #Books, #BookLovers, #ReadingCommunity, #BookRecommendations, and #AmWriting.
- Research trending hashtags within the BookTok community to increase your video's visibility.

3. Showcase Book Covers & Aesthetics
- Create aesthetically pleasing videos highlighting your book's cover, packaging, and overall vibe. Visual appeal is key in getting users to pause and engage.
- Use background scenes, props, or mood lighting to reflect your book's themes (e.g., a cozy setting for a romance novel).

4. Tease with Book Trailers and Excerpts
- Share short book trailers that showcase the plot, genre, and mood of your book. Include engaging text or voice overs to hook viewers.
- Read or share excerpts of dramatic, suspenseful, or emotional moments from your book.

5. Participate in Trends & Challenges
- Stay up-to-date with current BookTok trends and challenges, such as "books that made me cry" or "favorite enemies-to-lovers books."
- Tailor these trends to your book. For example, if your book fits a certain trope (e.g., enemies-to-lovers), highlight that in a trending format.

6. Engage with the BookTok Community
- Respond to comments and engage with other BookTokers by liking, sharing, or duetting their content.
- Interact with other creators who share similar genres or interests by commenting on their videos and starting conversations.

7. Collaborate with Influencers
- Reach out to BookTok influencers to see if they're open to reviewing or promoting your book.
- Offer to send free copies to influencers for an honest review, which can boost credibility and expand your reach.

8. Feature Reader Reactions and Reviews
- Share or stitch reader reactions to your book. If someone posts a glowing review, repost it to your own profile.
- Encourage readers to create their own content about your book and tag you.

9. Host Giveaways or Challenges
- Run giveaways where users must follow, like, and comment to enter. This can boost engagement and spread the word about your book.
- Host a "read-along" challenge or ask users to create videos discussing their favorite parts.

10. Behind-the-Scenes Content
- Show behind-the-scenes glimpses of your writing process, book cover design, or book signings.
- Share the inspiration behind your characters, plot, or setting. Personal stories resonate well with viewers.

11. Use Sound Clips & Voiceovers
- Incorporate trending sound clips or popular audio snippets related to your book genre (e.g., dramatic, comedic, or romantic).
- Record your voice reading an emotional or cliffhanger passage from your book to pique curiosity.

12. Consistency and Frequency

- Post consistently to keep your content in front of your audience. Even a few times a week is better than sporadic uploads.
- Track which types of content perform best and refine your strategy based on viewer engagement.

By using these strategies, authors can tap into the highly engaged BookTok community and potentially create viral moments that lead to book sales and a growing fanbase.

Growing a successful BookTok account requires consistency, creativity, and engagement with the community. Here are key strategies to grow your presence on BookTok:

1. Post Consistently
- **Frequency:** Aim to post at least 3-5 times per week. TikTok's algorithm rewards regular activity.
- **Timing:** Post during peak engagement times, usually early morning or late evening. Experiment with different posting times to find what works best for your audience.

2. Engage with Other Creators
- **Comment & Like:** Engage with popular BookTokers by commenting on their videos and liking their content. This helps build relationships and increases your visibility.
- **Duets & Stitching:** Use TikTok's Duet and Stitch features to collaborate or respond to other creators' content. This increases exposure to their audience while showing community involvement.
- **Follow Trends:** Participate in popular BookTok trends and challenges. This is a great way to be discovered by people browsing those trends.

3. Use BookTok Hashtags
- **Trending Hashtags:** Regularly use popular hashtags like #BookTok, #ReadingRecommendations, #TBR (To Be Read), and genre-specific tags (e.g., #RomanceBooks, #FantasyBooks).
- **Niche Hashtags:** Use hashtags that relate directly to your niche (e.g., #YAfiction, #IndieAuthor, #SelfPublishing) to attract a targeted audience.

4. Create Unique and Engaging Content
- **Personalized Lists:** Share themed book lists (e.g., "Top 5 books with plot twists," "Books that made me cry"). Personal recommendations are highly popular on BookTok.
- **Book Tropes:** Create videos around common book tropes (e.g., enemies-to-lovers, found family). Readers love identifying with tropes they enjoy.
- **Hook with First 3 Seconds:** Captivate viewers early by starting with a catchy hook, such as "If you love thrillers with shocking endings, check out this book."
- **Share Personal Stories:** Readers appreciate authenticity, so share personal experiences about writing, your favorite books, or the emotional impact certain books had on you.

5. Use Popular Sounds and Music
- **Trending Sounds:** Incorporate trending audio clips and music into your videos. TikTok's algorithm often promotes content that uses popular sounds.
- **Voiceovers:** Add voiceovers where you talk about your book recommendations or describe emotional or powerful scenes from your writing.

6. Incorporate Visual Appeal
- **Aesthetics Matter:** TikTok is a visually driven platform, so take time to create eye-catching videos. This could include beautiful bookshelves, cozy reading nooks, or well-composed shots of your books.
- **Mood & Vibe:** Match the tone of your videos to the mood of your content (e.g., using moody, dark lighting for a thriller, or bright, colorful backdrops for romance).

7. Collaborate with Other BookTokers

- **Cross-Promotion:** Work with fellow BookTok creators to promote each other's content. You can make joint videos or simply give each other shout-outs.
- **Challenges and Read-Alongs:** Host or join read-along challenges where creators and followers read and discuss a specific book together, building community engagement.

8. Engage with Followers

- **Respond to Comments:** Engage actively with comments on your posts, answering questions or simply thanking viewers for their thoughts. This shows that you value your audience.
- **Q&A Sessions:** Use TikTok's Q&A feature to answer questions about your books, writing process, or favorite reads. Engaging directly with viewers builds a loyal community.
- **Polls and Interactive Content:** Ask followers to choose what book you should read next or vote on book-related questions (e.g., "Which character do you think should have won?").

9. Participate in or Host Book Giveaways

- **Giveaways:** Host giveaways where participants have to follow, like, comment, or share your video to enter. This encourages new followers and engagement.
- **Collaborative Giveaways:** Team up with other authors or creators to offer bundle giveaways, increasing reach and visibility for everyone involved.

10. Analyze What Works and Optimize

- **Track Metrics:** Regularly review which types of content perform best. TikTok's analytics tool shows data on likes, views, shares, and audience demographics.
- **Adapt Your Content:** Tailor your future videos based on what resonates most with your audience. If book recommendations perform better than writing advice, focus more on that.

11. Utilize BookTok Trends

- **Embrace Tropes and Reactions:** Readers love seeing emotional reactions to certain book tropes or shocking plot twists. Create videos reacting to these themes or reviewing popular books with these elements.
- **Book Hype & Fandoms:** Jump into discussions around trending books. If a particular book or series is popular, create content around that to tap into the ongoing buzz.

12. Collaborate with Bookstores or Publishers

- **Bookstore Partnerships:** Work with local bookstores or independent retailers for book shout-outs, promotions, or virtual events. These partnerships can provide additional exposure.
- **Publishers and ARCs (Advanced Reader Copies):** Request ARCs from publishers and share reviews or reactions on TikTok, gaining attention from both readers and publishers.

13. Create Series or Challenges

- **Video Series:** Create a series of themed videos, like "My Favorite Books in Different Genres" or "My Writing Journey." This helps keep your audience engaged and eager for more.
- **Challenges:** Start your own BookTok challenge, encouraging others to share their favorite books in a specific genre or participate in a reading goal.

Growing on BookTok takes time, but by creating engaging, authentic content and staying consistent, you can build a dedicated community of readers and followers.

Here are some of the best BookTok content ideas to engage and grow your audience:

1. Book Recommendations

- **Themed Lists:** Create videos around themed book recommendations, such as “Books That Made Me Cry,” “Enemies to Lovers,” “Best Fantasy Novels,” or “Books to Read in One Sitting.”
- **Genre-Specific:** Recommend books within a specific genre like romance, thriller, fantasy, or historical fiction to attract a niche audience.

2. Book Reviews
- **Mini Reviews:** Provide short, concise book reviews. Highlight what you loved (or didn’t) about the book and who you think would enjoy it.
- **Rapid-Fire Reviews:** Do quick, one-sentence reviews of multiple books in one video.

3. Bookshelf Tours
- **Show Off Your Collection:** Take viewers on a tour of your bookshelf, highlighting special editions, your TBR pile, or your favorite books.
- **Reorganizing Bookshelf:** Film a time-lapse of you reorganizing your bookshelf by color, genre, or author.

4. Reading Challenges
- **TBR Challenges:** Set monthly TBR (To Be Read) challenges and invite viewers to join you. Create themed challenges, like “5 books to read in October” or “My Summer Reading List.”
- **Readathons:** Participate in or host readathons where you and your followers commit to reading a set number of books within a specific timeframe.

5. Book vs. Movie Comparisons
- **Review Adaptations:** Compare a book with its movie or TV adaptation. Discuss what worked better in each format and your overall opinion of the adaptation.
- **Reaction Videos:** React to key scenes from an adaptation and compare them to how they were depicted in the book.

6. Book Tropes and Trends
- **Discuss Popular Tropes:** Create videos talking about your favorite (or least favorite) book tropes, such as “Enemies to Lovers,” “Love Triangles,” or “Found Family.”
- **Book Trends:** Talk about popular trends within BookTok, like certain genres (dark academia, cozy mysteries) or specific authors who are gaining attention.

7. Reading Vlogs
- **Day in the Life of a Reader:** Share a reading vlog where you document your reading progress throughout the day or week.
- **Cozy Reading Sessions:** Film aesthetically pleasing, cozy reading sessions, featuring candles, tea, blankets, and ambient music to set the mood.

8. Author & Writing Tips
- **Writing Journey:** Share insights into your own writing process if you’re an author. Show behind-the-scenes footage of you writing, editing, or brainstorming.
- **Writing Tips:** Offer writing tips for aspiring authors, covering topics like character development, world-building, or overcoming writer’s block.

9. Unboxing Book Mail
- **Book Hauls:** Unbox and review recent book mail from publishers, subscription boxes, or purchases. Share first impressions or excitement about upcoming reads.
- **Special Editions & ARCs:** If you receive Advanced Reader Copies (ARCs) or exclusive editions, show them off to create excitement.

10. Book Aesthetics

- **Book Mood Boards:** Create aesthetic mood boards that match the vibe of a book or series (e.g., dark academia, fairy tales). Include music, quotes, and visuals that reflect the book's atmosphere.
- **Character Aesthetics:** Build mood boards or videos that capture the essence of specific characters through colors, themes, and imagery.

11. Bookish Memes & Humorous Content

- **Relatable Bookworm Humor:** Create funny, relatable videos about common reader problems (e.g., buying too many books, avoiding spoilers, TBR guilt).
- **Bookish Trends:** Follow or start humorous trends related to books, like "Books I Bought for the Cover but Stayed for the Plot."

12. First Lines & Cliffhangers

- **Dramatic Readings:** Read the first line or a gripping passage from a book in a dramatic tone to hook viewers into wanting to know more.
- **Cliffhanger Teasers:** Share a cliffhanger or suspenseful moment from your book (if you're an author) to encourage readers to check it out.

13. Book Pairings

- **Book & Music Pairings:** Suggest books that go well with specific music or soundtracks, creating a vibe that enhances the reading experience.
- **Book & Beverage Pairings:** Create fun content where you pair books with different drinks, like coffee for a cozy mystery or tea for a historical romance.

14. Favorite Book Quotes

- **Emotional Quotes:** Share your favorite heart-wrenching or thought-provoking book quotes with on-screen text or dramatic voiceovers.
- **Motivational Quotes:** Feature motivational or uplifting book quotes that resonate with readers.

15. Bookshelf Reactions

- **Judge My Bookshelf:** Invite viewers to send pictures of their bookshelves and create reaction videos where you "rate" or review their setups.
- **React to Famous Bookshelves:** React to bookshelves or libraries seen in movies, TV shows, or celebrity homes.

16. Favorite Character or Plot Discussions

- **Character Deep Dives:** Analyze and discuss your favorite book characters, focusing on their development, strengths, and flaws.
- **Plot Twists & Endings:** Talk about books with jaw-dropping plot twists or satisfying (or unsatisfying) endings. These videos can spark interesting discussions in the comments.

17. Fan Casting for Books

- **Dream Cast:** Create videos where you "cast" actors for potential movie adaptations of popular books.
- **Character Visualizations:** Use pictures, descriptions, and clips to bring book characters to life through fan casting.

18. Bookish ASMR

- **Page Turning Sounds:** Create ASMR videos with relaxing sounds like turning pages, writing notes, or tapping on book covers.
- **Ambient Reading Sounds:** Film cozy, quiet moments of you reading while incorporating soothing

background noise like rain, crackling fireplaces, or ocean waves.

19. Author Interviews & Collaborations
- **Interview Authors:** If possible, interview authors about their books, writing process, and what inspires them. These can be virtual interviews or informal chats.
- **Collaborations with Other BookTokers:** Collaborate with other creators on book-related content, such as recommending books to each other's audiences.

20. Book-Themed Outfit Inspiration (Cosplay)
- **Bookish Cosplay:** Dress up as characters from your favorite books and create themed videos or mini-skits.
- **Outfits Inspired by Books:** Share outfits or fashion looks inspired by book themes or characters (e.g., gothic, Regency, fantasy).

21. Underrated Book Recommendations
- **Hidden Gems:** Share books that are lesser-known but deserve more attention, especially if they belong to a niche genre or indie author community.
- **Underrated Authors:** Highlight lesser-known authors and explain why their work deserves to be discovered by more readers.

These content ideas can help you engage a wider audience, build connections with readers, and keep your BookTok profile fresh and interesting!

Boosting engagement on platforms like TikTok (BookTok), Instagram, or any social media requires a combination of creativity, consistency, and community-building strategies. Here are the best ways to increase engagement on BookTok or any other platform:

1. Post Consistently
- **Regular Posting Schedule:** Aim to post at least 3-5 times a week to stay in front of your audience and keep the algorithm on your side. Consistency keeps your audience engaged and encourages them to return for more content.
- **Optimize Timing:** Post when your audience is most active. TikTok analytics can show you when your followers are online, but generally, evenings and weekends work best for engagement.

2. Use Engaging Hooks
- **Start with a Strong Hook:** The first 3 seconds of your video or post are critical. Start with a question, surprising fact, or an intriguing visual to capture attention.
- **Examples:** "Have you ever read a book that completely shattered you?" or "Here's the plot twist that left me speechless!"

3. Encourage Interaction
- **Call-to-Action (CTA):** Ask viewers to like, comment, share, or follow at the end of your video. Make it specific, such as "Tell me your favorite book trope in the comments," or "Tag a friend who needs to read this!"
- **Ask Questions:** Include open-ended questions in your captions or videos to prompt responses (e.g., "What book should I read next?" or "Which character do you love to hate?").

4. Leverage Trends & Hashtags
- **Follow Trends:** Use trending audio, challenges, or formats that are popular on BookTok. Participating in trends increases your chances of going viral.

- **Use Hashtags Effectively:** Use a mix of broad and niche hashtags like #BookTok, #BooksOfTikTok, #BookRecommendations, and #ReadingCommunity. Include niche ones like #FantasyBooks, #ThrillerReads to reach your target audience.

5. Engage with Your Audience
- **Respond to Comments:** Reply to comments on your posts to create a dialogue. This increases engagement and builds relationships with your audience.
- **Duet and Stitch:** Engage with other creators by duetting or stitching their videos. It shows you're part of the community and can expand your reach by exposing you to their followers.

6. Create Relatable and Shareable Content
- **Relatable Moments:** Share bookish struggles, relatable reader experiences, or popular tropes that resonate with your audience (e.g., "TBR guilt," "Being up all night finishing a book").
- **Shareable Formats:** Lists like "Top 5 must-read fantasy books" or "Books that made me cry" are easily shareable and can lead to more likes and shares.

7. Collaborate with Others
- **Collaborate with BookTokers:** Team up with other creators in your niche. You can do joint book reviews, read-alongs, or host giveaways together. This exposes you to each other's audiences.
- **Cross-Promote:** Engage with influencers, authors, or bookstores that might be willing to promote your content. You can also shout out other creators or book bloggers to build goodwill.

8. Host Giveaways
- **Freebies Drive Engagement:** Offer a giveaway for your followers, such as a free book, special edition, or swag. Ask people to like, comment, and share the post to enter. This boosts engagement and spreads your content.
- **Collaborative Giveaways:** Partner with other creators or authors to host a larger giveaway with multiple prizes to reach a wider audience.

9. Use Captivating Visuals
- **High-Quality Videos:** BookTok is visually driven, so make sure your videos are well-lit, aesthetically pleasing, and clear. Use creative backgrounds, cozy reading nooks, or thematic props related to your book's genre.
- **Add Text & Subtitles:** Many viewers watch videos without sound, so adding captions or subtitles ensures they still engage with your content.

10. Ask for Feedback or Opinions
- **Engage Your Audience:** Ask for feedback on books, cover designs, or recommendations (e.g., "Should I read this next?" or "Help me choose my next read!"). People love to share their opinions.
- **Polls & Voting:** Use TikTok's built-in Q&A feature or Instagram polls to get your audience involved. It creates instant interaction and fosters a sense of community.

11. Tap into Emotional or Controversial Topics
- **Emotional Content:** Share emotional or heart-wrenching moments from a book or your reading experience to connect with viewers.
- **Polarizing Opinions:** Share a controversial book opinion (e.g., "Why I don't like [popular book]" or "Unpopular book opinions"). This often sparks discussion and engagement in the comments.

12. Run Challenges or Read-Alongs
- **Host a Read-Along:** Pick a book and invite your followers to read it with you. Post regular updates and

encourage discussions.
- **Create Your Own Challenge:** Start a reading challenge or book-related trend that others can join (e.g., “Read 5 Books in 7 Days Challenge”).

13. Create Series and Recurring Themes
- **Video Series:** Start a themed video series, like “My Favorite Books By Genre,” “Underrated Books,” or “Books That Changed My Life.” This keeps viewers coming back for more.
- **Weekly Themes:** Create a regular weekly feature, like "Mystery Mondays" or "Fantasy Fridays," to give viewers something to look forward to.

14. Use Duets and Reactions
- **React to Other Creators:** React to other BookTokers' videos, whether it’s a book recommendation or a discussion. This builds a sense of community and can expose you to their followers.
- **Duet Readers’ Reactions to Your Book:** If someone posts a reaction to reading your book, duet or share it on your profile. User-generated content is powerful for engagement.

15. Promote Community Engagement
- **Shout-Outs:** Recognize and shout out your most active followers or top commenters. This shows appreciation and encourages more people to engage.
- **Engage in Q&A:** Use TikTok’s Q&A feature to answer follower questions. This fosters direct interaction and builds a closer relationship with your audience.

16. Use Analytics to Refine Content
- **Track Performance:** Regularly check TikTok's analytics (or the analytics on your platform) to see what content performs well. Focus on producing more of the content that resonates most with your audience.
- **Refine Your Strategy:** If book recommendations are doing well but personal stories aren’t, focus more on the types of content that drive the most engagement.

By employing these strategies, you can create a more engaged community, increase likes, comments, and shares, and build a loyal following on BookTok or any other platform.

Reaching out to authors can be a valuable way to network, collaborate, and build relationships, whether you're a reader, fellow author, or content creator. Here’s how to effectively reach authors:

1. Connect on Social Media
- **Follow and Engage:** Start by following authors on social media platforms like Twitter, Instagram, TikTok, and Facebook. Engage with their posts by liking, commenting, or sharing. Building rapport before directly contacting them helps establish a connection.
- **Direct Messages (DMs):** After engaging with their content, send a thoughtful DM. Personalize your message by referencing a specific aspect of their work you enjoyed or admired.
- **Example:** “Hi [Author Name], I recently finished [Book Title] and loved [specific detail]! It really resonated with me, and I just wanted to thank you for your work.”
- **Use BookTok:** If you're a part of BookTok, create content related to their books, tag them, and mention them in your videos. Many authors actively engage with BookTok content and may notice you if you consistently share about their work.

2. Author Websites & Newsletters
- **Contact via Website:** Many authors have a "Contact" section on their official website with email addresses or contact forms. Use these channels for formal communication, especially if you're requesting interviews, collaborations, or blurb requests.

- **Sign Up for Newsletters:** Subscribe to their newsletters for updates, and sometimes authors reply to reader responses in these emails, opening a direct line of communication.

3. Attend Author Events & Book Signings

- **Virtual Events:** Attend virtual book launches, webinars, or online Q&A sessions. Many authors host live events through platforms like Instagram Live, Zoom, or YouTube. Engage with them during the event by asking thoughtful questions or commenting positively on their discussions.
- **Book Signings or Conferences:** If possible, attend in-person events like book signings, conventions, or literary festivals. Introduce yourself politely and briefly express your admiration for their work.

4. Collaborate on Social Media or Book Blogs

- **Invite for Interviews:** If you have a book blog, podcast, or social media following, invite authors for an interview or Q&A. Craft a professional, well-thought-out pitch and explain how the collaboration benefits them.
- **Example:** "I run a book blog focused on [genre], and I'd love to feature you in an upcoming interview/Q&A about your recent release. My audience is [audience description], and I believe your insights would resonate with them."
- **Tag & Share Their Work:** Tag authors when you review or recommend their books on social media. Authors often appreciate genuine reviews and may share or comment on your post.

5. Join Writing & Reader Communities

- **Facebook Groups & Forums:** Join writing and reading groups where authors are active, such as genre-specific Facebook groups or Reddit communities like r/writing or r/books. Participate in discussions and support their work in these spaces.
- **Goodreads:** Many authors are active on Goodreads. You can message them directly, ask questions in their Q&A sections, or participate in book discussions they are involved in.

6. Engage Through Book Events and Challenges

- **Bookish Events:** Participate in events like NaNoWriMo (National Novel Writing Month), where many authors are involved and reachable through forums or social media.
- **Read-Alongs and Book Challenges:** If an author is hosting or promoting a read-along or book challenge, join in. Active participation can lead to direct interactions, especially if you contribute meaningfully to discussions.

7. Professional Networks

- **LinkedIn:** Some authors use LinkedIn to promote their books or engage with the publishing community. Connect professionally, especially if you have a mutual interest (e.g., publishing, writing).
- **Networking Events:** Attend networking events, conferences, or literary festivals like AWP (Association of Writers & Writing Programs), where you can meet authors in more professional settings.

8. Reach Out Through Publishers or Agents

- **Contact via Publishers:** If you're trying to arrange interviews or collaboration with a traditionally published author, you may need to contact their publisher or agent. Publishing houses often handle media requests and speaking engagements.
- **Book Publicists:** Some authors work with publicists. You can find the publicist's contact information on their website or in the book's acknowledgment section. Reach out for official business requests.

9. Offer Value or Collaboration

- **Be a Beta Reader or Reviewer:** Offer to be a beta reader or review their books before release. Many authors, especially indie authors, value early readers and might engage with you for feedback.

- **Collaborate on Projects:** Propose creative collaborations, such as hosting a giveaway, writing joint blog posts, or co-hosting a book discussion. Make sure it aligns with their interests and benefits them.

10. Be Respectful and Genuine

- **Keep it Professional:** Whether emailing, messaging on social media, or meeting in person, maintain a professional and respectful tone. Avoid spamming or overwhelming them with multiple messages.
- **Be Patient:** Authors are often busy, especially during book releases, so if they don't respond right away, be patient. Follow up respectfully if necessary, but give them time.

By using these strategies and being respectful and persistent, you can build meaningful relationships with authors. Whether you're seeking advice, collaboration, or just to express appreciation, thoughtful engagement will increase your chances of connecting.

WEEK 3
ONLINE MARKETING

Day 15 | Update Your Amazon Author Central

You should already have an Amazon Author Central account linked to your books for sale on Amazon. If you don't, go to https://authorcentral.amazon.com/ and create an account. Once there, you should link your books to your name and build your profile.

Update the Events section of your profile with an announcement that your book will be appearing on bedside tables at the _____ hotel during the month of _____.

Add one or more of the social media photos we sent you to the page.

Make sure your blog and social media feeds are linked to Author Central as well, so your updates will show up there.

Day 16 | Guest Blogging

Many high profile blogs (and even the not-so-high profile ones) need a continuous stream of content to post. That's why they often love having guests like you write articles for them. They benefit by getting free content that they didn't have to write. YOU benefit by gaining exposure for yourself and your book in the "About the Author" bio and links attached to the article.

Today research relevant blogs where your target reader might already be hanging out. All you have to do to find these blogs is get a little creative on Google.

For Fiction: Think about the setting and subject matter in your book. Is the story set in New York City or Montana? Maybe there are some prominent travel blogs that might be interested in an article. Did you write a romance novel that takes place on a country estate? Consider looking up some equestrian blogs and talk about the top 10 books for horse lovers.

For Nonfiction: What's your area of expertise? If you write about business and marketing, google "business blogs" or "top blogs for entrepreneurs". Do you write about fitness? Try googling "best health blogs". If you've

been in the industry a long time, you probably already have connections to associations or industry blogs that might love to have you write a newsletter article for them.

Not every blog accepts guest posts. So, you can shortcut the process by adding some special phrases to your Google search. For example…

"top blogs for entrepreneurs" + "guest post" "equestrian blog" + "write for us"

Today, just make a list of 5 blogs you'd like to reach out to and their contact information. Sometimes, you'll just contact the owner of the blog by email. Other times, they will have a special page telling you exactly how to become a guest on their site. This is usually in the footer as "write for us" or something similar. Larger commercial blogs may even have that page in the header.

Day 17 | Create a Pitch & Reach Out to Blogs

Now that you have a list of contacts for relevant blogs, it's time to come up with a great article idea for them. Often the editor or blog owner will want to have some input into the article, or they'll want something totally different. So, don't write the article until you get a request for it. You're just pitching for now.

The article should be completely relevant to their readers and your book topic. If there's a way that blog owner can make some money off affiliate links inside the article, even better! For example, if you're writing about the Top 10 Books For Horse Lovers, mention in your email that they can feel free to link out to those books using their Amazon affiliate links. This shows that you're thinking of them and you want them to be happy.

Here are some ideas for article topics:

Top 10 _____ for _____.
How to _____ without _____.
When to _____ and why you should never ___. 7 Ways to ____ without _____.

Want more ideas? Look up relevant magazines online and use their cover story titles as a starting point.

Reach out to your list of 5 blogs by email.
Keep it short and sweet, like this: Dear ____,
I recently came across your article _____, and it really resonated with me. You're doing a great job serving the _____ community.

I would love to write a guest post for your readers called _____.
You would benefit by having free, relevant content to post and you could link out using any appropriate affiliate links. All I request in return is a bio with links to my website.

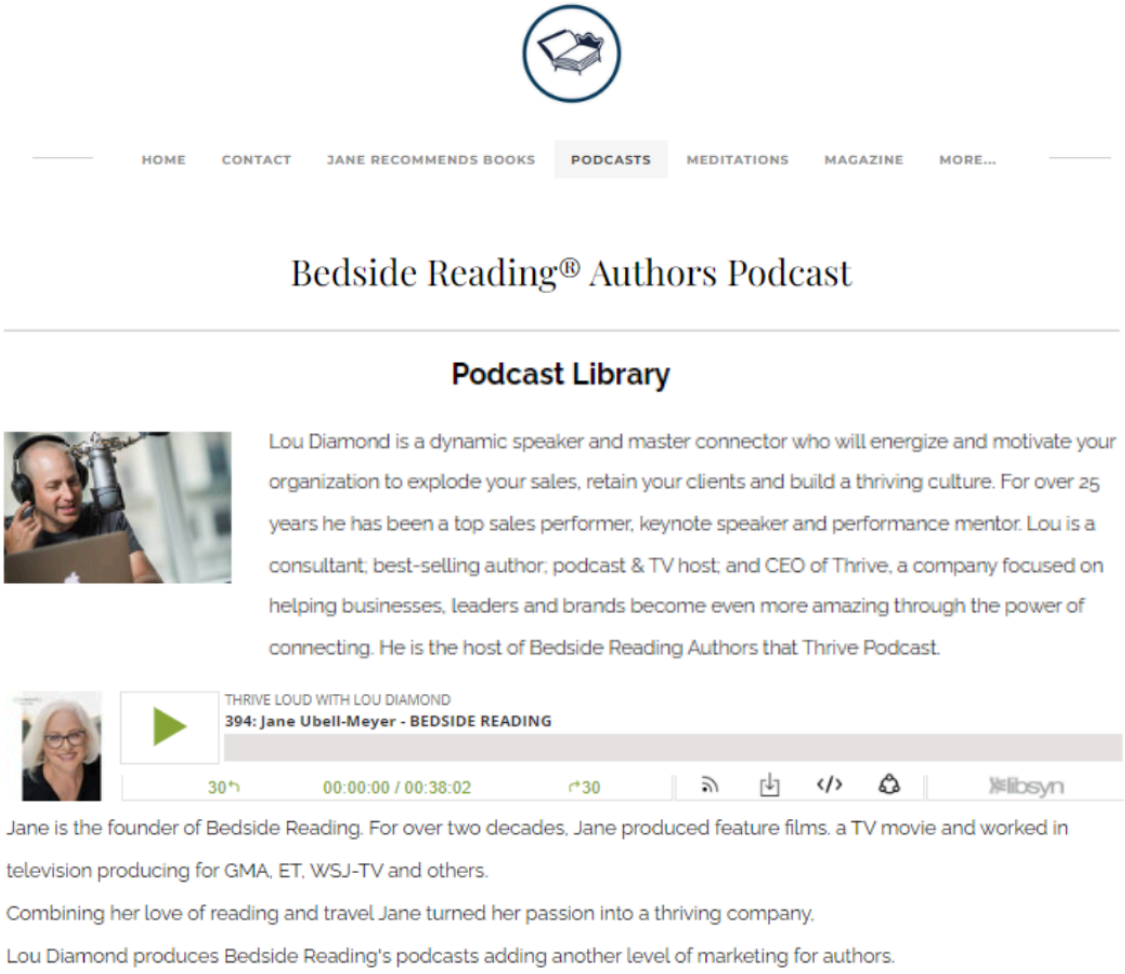
I am a professional writer, and you can see my work here [INSERT LINK]. Would this be of interest to you and your audience?
[INSERT SIGNATURE]

Day 18 | Create a Pitch & Reach Out to Podcasters

Okay, now it's time to reach out to the podcasters exactly the same way you did for bloggers. Remember, these

people are working for a living. Your pitch should be short and to the point. Offer them something of value to their listeners like tips, strategies, or just entertaining stories.

It's a good idea to listen to an episode or two to make sure you understand their broadcast style. Some podcasts are irreverent and funny, others are serious. You can tailor your pitch to meet the needs of any style, while still talking about the same topics.



Day 19 | Do Yourself a Favor

If you're feeling overwhelmed by all this marketing, do yourself a favor and consider getting some help.

We've given you a digital marketing strategy for your book, but it's not always easy to keep up with everything. It's much cheaper than you think to hire help. You can use online tools like Upwork.com to find virtual assistants for as little as $3 an hour.

You can also take advantage of internship programs. College students need intern credit hours, and you need help. Internships.com matches you with people who will take care of the work for you.

Day 20 | Find Cross Promotion Partners Online

Where do your target readers hang out online? What do they buy? What websites do they visit besides social media sites? When people think of "online marketing", they typically think social media. But there are billions of other websites out there! And some of them might want to display your book to their readers.

Let's say you've written a romance that features horses. Maybe an equestrian supply store would be interested in featuring your book. If you've written a leadership/business book, perhaps there's an industry association that might like to help you out. Think outside the box and you'll be amazed at the world of opportunity that can open up for you.

Remember that promotion is a two-way street! Don't just go begging for promotion with your hat in hand. Offer something of value to the other company first. Write a blog post about them. Or just put a link to their site on your homepage. Then send them an email letting them know what you did and why (because you admire their company, of course). When you offer before you ask, you're much more likely to get them interested in showcasing your book in return.

WEEK 4
OFFLINE MARKETING

Day 21 | Create Your Own Giveaway With Local Businesses

People love to win stuff! You can model the Bedside Reading giveaway and partner with local businesses for the prizes.

First, figure out the demographic you want to reach. Who are your readers? And where would you find them in your local community? If you write romance novels, maybe you could partner with a beauty salon, wine & cheese shop, clothing boutique, and a florist. Collect three or four items to giveaway in a gift bag. Then have each business promote it by encouraging customers to sign up to win.

Take a well-staged photograph of each item like the Bedside Reading photo with your book in it, and use that image to create flyers to post in relevant places around town.

Day 22 | Write a Press Release

Contact your local TV, radio, and newspaper outlets with a press release showcasing your book or your upcoming event (book signing).

Need a press release? There are plenty of templates online.

Example of how to format one: http://www.mediacollege.com/journalism/press-release/format.html

Day 23 | Contact Your Local Libraries

Libraries love local authors. Go visit your favorite library and talk to the acquisitions librarian about whether they'd be interested in carrying your book. They may also be interested in having you do a reading for their patrons, especially if you're a children's author.

Does your book coincide with a major holiday or theme? Perhaps they could use it in their holiday displays.

Day 24 | Make Friends With Local Business Owners

Friends like to help friends. So, start making friends with the business owners in your area. Do you have a favorite boutique or gift shop you love? Promote them! Talk them up on social media. Bring your friends in. Offer to share their latest promotion with your mailing list. When you help others, they want to help you.

Once the local business community knows how much you support them, they will naturally want to help you in return. Let them know you're an author. Show them your book. They may post flyers about it, or invite you to do a book signing. If their customers are the right match, they may offer to sell your book right in the store.

This is a long-term marketing strategy, and it's so simple! Just be nice and promote others. You'll be amazed by what happens.

Day 25 | Seek Out Speaking Engagements

Think about your book's topic, your readers, and where you might be able to set up speaking engagements to reach them. If you've got a book about online dating, for example, maybe you could speak at colleges or even divorce support groups. If you've written a fiction book that takes place in the wilderness, perhaps you could speak to camping enthusiasts.

Check out Meetup.com to easily locate groups that might be interested in having you speak to them. Make your presentation entertaining and fun. And don't forget to bring books to sell!

Day 26 | Partner With a Charitable Organization

Think about how your book could tie in with a charity or nonprofit. It could be anything from a pet shelter to a hospital to a food bank or literacy campaign. Go visit their website and learn about their mission, then contact them about donating some books they can use to give away.

In return, request that they use the book description and author bio to promote the giveaway to their mailing list. They may even want to put your book into their physical locations. Some nonprofits even buy books in bulk to give away as premiums to donors.

If the organization is local and a cause you care about, consider volunteering some of your time to help them out. When you give of yourself first, they will naturally want to help you in return.

Day 27 | Create or Update Your Media Kit

When the mainstream media comes calling, will you be ready? Radio, TV, and print magazines and newspapers need content. They need interesting things to talk about all the time. But they only pay attention to people who understand the game. One piece of that is having a professional looking media kit ready for them.

A media kit is just a page on your website with downloadable information that journalists and reporters might need. It can contain a lot of different items, but at a minimum it should include:

- High-resolution photos of yourself and your book
- Long, medium, and short bios
- Suggested interview questions for reporters
- Tip sheets that reporters can copy/paste as filler material
- Links to past interviews and media appearances
- Links to where your book is sold

The whole point is to make a busy journalist's day easier. They may not have time to email you back and forth to get photos and a bio. So, they will look for a media kit where the work is already done for them.

Having a professional media kit also saves you a lot of time answering queries from reporters and PR agents. You can just send them the link to your kit where they can download what they need.

If you don't have a media kit already, make one today. If you already have one, it's probably been a while since you updated it. So, go back and see what you might want to add or delete.

Day 28 | Get Involved!

Being known in your local community is an important marketing tool for your book. And one of the best ways to get known as an author is to roll up your sleeves and volunteer for a cause you (and your potential readers) love.

If you're a fiction author, volunteer at your local library or sponsor an event. If you write children's books, offer to come in and read to local school children. Teachers love it when an author will spend time reading their book to the kids. If you're a business or leadership author, how about doing some work with your local Chamber of Commerce or Rotary Club?

Become a fixture in your local area and people will talk. Make sure you casually mention that you're an author. It's as easy as asking someone next to you what they do for a living. Then when they ask you the same question, you have an opening to talk about your book. Just have natural conversations with people, and your message will get out.

Day 29 | Create a Book Event

Book signings aren't just for bookstores anymore. You can create an event for your book just about anywhere—libraries, gift shops, museums, zoos, even your favorite bar. Launching your book is a great reason to throw a party, but you can hold an event any time you like.

Here are some ideas for you:

- Host a talk or roundtable discussion.
- Have a reading from your book.
- Teach something related to your book. Host a workshop.
- Encourage people to come "meet the author" and get their books signed.
- Partner with a nonprofit and create a volunteer event for a relevant cause.

Creating an event doesn't have to be stressful, start small if you like. But get out from behind your computer and meet some people.

Stuck for ideas? Here are some great podcast interviews from The Successful Author Podcast about setting up book events:

How to set up a successful book signing

How to plan a book celebration

Day 30 | Start Over!

Just because the month is over doesn't mean you should stop marketing your book. If you lose momentum, so will your sales. The good news is you can always generate more momentum any time you want.

There are thousands of different ways to market a book; we've only given you 30. But if you get stuck for ideas, read back through this little book and try implementing some or all of the suggestions again.

We wish you the best of luck with your book and your career.

Jane & Julie Anne