

FREE RESOURCE for AUTHORITY AUTHORS

Online Marketing Options

You will need to build a good presence online for your book that fits with the position you are establishing for yourself as a professional expert. Start by creating a webpage on your existing site just to promote your book before it's ready to launch.

Start by putting extracts and teasers about your book there and using good search engine optimization techniques based around quality key words that are appropriate for your book so that people searching for the topic(s) your book focuses on can start to find you and your book information online.

Turn some of your longer sections of your book into blogs which are also rich with good key words and tagged appropriately for SEO purposes. Then spend a few minutes every day posting snippets, comments and media commentary and opinions (appropriately) on your Facebook, and twitter accounts.

Build up a following of people who want to know what you know and how you can help them so that when your book is ready to start selling. You can ensure they know about it through that online reputation you are now working on building up using the mix of social media resources available to you.

Now let's look at each of these tasks in more detail.

Create a Web Page

With your book's own domain name registered and pointing at the page. Talk with your webhost about this to make it easy and straightforward if this is new territory for you.

By registering a new domain name for your book, you can refer people directly to that part of your website without having to worry about extra long url descriptions. For example, if your book is titled: ACME Great Ideas, you can create marketing messages that simply refer to: www.acmegreatideas.com rather than

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www.mycompany.com/acmegreatideas.html. Which sounds a lot longer when you say it out loud.

For as little as \$10 per year, you can register your domain name at a variety of hosting sites, and then have your domain name pointed to a particular Web page.

Title

Put the book title and subtitle clearly onto the web page, and make it clear what your book is about if the title is a little ambiguous. In fact, using the title as the URL page title is a very good idea. Search engine marketing experts may recommend using important keywords in the title - let's keep it simple and focus on ensuring people know the title, and subtitle so that site visitors know they have reached the right page.

Two resources you may like to investigate for creating an easy page with strong promotional options to link to your main website or as standalone webpages are www.booklaunch.io or www.leadpages.net.

Overview of Your Book

Write a quick summary at the top of the page. Ensure that you have covered the key points succinctly and create interest and questions in the mind of your visitor – you want them to keep reading and scroll down the page or click through to more information.

Who is Your Ideal Audience?

What sort of person is going to want to buy your book? Consider what key issues they may have that you can help them to resolve.

For example:

- “Are you struggling with bullies at work?”
- “Do you get nervous about presenting in public?”
- “Do you want to know how to make more money while you travel?”
- “If you have great photography skills, here’s how to commercialise your talent.”

Choose situations that prospects are already thinking about, so it’s easy for them to identify with you. The broader you make these situations, the more likely your site visitor will identify with them. However, don’t become so broad you’re no longer credible.

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Keep it tight – instead of ‘Here’s how to be a better leader’, talk about ‘Here’s 10 ways to improve your leadership style when dealing with teenagers’.

Benefits (“What you will learn”)

List the benefit-oriented results they will achieve from reading the book – for example:

- “Your team will be more productive and engaged in creating higher quality widgets”
- “You can easily sell your stories to magazines using these simple techniques”
- “You’ll create more measurable opportunities every day”

The more general your claims, the more your prospects will identify with them. However, again if you make your claims too broad, you run the risk of being seen as not credible. For example, if you’re writing about selling techniques, it’s reasonable to promise, ‘you’ll talk to more prospects’ but it’s stretching credibility to claim, ‘You’ll sell double the number of widgets every day’.

Testimonials

Insert one or two strong benefit-oriented testimonials about the book – as provided by the people who’ve read a draft copy.

You could also include relevant testimonials about you and your services instead but it’s best to focus on the book first, you the author second. After all, you want to have people buy the book – once they have done that they will get a strong feeling about your level of skills, ability, history etc.

Ensure that your reviewers are also relevant to your topic. It’s pointless having a famous wealth coach say great things about your book on raising children when they may not even have children themselves – no matter how many books they’ve sold on making money.

About the Author

Write a brief one-paragraph biography of you, and why you have the credibility to write this book. You’ve already written this content in the book’s Introduction, so you can extract some of the text from there.

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Include a small head-and-shoulders photograph of you as well at this point on the page.

By the way, even if your Web site already has an 'About Us' page with your biography and photograph, repeat it here so Web site visitors get all the information about the book in one place, without having to click elsewhere.

Give Away a Sample

Provide a PDF file for downloading – make it a powerful chapter from the book.

Make them available here as simple PDF links, so site visitors can click to download them immediately. Don't force them to fill in a form before they can download it; make the process as simple as possible.

Bonuses

If you're offering any additional products or services for people who buy the book, list them here. This is an optional section, and you don't have to include it. However, low-cost high-value bonuses can greatly increase the perceived value of their purchase. For example:

- Offer the E-book version for immediate download, so they don't have to wait for delivery.
- Additional articles on similar topics you've written.
- Downloadable worksheets or templates.
- Password-protected access to videos or other resources on your website.

Order

Include a link to a secure credit-card ordering process for them to buy the book. If you already have this sort of process available for selling other products on your Web site, of course you simply do the same for your book. If you don't have any system in place, use PayPal, at www.paypal.com, which is a simple and (now) well-regarded payment system that takes just minutes to set up.

If you are happy to simply send everyone to your Amazon page this is easy – as you then don't have to worry about processing sales and sending the books out to customers. Some authors find this a much easier option and there are a couple of benefits to you in doing this.

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If all your online sales are via Amazon, then your rankings as an author and the book's individual rankings are easily listed. This is always relevant when you are thinking global.

When your customers see your book is ranked in the top 100, or 500 in its category on Amazon not only do they see extra value in this, but your Amazon promotional algorithms are strengthened whenever you are in the top sections and so your book is easier to find and identify among those also in your category. People can easily search by topic on Amazon – so your rankings do matter.

Another thing you can do on Amazon is paid promotions where you link your book to others which are popular in your category. For example – you may see where it says – “Other people who viewed this book also viewed ___”. This is sponsored marketing for authors.

Articles

Create some short articles and blogs from your content. You don't have to re-write from scratch items you've already had edited and have confidence in for their quality. If it was good enough to use in your book, it's good enough to use as an article and submit to other publications.

Aim for 400-800 words per article, with a focus on high-quality content that readers can take away and use immediately. Don't worry about giving away the best content from your book; just give it away and the people who value it will buy the book anyway.

E-mail Newsletter

Use something like Mail Chimp, which is an opt-in newsletter format you can use on your website for people to sign up to, then send them an online newsletter once a month featuring one of these articles. You can include some self-promotion in the newsletter as well, but most of the newsletter is the feature article.

Don't create a separate newsletter just for the book; that's just creating unnecessary additional work. But use the book content to create interest in the book via sending these articles and extracts.

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Write a Blog

Once a week put some of the smaller extracts into a blog.

If you don't have a blog yet, get one! It's one of the most powerful on-line tools you have for establishing yourself as an author-ity. Unlike your e-mail newsletter, your blog remains permanently on the Internet, just like a Web site (In fact, a blog *is* a web site).

Serious Internet marketers use formats like Wordpress, which is a great platform for creating your whole website on too – and keeps the blog and the website well connected.

Article Directories

Once a month submit your article to an article directory. Article directories are Web sites for sharing articles (Think 'YouTube for articles'). Anybody can list their articles on these sites, and other people have the right to copy these articles, as long as they give appropriate credit to the author.

There are many article directories available, but we recommend you focus on just one or two. One of the best is EzineArticles.com, and you can search Google for others.

Podcast

A podcast is an audio newsletter. In principle, it's like an e-mail newsletter, with subscribers who opt in to receive messages, and they get the messages automatically when you publish them. However, instead of receiving articles in their e-mail in-box, they receive audio clips in their podcast software and on their audio player.

Turn your blog into a podcast by recording it as an audio file, then publish it to your podcast. This is a hugely popular option, it's easy to do and there is a large segment of many markets who prefer listening to short audio files while walking or driving.

Because you're simply reading your articles out loud, you don't have to spend extra time finding new material for your podcast.

Create a Video

The next step is to produce a video version of your article (with you speaking to camera), which you publish to YouTube. The way someone talks about something and the way something is read is slightly different, so you want to just practice a few times reading through your words, and then relax, and instead of 'reading it through' discuss

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the information. This makes it sound a lot friendlier and easier for the viewer to enjoy too.

One way to get around the 'I hate talking to the camera' feeling that many people get when they start doing this, is to seat yourself to be slightly side on to the camera, and make the whole piece look like you are talking to an off-camera interviewer.

Video is daunting for some people, and you might find your first few attempts feel and look awkward. But don't give up, because video is such an important on-line communication tool that it's worth getting good at it.

Special Reports

So far we've only looked at techniques for making use of one article at a time. But we're not done yet – we can get even more leverage by combining articles.

Why not take a handful of your articles and combine them into a Special Report. You might title this 'Seven great ways to...' or 'The three most common mistakes to avoid when __'

Write this in Word and add an introduction promoting you and your business. Include your contact details on the cover or a special page at the end. Then save it in PDF format and give it away to as many people as possible.

Host Webinars

Start running regular webinars for your network based on the topics you write about. You may have to invite people to be there FREE, but as you develop a following and develop more products and training materials you might also consider offering paid programs using this format. At the end of the webinar, you can promote your book and other relevant products and services.

Webinars do take some skill and practice, so they are not for everybody. However, if you do take the time to learn the technology and practice presenting them, you'll find they are extremely powerful marketing tools.

Even if you're not a skilled presenter, you can run effective webinars, especially because you don't have to design the presentation from nothing – most of it is already in the articles you've written!