

This is a brief excerpt from the book *55 Ways to Promote and Sell Your Book on the Internet*. For more details on it, visit [www.IndieBookPromotion.com](http://www.IndieBookPromotion.com).

You can also listen to and download a free MP3 audio version of this report at <http://internet-book-promotion.blogspot.com/2009/09/02-3-steps-to-effective-book-marketing.html>

## 3 Steps to Effective Book Promotion

by Bob Baker, [www.FullTimeAuthor.com](http://www.FullTimeAuthor.com)

Here's a simple question for you:

### What is book marketing?

Sure, you know it's something you have to do. You have at least some grasp of what it is. You recognize it when you see it (most of the time). But at its most basic level, can you explain what it is?

And more importantly, can you spell out the basic elements of effective book marketing? Because, after all, if you're going to invest your time and energy in Internet promotion, it better be effective. Right?



Don't worry if you don't have a quick answer to my question. On the other hand, please don't curse me if you think you know the answer and feel my probing here is pointless. Because it isn't.

**Key:** If you plan to read this book and use these ideas to create a book promotion plan, you need to understand the underlying principles at work here.

These elements are simple, but they're often glossed over by eager authors and publishers who just want to "get their name out there."

Getting your name out there is fine. It's better than doing nothing at all. But mindless book marketing — without focus and purpose — usually leads to frustration and continued obscurity.

**The solution:** Look under the hood and get a grasp of what's at the core of every effective book promotion plan.

## The Three Elements of Successful Book Marketing

When it comes right down to it, online book promotion consists of these three elements:



**1) Creating awareness** — taking action to communicate your identity to a specific audience and get their attention

**2) Making connections** — starting and maintaining engaging relationships with a growing number of fans and media/business contacts

**3) Asking for the sale** — generating cash flow and creating incentives for fans to spend money

There they are: The three stages of marketing. In a nutshell.

Seems simple enough, right? Then why do so many book promoters get it wrong? They spend time on one or two of these stages but ignore the second or third. Or they get busy doing a bunch of marketing “stuff” but don’t stop and think long enough to ponder how their efforts fit into the three-step process.

*Want some examples?*

Have you ever seen an author or book publisher run an ad that shouts out something along the lines of “*Wakeup Call*, the New Book from Jeff Johnson and Baracuda Publishing. In Stores Now!”

That’s it. Just the name of the book, the author, and the publisher ... and the fact that it is now on sale. Perhaps you’ve even created an ad, flier or web site like this yourself.

**Question:** What’s wrong with this picture? Well, with this approach, the ad is creating awareness, and it does ask for the sale. But it leaves out an entire, all-important stage: developing relationships with fans.

This error would be especially unforgivable if this was the only marketing method the author was using. Why? Because consumers typically need repeated exposures to something before they’ll get out their wallets. In addition, they need to feel a connection to the book and the author. This announcement does nothing to facilitate the relationship. And that means wasted time and money spent on promotion.



Way too many aspiring authors skip over this crucial “making connections” step. And they do so at their own peril. Usually, authors don’t even realize they’re turning their backs on this concept, or they don’t comprehend the importance of it to begin with.

**Core idea:** As a self-promoting author, you can’t think only in terms of marketing to the masses. That’s an outdated, traditional strategy. So stop thinking about marketing as a way to catapult your message to an enormous, faceless crowd from a distance.

Internet book promotion, when done right, is personal. It’s often delivered one-on-one. And even when you do direct a message to a sizeable audience, that audience should ideally be targeted and pre-disposed to like you. And, when communicating to crowds, your tone must be warm and personal.



In fact, this is a great way to set yourself apart from other authors who are mass-promoted and “handled” by corporations. So put a priority on being accessible and establishing relationships with your readers.

**Another example:** Have you ever known (or seen in the mirror) a gifted author who produced a masterful book filled with ideas that thousands of people need to hear? He or she may even have a sparkling personality and a talent for connecting with people face to face.

But ... they drop the ball when it comes to asking for the sale and generating cash flow. They don’t make people aware that they even have books for sale and don’t make enticing offers for potential fans to buy now.

Again, they’re only putting together pieces of the marketing puzzle. And it’s the missing pieces that are stopping them from reaching the significant author status they truly deserve.

So commit these three simple steps to memory. Engrave them in your brain. And as you create your new Internet book promotion plan, make sure your efforts are hitting on a solid combination of these three effective marketing steps:

- **Creating awareness**
- **Making connections**
- **Asking for the sale**

Keeping your eye on these simple elements will make a world of difference in your pursuit of book publishing success.

## About the Author

Bob Baker is a full-time author and independent publisher who has developed a successful niche writing and speaking about music marketing and self-promotion for songwriters, musicians and bands.

His books include *55 Ways to Promote and Sell Your Book on the Internet*, *Self-Publishing Success Secrets*, *Guerrilla Music Marketing Handbook*, *Unleash the Artist Within*, *Branding Yourself Online*, and more.

Since 1995 Bob has published The Buzz Factor ezine, one of the first music tips email newsletters in existence. In the many years since, he has used the Internet almost exclusively to spread his message and promote and sell his books.

He served three terms as president of the St. Louis Publishers Association, is a regular presenter at IBPA's Publishing University, and is an advocate for the independent publishing movement.

Bob is also an active speaker, blogger and podcaster who is passionate about showing creative people how to make the most of their talents using the Internet and low-cost guerrilla marketing tactics.

Visit [www.TheBuzzFactor.com](http://www.TheBuzzFactor.com) and [www.FullTimeAuthor.com](http://www.FullTimeAuthor.com) for more details.

