



BASIC BOOK MARKETING

Initially, you will gain readers primarily through persistence and word of mouth. These basics will help get you started with marketing. For more advanced marketing, review our advanced marketing sheet, and browse the marketing resources available through Kindle Direct Publishing.

kdp.amazon.com/en_US/help/topic/G201723090

□ AUTHOR PAGE ON AMAZON AND GOODREADS:

Use the links below to set up your author pages on Amazon and Goodreads. These are a good place to use the book cover images we'll send at the end of your project.

authorcentral.amazon.com

goodreads.com/author/program

□ SOCIAL MEDIA:

If you are comfortable with social media platforms, by all means utilize them. Facebook, Twitter, Instagram, and Pinterest all have avid followers. Try to assess what platform is popular with potential readers. Don't make yourself crazy with trying to do all of them. Pick one or two, and do them well. Once you have your social media account(s) set-up, you should be active in trying to attract followers. Ask your friends, professional contacts, etc., to follow you.

ingramspark.com/blog/what-social-media-should-authors-use

□ WEBSITE:

If you have a website, make sure it is up to date and polished. Include buy links for the print books and ebooks. It's fine to provide a link to an online retailer; or plan to mail books directly to customers. While you make more money selling books directly to customers, those sales won't help your online rankings, and can be a hassle. How you want to weigh all that is up to you.

□ GOOGLE ALERTS:

One way to find content for social media is to set up Google Alerts. You can pick a topic, or several, and Google will email you a list of related articles you might want to post. It's a fun service. You can change terms, or add new ones if you're not getting interesting stuff. Also, be sure to set up a Google alert for your author name and book title to find out if anyone is writing about you or your book!

google.com/alerts.

□ KEYWORDS AND METADATA:

Each of the publishing accounts you created for your book has a place for your book category and keywords. You may want to go in and tweak those. The fields are generally under "book description". The first link below is a great primer on selecting key words. The second is an overview of metadata by marketing guru Jane Friedman.

kdp.amazon.com/help?topicId=A2EZES9JAJ6H02

janefriedman.com/amazon-book-description/



LUMINARE PRESS

WWW.LUMINAREPRESS.COM