

A POTPOURRI OF MARKETING TIPS AND IDEAS

- Continue marketing efforts as long as the book is in print. For category genres, this may be only a few months, for others – years.
- Commit three years of marketing efforts for every book you write.
- Every day do three to five things towards marketing your book. At the end of the year, you will have made more than 1,000 contacts. If you customize/organize your efforts, the time required can be as little as 10 minutes a day.
- Set up or purchase a mailing list of at least 100 prime names, such as radio show hosts, specialty bookstore managers/owners, distributors. Plan on making some sort of contact with each of the names 10 times a year.
- Contacts are made by
 - Phone. Be careful using this type of contact. Make certain the recipient is not adverse to receiving phone calls, such as is the case with literary agents and editors. Obviously, if you have a personal relationship with the person, a phone call is acceptable. Phone contact is best used as a follow-up to a written message, such as to a press release or promotional brochure.
 - Mail. In the age of cyber-mail, some people still prefer receiving a "warm and fuzzy," four-color printed message. Types of messages include the following:
 - Press release
 - Catalog
 - Memo about a new product, development, web site, published article
 - Announcement of an upcoming bookstore or appearance or media interview
 - Promotional bookmark or other giveaway
 - Email. Send timely information, newsletters, press releases.
 - Fax. Be careful about the use of a fax. Many people dislike finding advertising materials on their fax machine. Use it for "hot" news or time-sensitive happenings.
 - Pushes to your web site. Contact owners of web sites with products complementary to your book and trade links with them. Linking to and from other sites can raise your search engine rankings.
 - In person contact. Drop into local bookstores and talk with the managers about doing readings from your book.
- Ponder where your book can be sold, in addition to bookstores. For example, a book on Savannah marine life might be sold from the local yacht club.
- Don't expect your publisher to promote your book. In doing this research I can across a disquieting estimate: Of the more than 75,000 books published in the U.S. last year, only 100 were effectively promoted by the publishers. Two of the lucky titles were *Harry Potter* and *Freakonomics*.