

INFLUENCER MARKETING

Advanced Strategies to Build Your Platform and Sell More Books

Build a Group of Beta Readers – Get volunteers to read your book early on to generate reviews and word-of-mouth. Manage in a private Facebook group.

Aim for Bestsellers Lists, But... – Remember those Amazon 1-day campaigns have few lasting benefits. Put your efforts into the long-term strategy. Leverage book pre-sales, always be on tour.

Utilize Content Marketing – Grow your mailing list by giving away sample chapters, bonus reports, book club reading guides. Create an opt-in page with a tool like LeadPages.net. Promote via Facebook ads.

Generate More Book Reviews – Amazon reviewers, bloggers, Goodreads give-aways, local and small publications, book clubs, MidwestBookReview.com and paid services like Netgalley.com, bookbub.com, and bit.ly/bookreviewtargeter. Download FREE Report, 50 Ways to Generate Book Reviews: <http://bit.ly/bookreviewlinks>.

Give Books to Influential People – Bloggers, podcasters, media contacts, speakers, and other influencers who have the ability to spread the word. Also, donate to contests, raffles, online giveaways.

Utilize Direct Mail – Postcards are inexpensive to print and unlike flyers stuffed in envelopes, postcards get seen by recipients. Purchase a list through infousa.com or another source.

Participate in Online Groups – Get involved in groups on Facebook, LinkedIn, Yahoo, Ning, etc. Ask others to mention your book to their groups, too.

Develop a Speaking Tour – Create one or more topics around your book (not necessarily *about* your book) and start pitching yourself as a speaker to trade associations, service groups like Rotary and Kiwanis, schools, corporate lunch and learn sessions, and at conferences. Speakers sell books!

Leverage Podcasting – Hot opportunity to reach a broad audience. Syndicate your program with Liberated Syndication: www.LibSyn.com.

Hire Help – Successful authors don't do it all alone. Ivaa.org, upwork.com

Sponsor Facebook Posts – Contact authors and influencers who reach your target audience and ask them to recommend your book to their Facebook fans. Bonus: Offer to sponsor the post.

Stephanie Chandler is the author of several books including *The Nonfiction Book Marketing Plan: Online and Offline Promotion Strategies to Build Your Audience and Sell More Books*. Stephanie is also CEO of the Nonfiction Authors Association, an educational community for experienced and aspiring writers, and the Nonfiction Writers Conference, an annual event conducted entirely online.



NonfictionAuthorsAssociation.com | NonfictionWritersConference.com | StephanieChandler.com
[@steph_chandler](https://twitter.com/steph_chandler) and [@NonfictionAssoc](https://twitter.com/NonfictionAssoc) on Twitter | Facebook.com/NonfictionAuthorsAssociation

Copyright © 2017-2018 by Stephanie Chandler