

# 100 Ways to Grow an Audience for Your Book

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1. Be clear about your target (niche) audience and spend time, online or in person, where they are.
2. Join industry associations where your target audience spends time.
3. Contribute to industry blogs, newsletters and publications that reach your target audience.
4. Participate in online groups (Facebook, LinkedIn, etc.).
5. Start your own group on Facebook or LinkedIn.
6. Add an email sign up box to your website.
7. Add an email sign up box to your Facebook page.
8. Frequently invite people to subscribe and share a link to your email sign up form via all of your social media channels.
9. Develop a campaign to constantly grow your email list, such as hosting free webinars or teleseminars and requiring registration to participate.
10. Leverage your email list by being strategic with your content. Share helpful information, include a personal greeting from you, provide resources, and promote your offerings.
11. Host your own podcast.
12. Be a guest on other people's podcasts.
13. Pitch yourself as a guest on internet radio shows like those on <http://blogtalkradio.com>.
14. Be a guest on teleseminars and webinars hosted by your peers.
15. Give away an information product, such as a free report, worksheets, checklists or a whitepaper. (Don't forget to require registration to capture email addresses.)
16. Include a page in your book that asks readers who like your book to review it on Amazon, Goodreads, etc.
17. Include a bonus offer in your book that brings readers to your website, such as a downloadable list of resources.

18. Sell downloadable products that meet the needs of your target audience.
19. Leverage direct mail campaigns—postcards are an affordable option.
20. Ask readers to tell a friend about your book.
21. Partner with peers who reach your audience.
22. Create a YouTube channel and share videos frequently.
23. Start using Periscope.
24. Update your blog at least two to three times per week. Statistically, the more you blog the more traffic your site will receive.
25. Always include an image with each blog post and tag it with relevant key words for that page.
26. Write compelling blog post titles that make people want to read more.
27. Ask blog readers a question that invites them to leave a comment.
28. Share blog post links across all of your social media networks.
29. Engage with blog comments—respond to each.
30. Once a blog post is over 30 days old, publish on LinkedIn Pulse.
31. Conduct give-aways and contests on your blog.
32. Invite guest contributors to your blog and then ask them to promote the link to their own audience.
33. Post compelling comments on peer and major news blogs.
34. Pitch yourself as a speaker at relevant events where your audience spends time.
35. Always provide a memorable handout to audiences where you speak that includes tips or information they will want to keep, plus your bio and contact information.
36. Leverage connections from your past schools and employers to seek out speaking and other promotional opportunities.
37. Generate book reviews on an ongoing basis by contacting Amazon reviewers and offering a review copy.
38. Leverage review services such as NetGalley and Goodreads. [More info on book reviews here.](#)

39. Send review copies of your book to bloggers in your industry.
40. Pursue traditional publicity with print, radio and television.
41. Ensure you have a consistent bio and website URL across your social media platforms.
42. Have custom social media headers designed at <http://fiverr.com>.
43. Participate on Twitter and tweet at least three times per day.
44. Pre-schedule your tweets and social media posts with a tool such as <http://hootsuite.com>.
45. Schedule retweets of your past blog archives on Twitter.
46. Host a Twitter chat.
47. Post engaging content to Facebook several times each week.
48. Invest in Facebook advertising to generate more page likes and reach your audience.
49. Make sure your LinkedIn profile has a compelling title and plenty of keyword-rich content.
50. Import your contacts to LinkedIn so that you can connect.
51. Get in the habit of adding new contacts in LinkedIn.
52. Ask readers and clients to write recommendations for you on LinkedIn.
53. If you're targeting a younger audience or have a visual component to what you do, start utilizing Instagram.
54. Pin images from your blog to Pinterest.
55. Create keyword-rich boards on Pinterest.
56. Monitor and engage with your audience on social media daily.
57. Optimize your website with relevant keyword phrases to increase traffic.
58. Conduct surveys to learn from your audience and find ways to meet their needs and challenges.
59. Teach courses and workshops for your audience.
60. Participate in book awards programs to gain recognition.

61. Host a booth at an industry event or trade show.
62. Give away copies of your book to media pros, influential industry people, bloggers and anyone willing to review or promote.
63. Create branded photo memes or infographics that will get shared via social media.
64. Always offer to take a photo with readers and encourage them to share on social media.
65. Post photos of you with your readers on social media and tag them when possible.
66. Host a promotion challenging readers to share a photo with your book—offer a reward for best entries.
67. Hire an experienced virtual assistant to help with promotion. Sources: <http://virtualassistants.com>, <http://ivaa.org>.
68. Launch and promote services related to your book, such as coaching or consulting.
69. Host a related online course for several weeks.
70. If you create slide decks, share them on <http://slideshare.com>.
71. Review and refresh your website periodically to make sure it accurately reflects where you are in your career.
72. Sign up for media updates from HARO: <http://helpareporter.com>.
73. Join <http://profnet.com> for media leads (paid service).
74. Send press releases via PRNewswire and/or PRWeb.
75. Whenever you receive media coverage, post a link and/or image to the media page on your website.
76. Start a local group via <http://meetup.com>.
77. Attend conferences and events where your target audience will be.
78. Pursue writing a regular column for a key industry publication.
79. Conduct a virtual book tour.
80. Host a fundraiser for your favorite nonprofit.
81. Give away the first two chapters of your book to new mailing list subscribers.

82. Invest in Google ads.
83. Sign up to be an expert on <http://clarity.fm>.
84. Register to answer questions on <http://quora.com>.
85. Host a free ebook giveaway to revive an older title that is no longer selling well. Offer it as a PDF for people who register on your website.
86. Send copies of your book as give-aways or door prizes at events.
87. Ask friends and family to help promote. Make it easy by providing copy they can use for email and social media.
88. Leverage your Amazon Author Central account by updating the content on your book's page and adding editorial reviews.
89. When making an appearance of any kind, dress professionally, remove your ego and leave people with a good impression.
90. Invest in promotional "swag" like bookmarks, coffee mugs, or unique items that relate to your book.
91. Make sure you have a great book sales page on your own website. It should include the jacket copy, reviews, a cover image and a link to purchase online.
92. Get big-name authors from your industry to endorse your next book (you'd be surprised by how easy this can be).
93. Hire a professional publicist.
94. Create buzz-worthy companion products such as apps, games, workbooks or card decks.
95. Contact reporters directly and pitch story ideas that you can contribute to.
96. Purchase a media list from <http://gebbiepress.com>.
97. Pitch yourself to give a TEDx talk (most TEDx chapters release a periodic call for speakers).
98. Create alerts at <http://talkwalker.com> so you can monitor when someone mentions your name, your book or your website link online—and then you can go thank them!
99. Commit to doing a minimum of three things each day to promote your books and author career.
100. **Analyze your marketing campaigns and do more of what works!**