

# Advanced Book Marketing Strategies

**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](http://LeadPages.net). Promote via Facebook ads.

**Generate More Book Reviews** – Amazon reviewers, bloggers, Goodreads give-aways, local and small publications, book clubs, [MidwestBookReview.com](http://MidwestBookReview.com) and paid services like [Netgalley.com](http://Netgalley.com), [bookbub.com](http://bookbub.com), and [bit.ly/bookreviewtargeter](http://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.

**Go Deep in a Trade Association** – Find a group where your target readers spend time and get involved to get known. Volunteer, lead meetings, speak at chapter meetings, write for the blog and newsletter/magazine. Get to know everyone so they know you, too—and want to read your book!

**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](http://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!

**Host Something** – Start your own podcast, YouTube channel, or host teleseminars/webinars. Find a way to engage your audience on a regular basis. Bonus: Inviting guests helps build your network.

**Hire Help** – Successful authors don't do it all alone. [Ivaa.org](http://Ivaa.org), [upwork.com](http://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.



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