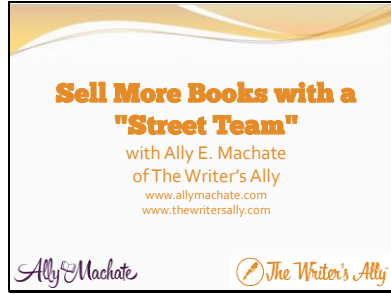



Slide 1



**Sell More Books with a "Street Team"**  
with Ally E. Machate  
of The Writer's Ally  
[www.allymachate.com](http://www.allymachate.com)  
[www.thewritersally.com](http://www.thewritersally.com)

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Slide 2



**What Is a "Street Team" Anyway?**

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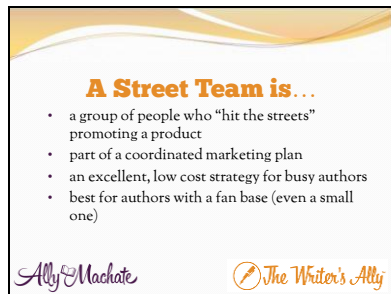
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Slide 3



**A Street Team is ...**

- a group of people who "hit the streets" promoting a product
- part of a coordinated marketing plan
- an excellent, low cost strategy for busy authors
- best for authors with a fan base (even a small one)

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Slide 4

**A Street Team is not...**

- limited to actual "streets"
- made up of friends and family
- a "set it and forget it" tactic
- for "one-timers"

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Slide 5

**How to Assemble and Coordinate the Right Team**

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Slide 6

**Get Your Sh\*T Together**

- Look serious to attract serious help
- Create a thorough form
  - The vitals
  - The selective

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Slide 7



**First Impressions Count**

- Design your Welcome Kit
- Map your activities
- Be clear about communication

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Slide 8



**Put Out the Invite**

- Use your newsletter and social media
- Put sign-up box on your website
- Have a sign-up sheet at events
- Post to internship programs or other school venues

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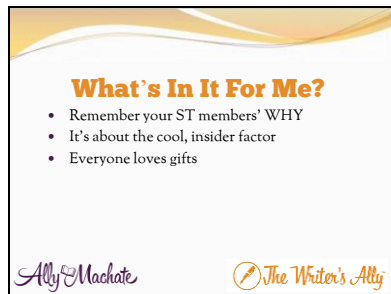
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Slide 9



**What's In It For Me?**

- Remember your ST members' WHY
- It's about the cool, insider factor
- Everyone loves gifts

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Slide 10

**Consider a Team Lead**

- Could be one or a few, depending on ST size
- Great opportunity for college credit
- Great opportunity for career growth
- Team Leads often stick around

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Slide 11

**Best Practices and Tips**

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Slide 12

**Set a limit**

- For book launch, have a number AND time cut-off
- For ongoing use, have max number in mind
- TIP: Start with at least 10
- Be picky, but not overly so

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Slide 13

**Make It Special**

- Congratulate them on joining
- Give insider peeks
- Ask their opinion
- Gift swag or opportunities
- Consider an earnings share

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Slide 14

**Give Books Early**

- Give ARCs before pub
- Give ample time to read
- Leave time to pre-write reviews
- Create opportunities for buzz
- Give your ST ammo

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Slide 15

**Give Books Often**

- Give more to get more
- Go digital if you can
- Think of it as investment, not an expense

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Slide 16

**Be Connected on Social Media**

- Facebook and Goodreads Events
- Tag your ST members
- Ask them to change profile pics
- Create signature blocks
- Encourage them to post, post, post!
- Whatever you do online, leverage your ST to help you boost the signal!

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Slide 17

**Be Connected Offline**

- Mail out bookmarks, flyers, postcards
- Send them on missions
- Direct "fly bys"
- Get eyes on the ground

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Slide 18

**Remember...  
Three Keys to an Effective  
and Enjoyable Street  
Team Experience**

- Personal Relationships
- Enthusiasm and Excitement
- Organization and Nurturing

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Slide 19

**That's all folks!**  
**Thanks for listening.**

Visit me at:  
[www.thewritersally.com](http://www.thewritersally.com)  
[www.allymachate.com](http://www.allymachate.com)

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