

# Favorite Ways to Grow an Audience for Your Book

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- Be clear about your target (niche) audience and spend time, online or in person, where they are.
- Join industry associations where your target audience spends time.
- Contribute to industry blogs, newsletters, and publications that reach your target audience.
- Pursue writing a regular column for a key industry publication.
- Participate in online groups (Facebook, LinkedIn) or *start your own*. Also, in-person: Meetup.com.
- Create lead magnets to grow your mailing list: reports, checklists, webinars, first two chapters.
- Speak at events where your audience spends time. Speakers sell books! Always bring a handout.
- Be a guest on other people's podcasts or host your own.
- Get in the habit of *asking* for reviews. Ask in your book, via email, in person, etc.
- Create a list of personal contacts you can ask for support: friends, family, fellow writers, current and past coworkers, past school mates, current and past clients, business connections.
- Build a list of influencers you can ask for support: peers in your industry, bloggers, podcasters, social media leaders.
- Ask your contacts for support: promoting the book, getting you speaking gigs, connecting you with key influencers, posting reviews, sharing via social media, acquiring bulk sales.
- Pick one or two social media platforms and do those well. You don't have to do them all!
- Write blog posts that offer value to your audience (at least twice per week).
- Invite guest contributors to your blog and ask them to promote posts to their own audience.
- Give away copies of your book to media pros, influential industry people, bloggers, podcasters.
- Hire an experienced virtual assistant to help with promotion: [ivaa.org](http://ivaa.org).
- Get media opportunities: [helpareporter.com](http://helpareporter.com), [profnets.com](http://profnets.com), [gebbiepress.com](http://gebbiepress.com).
- Contact reporters directly and pitch story ideas that you can contribute to.
- Invest in paid ads, especially Amazon KDP. You might also consider Google, Facebook, and industry-specific publications.
- Commit to doing a minimum of three things each day to promote your books and author career, then analyze your marketing efforts and do more of what works!

**Stephanie Chandler** is the author of several books including *The Nonfiction Book Publishing Plan* and *The Nonfiction Book Marketing Plan*. She is CEO of the Nonfiction Authors Association, a vibrant educational community for writers, and the Nonfiction Writers Conference, an annual event conducted entirely online.

