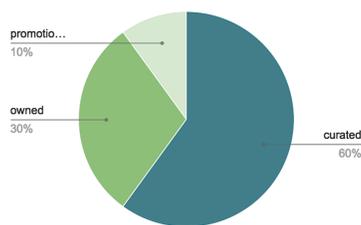


EARLY MARKETING: CREATE A FAN BASE AND EARN 5-STAR REVIEWS ON LAUNCH DAY

- Figure out where your readers are and be there too.
- Make it fun. This is your tribe.
- Peers are excellent cohorts – other writers and for nonfiction, folks in your industry
- Twitter is a great place to find peers, bloggers, media people. #hashtagsrock
- Always follow the social media rule of thirds. Connect, converse, curate, give kudos, share others' posts, and only once in a while share your own info

The Golden Ratio

Create balance in the social media content you share



The Social Media Rule of Thirds

- Promotion
- Conversation
- Sharing



- Put a lead magnet on every web page, every blog post. Offer cool stuff people want or need.
- That means an email marketing service and an autoresponder with content delivery link.
- Use the social media sites that serve you best. This takes experimentation. Pinterest is now very popular and images really attract people. Infographics? Fun gifs? Whatever your audience is doing. There are tools that help even if you're not techie or artistic.
- Run ads on Facebook and Pinterest. This is a cheap and fun way to figure out who your audience really is and how to reach them.
- Use BookFunnel to deliver content like early drafts and stories or sections for early readers and peers. Also take a look at Canva and Pressbooks.
- Connect with your peers, especially influencers.
- Become a leader, promoter. Share freely. Answer questions. Create assets everyone can use.
- Contribute to anthologies. Create anthologies! So easy with tools now. (Pressbooks is collaborative.) Give away the anthologies for free using Amazon KDP Select as lead magnet for everybody.
- Promote authors like you on social media when something good happens.
- Kevin Tumlinson is very good at this. Subscribe to him and learn. kevinumlinson.com.
- Follow peers and influencers to connect and copy techniques (but never content!)
- Keep in touch with early readers/fans (keep a separate list on email marketing tool) and keep them pumped. Thank them in social media, your newsletter, the back of the book.
- Release date countdown email series – can be 5-20 emails. Seriously.

Look for upcoming events on www.nonfictionauthorsassociation.com.

Find publishing and marketing courses and my summer nonfiction writing workshop and critique group.