

55 Dos
and Don'ts
— *of* —
Book
Selling

If You Can Write,
You CAN Sell Books!

Angela Hoy

BOOKLOCKER.COM
WRITERSWEEKLY.COM

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Paperback ISBN: 978-1-64718-034-8

Epub ISBN: 978-1-64718-035-5

Mobi ISBN: 978-1-64718-036-2

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Published by BookLocker.com, Inc., St. Petersburg, Florida.

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2020

First Edition

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About the Author



Angela Hoy is the publisher of WritersWeekly.com, the author of 25 books, and the President & CEO of BookLocker.com (which has been in business for more than 20 years), and Abuzz Press (the publishing co-op that charges no setup fees).

WritersWeekly.com - the FREE marketing ezine for writers, which features new paying markets and freelance job listings every week.

[WritersWeekly's Author Service Center](http://WritersWeekly.com) – Need an editor, illustrator, website designer, ghostwriter, cover designer, formatter, book promoter, or another creative publishing professional? We've vetted these folks so you don't have to!

BookLocker.com - According to attorney Mark Levine, author of *The Fine Print of Self-Publishing*, BookLocker is: "As close to perfection as you're going to find in the world of ebook and POD publishing. The ebook royalties are the highest I've ever seen, and the print royalties are better than average. BookLocker understands what new authors experience, and has put together a package that is the **best in the business**. You can't go wrong here. Plus, they're selective and won't publish any manuscript just because it's accompanied by a check. Also, the website is well trafficked.

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If you can find a POD or epubliher with as much integrity and dedication to selling authors' books, but with lower POD publishing fees, please let me know."

[Abuzz Press](#) offers FAST and FREE book publication, but only accepts a small percentage of submissions. Abuzz Press also only works with U.S. authors.

Angela's Print on Demand (POD) Secrets Revealed Series can be found [HERE](#).

Have a POD Book with another publisher? See if BookLocker can [give you a better deal](#). (BookLocker offers "disgruntled author discounts" to those who want to move from other POD services.)

See BookLocker's publishing packages and prices [RIGHT HERE](#).

Introduction

Well, you did it! Your book is finally published, and is for sale all over the place – Amazon.com, BarnesandNoble.com, BooksaMillion.com, Chapters.Indigo.ca, and hundreds of websites you’ve never heard of – all over the world! People can even order your book from their local bookstore!

But, when you finally receive your first sales report from your publisher, you are deeply disappointed, to say the least. Aside from Aunt Bertha and Grandpa Joe, nobody has bought your book. Seriously. NOBODY.

What’s going on? Why isn’t your book selling? Is it just a bad book, or is something *else* happening?

The fact is that something *else* is NOT happening. And, that something *else* is effective online marketing. It’s not difficult and, in fact, it can be fun! Online marketing involves a lot of writing and we ALL love to do that, don’t we?

My company, BookLocker.com, has sold millions of books over the past 20 years. I know what sells books, and what doesn’t. I know when an author is doing things the right way, and when they’re throwing their money away.

Marketing is not a magic process only understood by the sales-elite. Anybody with a brain and a keyboard (and good writing skills) can do it.

And, this book is going to show you how...

DO'S

Detailed instructions on **steps 4, 5, and 6** listed in this book are available in [90+ Days of Promoting Your Book Online: Your Book's Daily Marketing Plan - THIRD EDITION](#), which is available for free to [BookLocker.com](#) authors. Others can purchase a copy from [BookLocker](#), from [Amazon](#), or from your favorite online bookstore.

If you want to purchase a copy from BookLocker, use this discount code to get 20% off: *Save20*

Steps 1 - 3:

- Your Book Marketing Cheat Sheet**
 - Growing Your Fan Base EARLY**
 - Rules for Personal (Online)
Engagement**
 - The Importance of Using Humor**
-

1. DO Create a Book Marketing Cheat Sheet

You can read what this is, and how to use it, here:

<https://writersweekly.com/angela-desk/whats-a-book-marketing-cheat-sheet>

2. DO Start Growing Your Fan Base BEFORE Releasing Your Book

Tired of writing for the day? Start building your potential fan base by implementing the website and social media steps included in this book NOW! The more followers and subscribers you have when your book is released, the more copies you'll sell!

3. DO Be Personable When Promoting Your Book Online, and Definitely Use Humor When Appropriate!

Nobody likes a robot. People would far rather read a promotional human-interest story than they would a boring, this-is-how-it-is article. Include personal anecdotes in your online promotion, on your website, in your social media activities, and in your ads, if possible.

People rarely share boring, hum-drum memes (ads) they see online but they sure share the funny ones! Humor is always a popular draw! Want your ad to go viral? Make it hilarious!

We received LOTS of comments and shares from people who saw this ad:

ATTENTION: WRITERS & AUTHORS



The "painter" who created the monstrosity above is Angela Hoy, the publisher of WritersWeekly.com. She has earned thousands of dollars from her writing. She has earned ZERO from painting.

CAN'T PAINT?
That's okay!
Because we need
WRITERS!

WritersWeekly.com pays
for Feature Articles and
Marketing Secrets
from Writers
and Authors!

Details:
WritersWeekly.com
Then, click on 'Write for Us'

OUR 23rd YEAR!!
Read all past articles at the link above.

The ad below attracted lots of attention as well. Yes, those are my toes. You can see why they called me E.T. Feet in high school...



ALERT!
Start-time for the
WritersWeekly.com
Summer, 2018 24-Hour
Short Story Contest is
at 12:00 p.m. (noon)
Central Time on
Saturday, July 14th!
Space is limited to only
500 participants
so
REGISTER TODAY!!

24HourShortStoryContest.com

1st Place: \$300	2nd Place: \$250
3rd Place: \$200	+ 85 other prizes!

If you need assistance creating memes, please see:
<https://marketplace.writersweekly.com/memes>

Steps 4 - 7:

→Priming Your Website and Email
Newsletter for Optimum Book Sales
→Growing Your List Using Freebies

4. DO Have Your OWN Website and Email Newsletter That YOU Control!

This is **THE MOST IMPORTANT TIP** in this book! Your website can still have a blogging format so don't think a "newsletter" format will be boring for your readers. By newsletter, I'm referring to the regularly-scheduled emails you will be sending to your readers. You can see samples of an email newsletter here:

<https://writersweekly.com/newsletter>

While classic blogs are great, they don't provide an easy way to notify people when you post an update to your website/blog. With a newsletter, you can create an email list, and contact your readers whenever you want. Don't wait for people to remember your website or blog exists. Ping them each and every time you post an update or publish a new book!

Read more advice about this step in: [90+ DAYS OF PROMOTING YOUR BOOK ONLINE: Your Book's Daily Marketing Plan](#)

5. DO Collect Potential Readers' Email Addresses...But Only with Their Permission

It should go without saying that you should have a way to collect people's email addresses, and to store them, either on your site in a database, or even in a spreadsheet, which is what I did when I launched [WritersWeekly](#) more than 20 years ago. My email address collection process is entirely automated now. You should have a double-opt-in option for your subscribers, which means they must respond to an email confirming their subscription when they are added to your list. This will prevent you from being accused of spamming people.

Read more advice about this step in: [90+ DAYS OF PROMOTING YOUR BOOK ONLINE: Your Book's Daily Marketing Plan](#)

6. DO Put an "Ad" on Every Page of Your Website Asking People to Subscribe

This will be the #1 way for you to collect email addresses from potential readers for your future marketing efforts.

You can see an example of how I do this by viewing the pop-up here: <https://writersweekly.com>

Read more advice about this step in: [90+ DAYS OF PROMOTING YOUR BOOK ONLINE: Your Book's Daily Marketing Plan](#)

7. DO Create a FREE Ebook to Entice Subscribers AND to Promote Your OTHER Books!

The book you're reading right now is an example of that. I am happy to give away this important information to aspiring authors but, at the same time, I am (shamelessly) promoting my publishing company, BookLocker.com, my other websites, and my books. It took me only three days to write this book because, after 20+ years of successful online bookselling, I know what works and what doesn't. (I also type *really* fast!)

I bet YOU know enough about your book's topic to offer a short, free ebook for your readers, too! If you write books on different topics, offer different free ebooks that will promote each of your books.

On WritersWeekly.com, I offer two full-length books for free now because, while the content is still valid, they were released a few years back. It is now more advantageous for me to use them to direct traffic to my site...though people can still buy them on Amazon and other sites.

To see how this is done, go to <https://WritersWeekly.com>, and look at the pop-up at the top that offers your choice of two free ebooks (as well as the link at the very top of every page on the site that invites people to subscribe). And, while you're there, go ahead and get one of those free ebooks!

They are:

BOOK PROPOSALS THAT WORKED!

*Real Book Proposals That Landed \$10K - \$100K Publishing
Contracts - SECOND EDITION*

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and

QUERY LETTERS THAT WORKED!

*Real Queries That Landed \$2K+ Writing Assignments - SECOND
EDITION*

Steps 8 - 10:

The Secrets to Successful Social Media Selling!

8. DO Post Free Excerpts of Your Book(s) On Your Website AND on Social Media

Your Website

You'd think all authors would know this, especially since Amazon and other stores post free excerpts of books. But, you'd be surprised how many authors don't offer free excerpts for their books on their *own* websites. Along with the excerpt and your bio, also post the book's cover, as well as links where readers can buy your book.

For example:

This book can be ordered from the publisher, BookLocker.com, or from Amazon, Barnes and Noble, or your favorite online or neighborhood bookstore.

Social Media

Don't just post an ad for your book(s) on social media. Occasionally post a paragraph or two from your book(s), along with the cover, title, and link where people can buy your book.

These are the top social media sites according to Google. If your resources are already spread pretty thin, concentrate your

efforts on Facebook, Twitter, and LinkedIn. They are the most popular.

Facebook

If you don't have a Facebook account, get one. Facebook is one of the most popular websites online. You need to carefully consider whether you want to use a personal or business Facebook page for your book promotion.

Personal Facebook page: People can see the baby pictures your mom has posted, and your past posts (some potential readers may not agree with your political beliefs), and you have a limit of 5,000 friends before Facebook cuts you off. But, people are far more likely to send a "friend request" on Facebook than they are to click a "Like" button for a business.

Business Facebook page: People can't see your baby pictures (or your past political posts) and you can acquire an unlimited number of followers.

I have a personal Facebook page, set up under my maiden name, that I only use for friends and family. Why? Because my mom used to post stuff like this, and tag me on it:



I also have a different "personal" Facebook page (I call it my business personal page) under my current name where I can

avoid the embarrassing baby pictures, remain professional, avoid political debates, and promote my websites and books. This enables me to have up to 5,000 friends and they're far more likely to interact with me there than they would on my actual business Facebook pages. Also, it's easier for me to interact with my readers on a personal level because their personal posts appear on my "personal business" Facebook feed.

If you do hit the 5,000-friend limit on Facebook, they will ask you to convert to a Business account. **DON'T DO IT!** If you do, you'll lose all of your friends instantly, and will have to start all over with "likes." I learned that the hard way! Simply start a Business Facebook page and use step #9 below to post to all of your social media accounts simultaneously when performing your book promotion activities.

If you create a business page on Facebook, don't forget to check daily for messages posted for you there by the people who "like" your page. You can also set up your account to notify you instantly via text message when people send a message to your Business Facebook account. If you don't respond to people's messages, Facebook can give you a lower "response rate/time."

Twitter

If you're not tweeting, you're missing out on a huge audience. And, on Twitter, you can create extra postings by sharing posts others make about you. No, you can't re-share something that someone shared from your Twitter feed but, if they mention you, your website, or your book(s) in an original Tweet, you can easily find that on Twitter using their search function, and then repost it. To see if you've been mentioned, click on the notifications icon (it currently looks like a little blue bell) after

logging into Twitter, and search for your name, your book title(s), and/or the name of your website(s).

[Linkedin](#)

This site is business-oriented but that doesn't mean you can't be humorous when posting here, too. If you're first starting out on LinkedIn, create a nice profile, post a few things, and then invite people to like you by clicking on My Network, and then viewing their recommendations under "People you may know..." You won't know most of those people but they're probably just as interested in marketing to you as you are in marketing to them. I have thousands of connections on that site and I find it provides excellent promotional opportunities.

[Pinterest](#)

This site is graphic-laden, and is also addictive. If you want people to see your "ad" on Pinterest easily and clearly, create memes to post on that site. Learn more about creating memes in #14 below.

[Instagram](#)

You'll need to download their app. If someone chooses to follow you on Instagram, don't be a jerk. Follow them back! To find new people following you on Instagram, click on the icon that looks like a person, then click on Followers. You will be able to see people you aren't following because there will be a blue "Follow" box next to their name.

[Tumblr](#)

This is a very popular site but I didn't have much luck marketing my books there so I stopped. Your book(s) may have better luck depending on the genre.

[Reddit](#)

This site can be addictive, and very time-consuming, but it is one of the most popular websites on the Internet so it should not be ignored.

[Snapchat](#)

This is also a very popular site and there are websites online that teach people how to promote their products and services on Snapchat.

9. DO Use a Site like Buffer to Make Social Media Postings Super Easy

Using [Buffer](#), I can literally post something to all of my social media accounts, for all of my businesses (11 social media accounts in all), in one minute. If I'm planning to be at the beach tomorrow, I can set up tomorrow's posts today. Use quality images in your postings. You don't want a large mass of pixilation appearing on any of those sites. Likewise, only post square images and videos to social media. Some sites, like Instagram, won't work with landscape images and videos because the sides get cut off.

If you have more than one Twitter account, you'll need to make separate postings. Simply copy and paste what you're about to post and, after you post that, click on your other Twitter account,

paste, and repeat. Twitter tries to stop spamming by prohibiting simultaneous Buffer postings to its site but...that ain't workin' for them. 😊

10. DO Use Hashtags when Posting to Social Media

Who among us does not loathe people that post endless, seemingly meaningless hashtags? Yes, they are annoying as heck but they are also very important for people who might be interested in finding a book like yours. Hashtags make it easier for people to find specific posts and conversations. You can find current popular hashtags [HERE](#).

You can search for hashtags related to your book's topic [HERE](#).

And, there's a GREAT article for hashtag use by authors [HERE](#).

Genre-specific hashtags, with the number of tweets per hour associated with them, are [HERE](#).

Are you tired of me typing the word HERE yet???

Steps 11 - 12:

Print and Carry THESE TWO ITEMS for Higher Book Sales!

11. DO Print Business Cards with Your Book's Cover, a Short Description, and Your Website's URL

Numerous local businesses, like Starbucks, have bulletin boards where people can place their business cards. They're also handy for giving to people you bump into or meet when running around town or traveling. It only takes a second to pin your business card to a local bulletin board, or to hand it to someone with whom you've started a conversation. Your business card should include your book's cover, a short description, your website's URL, and an incentive for people to sign up for your newsletter, like a free ebook! (See #7 above.) You can order business card design [RIGHT HERE](#).

I use [Best Value Copy](#) for my business card and brochure printing. They're inexpensive and very fast. And, no, that is not an affiliate link.

12. DO Print Tear-off Flyers to Post Around Town as Well

Create a flyer featuring the same information that appears on your business card, but you'll have room for a longer book description. Post these on local bulletin boards as well! Add

Angela Hoy

“tear off” tabs at the bottom so people can easily take your information with them. Here’s an example:

[illegible]

If you need someone to design a flyer for you, [CLICK HERE](#).

Steps 13 - 15:

- The Friend Selling Trend**
 - Pictures (Memes) Sell More Than Words**
 - Building Your Subscriber List with Contests**
-

13. DO Ask Friends to Help Promote Your Book AND Ask Your Out-of-Town Friends to Post Your Business Cards and Flyers in Their Towns!

Don't be shy about asking your friends to help promote your book(s)! On my personal Facebook page, I openly ask my friends to "PLEASE SHARE" when posting promotional items. And, they do!

Friends are usually very happy to carry a few business cards and flyers in their vehicles for posting in their own towns. Don't be shy! Ask!!

14. DO Create Memes to Promote Your Books

You can use the Paint program that is free and pre-installed on most PCs to create square memes to promote not only your books, but also your website, your newsletter, your free ebooks, and anything you sell. You can get free, high-quality graphics

from [Pixabay.com](https://pixabay.com) to feature in your memes. Be sure that the items on Pixabay say:

*Free for commercial use
No attribution required*

If you need assistance creating memes, [CLICK HERE](#).

15. DO Host Contests on Your Site

What better way to drive people to your website, and have them subsequently sign up for your newsletter, than by having a contest?!

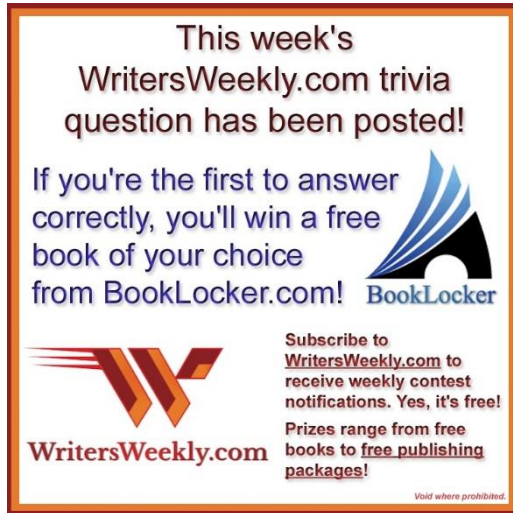
People LOVE to participate in contests and the sky's the limit if you put on your creative hat for contest ideas. At WritersWeekly, we host a quarterly [24-Hour Short Story Contest](#) that is very popular. We charge a nominal fee (\$5) to help pay for the judging process and the cash prizes but that doesn't stop people from participating because it's loads of fun!

We also run the following contests that have no entry fees:

Find the Typo Contest – We find typos in major news stories and even sometimes on signs around town. The first person to find the typo wins a free book from [BookLocker.com](https://booklocker.com).

Trivia Contest – We ask readers to answer a question about something appearing in the previous issue of WritersWeekly. The person who correctly answers the question first also wins a free book from [BookLocker.com](https://booklocker.com). Occasionally, we also give away a free book publishing package from BookLocker!

This is the meme we run on social media each week when we post a new trivia contest:



Our friend and well-known horror author Doug Clegg once ran a contest where the winner would get killed in his next book. Fiction authors can offer to do the same, or to name a character in their next book after the contest winner. People LOVE that stuff!

Remember that the purpose of these contests is to **generate buzz**, which will drive people to your website who will then sign up for your newsletter ("Subscribe to be notified about future fun contests!"). The more loyal subscribers you have, the more books you'll sell in the future!

Steps 16 - 18:

→**How to Tank Your Search
Engine Rankings**

→**Newsletter Frequency (or, How I
Quadrupled My Monthly Sales)**

→**Are You *Sure* Your Keywords and
Categories are Finding YOUR Book's
Target Audience?**

**16. DO Frequently Update Your Website/Blog, AND
Send Your Newsletter to Your Subscribers on a
REGULAR Schedule.**

Website Updates

If you don't keep your website or blog up to date:

1. People will simply stop visiting.
2. Search engines will start to put your site much further down in their rankings.
3. You won't have anything new to "share" with your potential readers via your email newsletter and on social media!

Aim for adding new content to your website at least once a week. The more updates you make, the better! WritersWeekly

was previously called WritersMarkets.com, and was only sent out monthly. When I switched it to weekly distribution, my sales quadrupled!

Newsletter/Blog Frequency

Believe it or not, if I send out a [WritersWeekly newsletter](#) even one day late, several readers email me asking if something is wrong. Don't disappoint your readers, or simply slack off. If you want to sell books, be professional and consistent.

17. DO Hire BoostABook to Find YOUR Book's *Correct* Keywords

Are you using the correct keywords to connect with your potential readers? Are you *sure*? Incorporate a variety of related keywords and phrases into your website, as well as your online book listings. Your publisher should give you an option to submit these. Do not use plain keywords like book, ebook, and fiction. The more detailed your keywords are, the better your book sales will be. You can get advice on this from [Boost a Book](#).

18. DO Correctly and Succinctly Categorize Your Book

You might think the categories you chose for your book are reaching the most potential readers...but are they *really*? This is imperative reading:

[Categories and Keywords Can MAKE or BREAK Book Sales! How do you know if you are using the right ones?](#)

Steps 19 - 22:

- How to Turn Your Readers' Comments
into Graphic Advertisements**
 - Email Signatures**
 - Free Content = Subscribers + Ongoing
Sales**
 - A FAR Better Place Than Bookstores to
Sell Books**
-

19. DO Collect and Post Readers' Comments

Book lovers LOVE to read other people's comments before buying a book! Readers will send you unsolicited comments about your book, and will also post reviews to Amazon and other sites. While you can't publish someone's name without their permission (it may be impossible to locate people posting to other sites), you can briefly quote from their comments, and use their initials.

Also, keep in mind that Amazon claims copyrights to reviews on their site so you can only briefly quote from those. Just pull out the best snippets from someone's review to use on your site, and in your marketing activities.

Create a page on your website of reviews, and include the best ones in your newsletter, and even in your social media postings.



Here are some memes I created using quotes from happy BookLocker authors:

ANOTHER Happy BookLocker Author!

Publishing with BookLocker has been the best experience ever. Angela and her team work like clockwork at every stage of production. The result is a beautiful book, not the least due to the very gifted graphic designer (Todd). They are also very responsive to any inquiries. No long waiting time for an answer. They never hound you with outrageously expensive marketing schemes, but will give (free) advice on how to go about bringing your book to the attention of the reading public. And the cost of all these treasures can't be beat. All in all, I couldn't be any happier. I know where I will publish my next book. Thank you, Angela and all the BookLockerians.

Brigitte Goldstein
Babylon Laid Waste: A Journey in the
Twilight of the Idols
<https://booklocker.com/books/10473.html>

Publishing.BookLocker.com

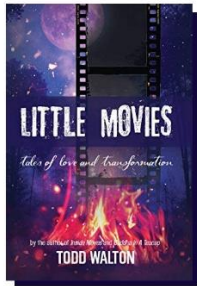


<http://BookLocker.com>


And, ANOTHER Happy BookLocker Author!

Now that the e-book versions of my book Little Movies are up and active, I wanted to tell you how pleased I am with the process of working with you and your team of creative people so far. The paperback is lovely, people really like the cover, and I've heard from several people who are very happy to have e-book versions available. I have also heard from people expressing their pleasure at being able to order the book from their favorite local bookstores. I'm very glad I chose to try publishing with you. If all goes well, I will have another book to bring out with you a few months hence.

Todd Walton
LITTLE MOVIES: tales of love and transformation
<https://booklocker.com/books/10880.html>



Publishing.BookLocker.com



<http://BookLocker.com>

And, ANOTHER Happy BookLocker Author!

"I found BookLocker and have not regretted it for one minute. CEO Angela Hoy runs a tight ship/business in a friendly atmosphere with professional results. Her business turns out a first rate, first quality finished product from the formatting and book cover design to final bound book. I was extremely happy working with one of their book designers, Todd. With very little input he intuitively knew just what I was hoping to capture on a book cover, spine design and back cover. Transparency was of utmost importance to me. All sales and payments are always at a click of a button for an author to inspect at any time. All books are uploaded to the usual listings: Ingram, Amazon, Barnes and Noble and many more. I can enthusiastically recommend BookLocker to anyone.

- Ann McAllister Clark
Morgan's Redemption
<https://booklocker.com/books/10901.html>
A Bone in her Teeth
<https://booklocker.com/books/10822.html>



Publishing.BookLocker.com

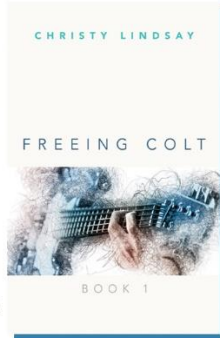


BookLocker
<http://BookLocker.com>

And, ANOTHER Happy BookLocker Author!

"I did my homework before choosing a publisher. I've read Angela Hoy's ezine, 'WritersWeekly.com' since 2007. I know truth when I read it. Angela writes the truth. Ultimately I chose BookLocker.com because Angela treats writers like creators worthy of respect. Not to mention she knows everything about the publishing industry. Seriously--she does. And she's kind. And funny. And smart. Angela only accepts and publishes quality writing. I'm honored that she accepted 'Freeing Colt,' my first novel. She also makes sure authors retain the rights to their book and its cover. If you want to be treated with profound respect and work with kind, patient, and knowledgeable people, go with BookLocker.com."

- Christy Lindsay
Freeing Colt
<https://booklocker.com/books/10836.html>



Publishing.BookLocker.com



BookLocker
<http://BookLocker.com>

If you need assistance creating memes, [CLICK HERE](#).

Here is an example of a webpage featuring unsolicited testimonials:

<https://publishing.booklocker.com/testimonials>

20. DO Add a Signature to Your Email

In your email signature, you can get away with blatant self-promotion. In your own email program, search the Help function for the word “signature.” If you’re not already familiar with this nifty gizmo, read about it in your email program. The email signature is usually easy to set up and use.

Use it to promote your website (so you can get people to sign up for your newsletter for future marketing!), and to promote your books. I use Thunderbird and I can set up different signatures for each of my email addresses. I use my WritersWeekly email address to promote WritersWeekly, and I use two different email addresses for BookLocker.com – one to promote BookLocker to new authors, and one to share links to recent news with authors who have already published through BookLocker.

You can see sample email signatures here:

<https://writersweekly.com/angela-desk/book-marketing-eserial-part-5>

21. DO Offer Free Content to Websites That Target Your Book’s Audience

Many websites eagerly accept free content (articles, blog posts, book excerpts, and even opinion pieces), and provide writers with space for their bio, where they can promote their own

website or book(s). Some will even pay you for your content if it's not overtly advertorial.

You can find paying markets for writers here:

<https://writersweekly.com/find-paying-markets>

Even if you plan to write for free, you should still approach every publication with professionalism, and use [correct querying techniques](#).

22. DO Have Book Signings at Specialty Retailers (Not Bookstores!)

Read more about avoiding bookstore signings in the “don’ts” section of this book. Your book signing will have a much greater chance of success if the people passing by your table are already guaranteed to be interested in your book. The best example I can provide is W.W. Brock, the author of several novels that have hunting themes. He travels all over to gun shows, and often sells out all of his copies at those events. Read his advice [RIGHT HERE](#).

If your book is about the history of candy, contact a local candy store, and offer to host a mutually beneficial event where you will sell books and they will sell their candy. If yours is a recipe book, contact a local specialty food store, and offer to come there for a day to cook your recipes for their customers using ingredients from their store. If your book is a military memoir, perhaps your local museum would be interested in hosting a book signing or other event. Any event or store that specifically attracts your target audience would be a great place to SELL your book!

Steps 23 - 26:

- Book Signings are Boring, Parties are NOT!**
 - Enhancing Your Book Page on Amazon and Other Sites**
 - Approaching Websites with High Google Rankings**
-

23. DO Send Out Personal Invites to Your Special Events

Don't call it a (boring) book signing. Make it a party! Do it up right! Send out beautiful invitations (not emails) to locals who you know might be interested in coming to your event. They'll want to meet the author, of course! Serve refreshments (and be sure to mention that in your invitation – people love free food!). Tell them you'll be doing a reading from your book and, of course, signing copies. And, don't forget to invite the local press, especially if your book has a local theme!

24. DO Enhance Your Book's Page on Amazon

Apply for an Author Central account on Amazon, and let them feature your photo, your bio, [a book trailer](https://authorcentral.amazon.com), and more! See: <https://authorcentral.amazon.com>

See something missing on your Amazon book page? Contact Amazon through your Author Central account, and ask them to add it.

Many other online retailers allow authors to improve/tweak their book information on their sites as well.

25. DO Tweak Your Book's Description Everywhere

Sales not moving along as quickly as you'd hoped? Write out two or three new descriptions for your book, send those to friends and/or fellow authors, and ask them which one they like best. Submit that to your publisher so they can submit it to Ingram (the distributor), which distributes a feed about books to Amazon and many other sites. They should also send it to the ebook retailers that are selling your book.

Need help enhancing or rewriting your book's description? [CLICK HERE](#).

26. DO Find Websites with High Google Rankings, and Try to Partner with Them

Your website probably won't rank very high on Google unless it's on an extremely niche topic, or if it's been around for a long time. Popular websites that complement the topic of your book (and that have higher searching engine rankings than yours) might be interested in featuring you or your book in one way or another.

Study each site carefully, and put yourself in that publisher's shoes. What about you or your book might benefit his or her audience? Contact them with your idea. The worst thing they

can do is say no (or ignore your email). They get hounded daily from people wanting to be featured without needing to pay advertising fees so be sure your pitch is entirely unique. You don't even need to mention that you are looking for a place to help promote your book. Remember, this is all about what YOU can do for THEM.

You can find the most popular websites today here:

<https://www.similarweb.com/top-websites/united-states>

Notice that some of the top 10 sites are...ahem...adult content publishers. If you write erotica, it's doubtful that the most popular adult website is going to want to publish free content (since it's a video site). However, you can post a free video to that site (naughty YOU!) or you can purchase advertising from the site. If you're not naughty, find other popular websites that serve an audience that might be interested in your book.

Also, according to [BoostABook](#):

Try Googling a particular phrase that your target audience might use, and see what the top 10 results are. You should definitely try to partner with them.

Backlinks

Backlinks are a key indicator of a site's popularity. You want to partner with sites that have lots of backlinks, which occur when another site links to that site. To find the sites from your list of potential promotional partners with the most backlinks, click [HERE](#).

Steps 27 - 31:

- When You SHOULD Consider Paying
for Advertising**
 - Press Releases are Boring, News is NOT**
 - Promotional Videos Sell More Than
Text and Stand-alone
Graphics Combined!**
 - How to Convince Websites to Make
Money Selling Your Book without
Costing You a Penny!**
-

27. DO Consider Paying to Advertise on the Most Popular Websites

Seriously consider advertising on Facebook. This, too, is imperative reading:

[Using Facebook to Sell Books...but NOT in the way you think!](#)

28. DO Contact the Press...but NOT with Press Releases, AND Contact Your Local Press to Offer an Interview

Press Releases

After sending just one creative email, one of my blogs was featured in the Wall Street Journal, complete with photos. It was awesome! Read this article to see how I did it:

[Press Releases Are Boring – News is Not](#)

Local Media

Small town newspapers are often hungry for local news. If your local newspaper features stories about local folks, they just might be interested in interviewing you about your book! Now, remember...do NOT send them a boring press release.

If you get featured, post links to the story on your website, in your newsletter, and to your social media accounts.

29. DO Create and Post Promotional Videos and Book Trailers!

YouTube is currently the second most popular website on the Internet (behind Google). You can create your own videos to promote your website and books or you can [hire professionals](#) for a nominal fee. And, you can then post the videos to your social media accounts as well!

Don't just stop at [book trailers](#), . Consider informational videos to entice people to want to learn more about the topics in your books, conduct author interviews, how-to videos...the sky's the limit. Then, you can promote the videos you've posted on

YouTube to your readers via your website, your newsletter, and in your social media accounts.

30. DO Think Outside of the Box When Seeking Promotional Partner Websites

If you have written about online dating, do step #26 above by approaching online dating sites. And, why not set up an account there, and promote your website and book(s) in your dating profile?

If you have written a romance novel, contact high-ranking websites about relationships, romance, and even those featuring advice for women. Romance is an extremely popular genre.

Is your book in a small niche? For example, did you write about the history of firefighting in Oregon? There are lots of websites devoted to firefighters and there are countless history buffs online. Get creative and you'll find websites that will be very happy to help promote your book in exchange for quality content for their readers.

31. DO Ask Websites to Use Their Amazon Affiliate Code to Sell Your Book

If you find a website that is featuring books like yours, click on those books. If those links are leading to Amazon, it's likely that site has an Amazon affiliate account, meaning they're making money each time someone clicks on that link, and buys that product. Create a form email (that you will personalize for every recipient – no mass emailing or spamming!), and offer the site a free copy of your book in exchange for them featuring your book

on their site while using their Amazon Affiliate code. You can target smaller websites in this manner because you'll be able to easily personalize a short email when approaching them. And, of course, always ask the website what YOU can do for THEM!

Step 32:

**→Launch Your Comment
Marketing Campaign!**

→Social Media

→Links to Major News Outlets

→News Syndicates (the Golden Nugget!)

→Most Popular Magazine

→YouTube!

32. DO Begin Your Comment Marketing Campaign!

Comment marketing is an effective promotional tool that isn't difficult, and is actually quite fun if you're a news and social media nut like me!

A word of caution: When commenting on social media posts and news stories, you are opening yourself up to trolls, which are people who make a living out of starting arguments online. Ignore them. Do NOT engage trolls. It may be tempting to defend yourself, but getting into a long-winded argument with a troll online will only waste several hours that you could be spending elsewhere promoting your book. When you ignore trolls, you are taking the high road and readers will notice that.

Of course, if the heat gets to be too much, you can always delete the comment that attracted the trolls. Chances are plenty of

people would have seen it by then anyway so you did get exposure up until that point.

Also, you can get away with more blatant self-promotion if you're providing links to something free, like your free ebook described in Step 7 above. Remember, you're not just trying to sell books. You're also trying to get more subscribers to your newsletter so you can ping them with marketing messages in the future!

Social Media Comment Marketing

You will get far more traction using social media comment marketing vs. news site comment marketing so we'll start with that. Facebook is the best place for this activity but other social media sites listed earlier in this book are good to use for this activity as well.

On Facebook, you will first need to "like" pages that are posting content that might be attracting your target audience (people interested in your book's topic). Using the advice in the steps below, find social media posts (from the media, and from different groups on each site), and start promoting your book(s) by adding comments under posts made to that Facebook account. Getting mad at all those ads popping up in your Facebook account? Post comments under those, too! (I especially like to do this under our competitors' ads. Heh...)

When you find a social media post that might attract your target audience, add a comment underneath that is entirely genuine - a non-marketing opinion/thought/idea about the topic of the article. After typing your comment, include the following text:

Your Name, Author

Title of Your Book

You can even include a link to your website/blog, or to your book's sales page on Amazon.

"Follow" the Facebook pages listed below in order to see the news stories they're posting so you can begin your Comment Marketing Campaign right away!

Major News Outlets on Facebook

[The New York Times](#) – 16.9 million followers

[USA Today](#) – 8.2 million followers

[The Wall Street Journal](#) – 6.4 million followers

[The Washington Post](#) – 6.2 million followers

[New York Post](#) – 4.2 million followers

[Los Angeles Times](#) – 2.7 million followers

[Newsday](#) – 661K followers

[Chicago Tribune](#) – 594K followers

[Boston Globe](#) – 520K followers

[Star Tribune](#) – 186K followers

I explain more about syndicates later in this chapter but, while you're "liking" pages on Facebook, add the ones below as well.

Major News Syndicates on Facebook

[Associated Press](#) – 724K followers

[Reuters](#) – 4.1 million followers

Most Popular News Aggregator on Facebook

[Yahoo News](#) - 7.7 million followers

Be sure to search for the news and syndicate outlets above on other social media sites as well!

News Site Comment Marketing

Using the links below, “search” for news articles that might complement the topic of your book. See if the news site or blog allows comments to be posted underneath, and contribute a genuine, non-marketing opinion/thought/idea about the topic of the article. After your comment, include the following text:

Your Name, Author

Title of Your Book

If it's a site that allows people to post links in their comments, go ahead and post a link to your website/blog, to your book's sales page on Amazon, or to your publisher's site. REMEMBER: Directing people to YOUR website means they might sign up for your newsletter so that is always the best option.

Even novelists can do this fun marketing activity. Is Valentine's Day approaching? Is your book about relationships, or perhaps a romance novel? There are bound to be news stories running online about the upcoming holiday. The more popular the website, the more exposure you'll receive. Think about your

book and what types of news stories your potential readers might be looking at today.

As of this writing, CNN, CBS News, MSNBC, and USA Today no longer allows comments under their articles.

Here are the most popular news sites as of this writing:

[Fox News](#)

[ABC News](#)

[The Wall Street Journal](#)

[DailyMail](#)

[Yahoo Finance](#) (financial)

[Huffington Post](#)

You can find more [HERE](#).

The Golden Nugget of Comment Marketing - Syndicated News Stories

A news syndicate is a firm that distributes the same story to multiple media outlets.

Every once in awhile, I will find a major national or international syndicated news story related to the topic of one of my books. When that happens, I will use a search engine to find multiple websites featuring that exact same story. I will then post comments under each of those (the ones that allow comments) promoting my book.

Once you find a syndicated news article that your potential readers might be reading, Google the title of that article and the journalist's name to find sites that have picked up the story. Some large newspapers syndicate their stories as well.

Here are the largest syndicates:

[Associated Press](#)

[Creators](#)

[King Features](#)

[Reuters](#)

[Tribune Media Services](#)

[Andrews McMeel Syndication](#) (previously Universal Uclick)

[The Washington Post News Service & Syndicate](#)

News Aggregator Comment Marketing

News aggregators feature headlines and links to articles appearing all over the Internet. They are a great source for finding similar news stories on topics that are trending right now.

Here are some popular news aggregators:

[Feedly](#) - I highly recommend reading [this tutorial](#) if you aren't familiar with Feedly.

[News360.com](#) - You will need to download their app.

[Google News](#)

[Yahoo News](#)

[Drudge Report](#)

You can find more news aggregators [RIGHT HERE](#).

Magazine Website Comment Marketing

Magazines occasionally allow comments to be added under their articles. You can find the most popular magazines right now [HERE](#) and [HERE](#).

YouTube Comment Marketing

Search for [YouTube](#) videos that might attract your book's audience. Be sure to look at the number of times a video has been viewed. Skip the unpopular ones and, instead, spend your time performing content marketing under popular ones that have thousands of views.

Steps 33 - 35:

- Placing Ads for Your Books IN Your Other Books - A HUGE Missed Opportunity!**
 - Tweaking your Categories and Keywords after Publication for a Sales Boost**
-

33. DO Include Ads for Your Older Books in Your New Books!

Your books are YOURS. You can include ads in all of your books for your older books. If the new book is unrelated to the genres of your old books, just list your older books on a page titled “Also by [Your Name].” You can link those to the purchase pages for your books in your ebook edition.

For books related to your new book, add a page for each one near the end of your book, including the cover, the title, a book description, and URLs where the book(s) can be purchased. See examples at the end of this book.

A word of caution: Amazon or other bookstores may prohibit links to other booksellers in your book excerpt appearing on their sites. Amazon doesn’t usually feature the end of a book in

their excerpts so that's where ads for your other books should appear.

34. DO Rewrite Your Book Description if Your Book is Not Selling

If your book isn't selling, seriously consider rewriting your book description for posting on your website, in your marketing activities, and even in your publisher's and distributor's systems (so the new description will pop up in the online bookstores). You might even want to consider rewriting your back cover text. For help with rewriting or enhancing your book's description or back cover text, [CLICK HERE](#).

35. DO Rewrite Your Keywords if Your Book is Not Selling

As with the step above, if people simply aren't finding you and your book, I recommend changing or adding to the keywords you're using to attract people to pages that are selling your book. Again, you can get help doing that [RIGHT HERE](#).

DON'TS

36 - 37:

→How to Get Blacklisted by ISPs →Why Email Campaigns Can Be a HUGE Rip-off, and Can Ruin Your Reputation

36. DON'T Spam Potential Readers, Bookstores, and Libraries!

If you want to get yourself blacklisted by multiple ISPs, spamming is the way to do it. Even sending promotional emails to bookstores and libraries is considered spam. Do yourself a favor, and contact them the old-fashioned way – with a personal letter sent by mail. If someone hasn't specifically requested to receive promotional emails from you (or hasn't subscribed to your newsletter), don't be a jerk. Do NOT send them a marketing email. Period.

37. DON'T Buy an Email Campaign or Press Release Distribution Services

This is a service where publishers (or PR firms) email your book's information or a press release to a list of companies and/or individuals. If a journalist, or anyone else, is hit over and over again with emails about substandard books being published by a print on demand publisher (most print on demand publishers will publish anything and everything but BookLocker does NOT), where do you think those emails are

likely going? Flush! That's right. They're being sent to spam folders or they're being instantly deleted by the recipients. If someone tells you they're going to email your information to thousands of media outlets, you can count on few to none of those individuals or outlets actually opening the email. Don't waste your money.

NOTE: BookLocker.com does NOT publish every manuscript, which is why it has an outstanding reputation. To learn more about the problems you can encounter when publishing with an "author meat market," see #10 in [THIS ARTICLE](#).

38 - 39:

→How to Lose Your Website and Social Media Accounts in One Fell Swoop! →The Big Book Returns Rip-off

38. DON'T Pay Your Publisher to Set Up and Host Your Website or Your Social Media Accounts!

Print on demand publishers are very good at thinking of ways to create a “forced marriage” with their authors. If you put all of your eggs into your publisher’s basket, what do you think will happen if they stop paying your royalties at some point, or go out of business altogether? What do you think will happen if you decide to switch publishers some day? That’s right. You’ll lose EVERYTHING. Have your own website that YOU own and that YOU control. It’s fine to [pay someone to set up your website](#), and to update it for you, but it must be owned and controlled by YOU.

And, for the same reasons, do NOT give control of your social media accounts to your publisher!

39. DON'T Pay Your Publisher to Accept Returns from Bookstores

Think about it... If making your book returnable really resulted in impressive book sales, and if your publisher earns money on

every copy sold (they do), wouldn't they be giving this service away for free? The fact is, Amazon outsells all bookstore chains combined. Making a book returnable isn't likely to result in more sales. It IS likely to result in your garage being filled with damaged and dusty unsold books.

And, bookstores that demand the ability to return unsold books will also want a 50%-65% discount off copies you sell to them. That makes the profit margin on self-published books almost non-existent for authors and publishers.

Read more about the disturbing practice of book returns [RIGHT HERE](#).

40 - 41:

→Don't Post and Ghost →How to Instantly Anger 50% of Your Potential Readers

40. DON'T Post and Ghost

Nobody likes being ignored, especially on social media. If you are filling your followers' feeds with ads, you darn sure better "like" and comment on some of their posts! In the evenings before bedtime, I'll open up my Facebook account on my iPad, and go through my feed, liking posts (that I actually DO like), posting comments under others and, of course, "loving" posts of my readers' kids, grandkids, and pets. And, I'm not afraid to admit that I LOVE watching funny pet and baby videos.

People who feel personally connected to you are FAR more likely to buy your books as opposed to a faceless person posting ads and other promotions on a regular basis. There is one HUGE don't with regards to social media posting and that is...

41. DON'T Post Political Comments Online

Unless your book is of a specific political nature, keep your political opinions to yourself. As I wrote earlier in this book, sharing your political opinions on a public forum (your website, social media, etc.) is guaranteed to turn off about 50% of your

potential audience. I know it's hard to keep your mouth shut (I mean your fingers still) sometimes but your goal here is to *sell books* to 100% of your potential audience, not just the people who are affiliated with your chosen political party. And, as you probably know, you're not going to change anybody's mind online by posting political rants, opinions, memes, and the like. If your "friends" (fans) are posting political items, do not comment or "like" any of them. Skip the political stuff altogether.

42 - 44:

- **Two Major Reasons a Book Just Won't Sell**
 - **Avoiding Single-source Marketing**
-

42. DON'T Dump Your Book at Amazon, and Assume It Will Sell

Amazon has literally MILLIONS of books for sale. **If you're not actively promoting your book, it's not going to sell - probably not even one copy.** That's the #1 reason a book won't sell. Zero to no promotion. Just because you built it doesn't mean they will come. With the immense amount of competition in bookselling these days, it just doesn't work that way.

43. DON'T Count on Just Social Media to Reach All of Your Potential Readers

Everybody knows that Facebook doesn't show you everything your "friends" are posting. Thus, only a fraction of your "friends" are seeing your posts. Facebook, Twitter, and other social media sites are great for book promotion, but don't rely on social media for 100% of your book promotion activities.

44. DON'T Have Any Typos in Your Marketing Materials

When an author includes a typo on their website, in their social media posts, or in other materials, that tells the world that the book will have errors as well. **This instantly harms your reputation, and will have a major impact on your book sales.** If you are doubtful about your ability to post error-free content, ask a writer friend to look at your materials before you post them. Also, read [this excellent advice](#) on how to easily do it yourself.

45 - 48:

The Four Biggest Time-wasters in Book Marketing

45. DON'T List Your Book on EVERY Online Ebook Retailer

There are numerous ebookstores that people just aren't shopping at. Focus on Amazon (where most people buy their ebooks), Barnes and Noble, Apple and Kobo. ([BookLocker](#) offers distribution to all of these, including Overdrive, which sells ebooks to thousands of libraries and schools worldwide.) Your time is much better spent promoting your book to the public, not listing it with ebookstores where people just aren't shopping. Focus instead on the "dos" listed in this book.

46. Don't Waste Your Time Contributing Content to Really Small Websites, Blogs, or Social Media Accounts

Unless your book targets a micro niche, don't waste your time offering free content to extremely small websites. If they don't have several thousand subscribers/followers, they're not worth your time. To find out how many subscribers a website has, look at their Advertising pages. You can easily see how many followers a firm has on social media by going to their main page on each social media website. If they aren't selling advertisements on their website, and if it's really a site you think

might help you sell more books, contact the owner to ask about the size of their audience.

47. DON'T Think Libraries Will Be a Big Market for Your Book

You can spend hours trying to schmooze a library or two into buying your book but...that's the problem. They might buy just one single copy. Marketing to libraries is often not worth your time or effort. You can sell far more books by doing the "dos" listed in this book.

48. DON'T Host Book Signings in Bookstores

Yeah, authors do NOT like hearing this advice from me! As I mentioned previously, you could spend many hours (and dollars) trying to negotiate a book signing at your local bookstore but you will probably sell less than 10 copies of your book - unless the bookstore is heavily publicizing your appearance, making it a V.I.P. special event, serving refreshments, etc. You can save yourself a lot of time and money by sitting at home promoting your book online using the advice in this book.

49 - 53:

The Six Biggest Money Wasters in Book Marketing

49. DON'T Buy Bookmarks, Coffee Mugs, and Pencils as Promotional Items

Many self-publishing service providers are happy to sell you all sorts of knickknacks to give away to potential readers. In my purse, I have several pens with names of companies on them. I have never hired any of them. I love coffee mugs but getting a free one isn't going to make me buy a book I'm probably not interested in anyway. Not many people use bookmarks anymore. Do yourself a favor. Grab a cup of coffee, put on your comfy pants, and sit at home promoting your book online by performing the "dos" in this book. If you go *out* for coffee, perform Step 11 in this book.

50. DON'T Buy a Print Advertisement from Your Publisher

Trust me. In almost every case, you'll spend *far* more on the ad than you're likely to earn in any resulting book sales. There are publishing firms that offer authors ad space in the New York Times and other large publications. They are given a tiny box for their description and cover and those tiny ads surround a large ad for the publisher's services. So, everyone who reads the ad

knows that the authors paid to have their books published. And, in essence, the publisher is having authors pay for the publisher's own ad.

51. DON'T Buy One of Those Rip-off "Your Book as a Movie!" Packages

Yes, books get made into movies...if the author has a name like Stephen King. Do new authors get discovered? Sure...on occasion. But, you have a *much* greater chance of winning the lottery. There's a whole industry out there now tempting authors with future riches. Don't fall prey to them.

52. DON'T Attend Book Fairs, or Pay to Have Your Book Displayed at One

Why would anyone attend an event where they'll simply be marketing themselves to their competitors? That's right. Book fairs attract publishers and authors. Sure, people who are interested in books attend but how many copies of your book do you really think will sell when it's surrounded by thousands of other books? The answer is probably none.

Attending a Book Fair

After airfare, car rental, hotel, etc., plus the cost of the books you paid to have displayed there, if you're not a celebrity, you will NOT make a profit. Not even close.

Pay to Display

In the beginning, book fairs would contact publishers and publishers would then sell space at book fairs to their authors.

Not anymore! Book fairs can now contact authors directly (via spam and telemarketing) in an attempt to sell those packages. Of course, publishers are still selling those packages to authors as well. And, these can cost hundreds of dollars PLUS the cost of the books that will be displayed (which the author must purchase). Yes, some publishers have simply thought up another way to empty their authors' wallets. And, since some publishers have given up on that rip-off service, some book fairs have turned into spammers and telemarketers.

Don't get caught up in the book fair hype. You'll be sorely disappointed.

53. DON'T Pay for Book Reviews and Radio Interviews

Fee-Based Book Reviews

Nothing says "self-published" like paying for a book review. And, if a customer knows you paid for a review, they're naturally going to assume that review is biased. Do this instead:

[How To EASILY Get Awesome and Honest Book Reviews That REALLY Carry Weight With Readers!](#)

Radio Interviews

Almost 20 years ago, I was interviewed by National Public Radio (NPR). That interview is still online and I still get business from it. NPR, of course, did not charge me for that.

Nowadays, I am bombarded weekly by radio shows wanting me to pay them to be interviewed. Don't do it! You'll spend more on their fee than you will earn in resulting book sales. If someone wants to offer you a free interview, research their market reach

before you commit the time to do that. If nobody (or almost nobody) is listening to that show, it won't be worth your time to participate. If somebody emails you asking you to pay to be interviewed, delete that email. If they call you with the same offer, hang up on them.

54 - 55:

- DON'T Ignore Fake Book Reviews
 - DON'T Publish Your Next Book with a Rip-off Publisher!
-

54. DON'T Hesitate to Ask Amazon to Remove a Bad Review if It's Clear the Reviewer Didn't Read Your Book

Once upon a time, the ex-neighbor of one of our authors posted a negative review on Amazon under the author's book, calling the author's family names, etc. Amazon removed it. While Amazon won't remove legitimate reviews, they might remove reviews that are clearly written by someone who didn't read the book, and that aren't about the book at all. Contact Amazon directly if this happens.

55. DON'T Publish Your Next Book with the Same Publisher if They've Been Providing Poor Service, or Not Paying Your Royalties!

If you're unhappy with your current publisher, and if you didn't sign an exclusive contract with them, move to another one. Even if your book is a series, it's not imperative to have the exact same publisher for all of your books. People aren't buying books from publishers. They're buying books from Amazon, where they can *easily* find all of your books.

2020 Self-Publishing Price Comparison

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Bookbaby: \$2,290
Wheatmark: \$2,500
Xulon Press: \$3,495
Mill City Press: \$3,690
Outskirts Press: \$3,695

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Amazon KDP/CreateSpace: N/A - No longer offers  
formatting/design services to authors



**DETAILS:**

[WritersWeekly.com/compare](http://WritersWeekly.com/compare)

**DO  
NOT  
SPEND  
THOUSANDS  
GETTING  
YOUR BOOK  
PUBLISHED!**

# Conclusion

I know the feeling of excitement you feel when you hold a copy of your printed, bound book in your hands for the very first time. After 25 books, I still get teary-eyed, and experience a moment of extreme joy and pride when I open the package containing each new gem. However, I also know how tempting it can be to get involved in get-rich-quick marketing schemes as a fast way to sales and fame.

The fact is, unless you have a firm, organized marketing plan in place, and unless you perform ethical and effective marketing activities, your book isn't likely to sell. There is simply far too much competition out there now.

**The authors who succeed at book selling do the following things:**

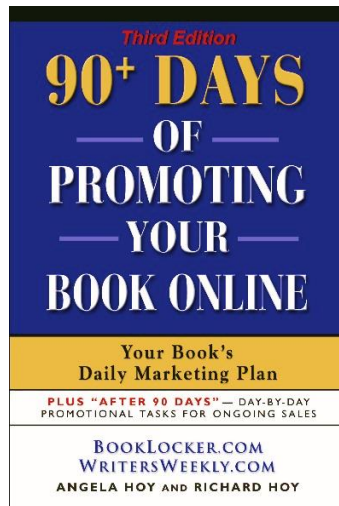
1. They have multiple books targeting the same audience.
2. They have their own real estate online (a website they own and control) where they drive all potential buyers.
3. They can sell copies of several of their books to individual customers with one marketing activity (because, quite simply, they have more products to sell than single-book authors).
4. They provide valuable free content, offer freebies, and personally engage with their potential readers via their website, newsletter, and social media accounts.
5. They keep writing more books, and market those to fans who are already on their newsletter distribution list.

Some of those authors are so successful that they land traditional contracts. However, some of those later wish they'd never stopped self-publishing in the first place because their profit margins were higher, and their "new publisher" is making them do all the promotional work anyway.

If you truly want to succeed in selling lots of books, you need to consider book selling as at least a part-time job. Don't dart here, there, and everywhere trying to post nuggets. Create a marketing plan and a monthly, weekly, and daily schedule for your marketing activities. If you are persistent, you WILL sell more books. If you have multiple books, and you continue with your marketing activities, it is possible to make a living as an author, even if you're not on the best-seller lists.

If I can be of any assistance to you at all - to answer questions, to see if you're about to get ripped off by a publisher or someone else in the industry, to give advice, or to simply be a friendly ear (I mean eyeball) to help you along with your book selling journey - please contact me [RIGHT HERE](#). That message will go *directly to me* and I will personally respond.

:



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"You need to contact my bookkeeper..."

"We ran out of stamps."

"We ran out of checks."

"We changed bank accounts."

"The distributors/retailers take 6 months to pay..."

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NOT PAYING YOUR ROYALTIES!**

And, they may ALL be LIES!

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iUniverse: 476  
Westbow Press: 489  
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AuthorHouse: 590  
Wheatmark: 627

Amazon KDP/CreateSpace: N/A - No longer  
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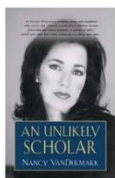
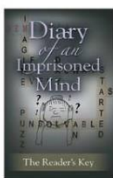
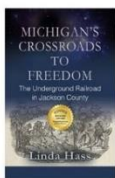
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