

M.J. ALBERT BOOK MARKETING

The basic elements of successful book marketing



The important things

You've written a book and now you want people to read it. If you are like me, you searched for book marketing or books on the topic. When I started looking around, I turned into a crow and started grabbing every new shiny object that was put in front of me. By the time I'd spent thousands of dollars, I had information overload. I had all the advice, but no clear vision

for my marketing.

Painfully, I began to study what works and what doesn't when you market a book. I found a mentor and learned not only how to market my books, but how to coach other authors in doing the same. The following is the result of a few years of listening, reading, and applying various techniques.

Know your audience

Before you can market your work, you must know who you are targeting. Who is your audience? What books are they buying now? What authors do they read?

Most important: **What are they expecting from the stories they read?**

Without this knowledge, you are going to have a tough time knowing how to market your work. If you haven't already, spend some time reading popular books in your specific chosen area (SF, Romance, Self-help, memoir, etc.)

When your audience knows you will write what they are looking for, you will have no problem selling them books.

You Need Editing

To have a well written, polished, professional book you need to have someone reviewing your writing. Hiring an editor can be expensive but it is absolutely necessary.

If you can't afford one right now, then find some literate friends who can help you proofread as well as give you feedback on your characterizations, plot, setting, and continuity.

Now let's dive into the six elements of book marketing.

The First Element – Book Cover



There is no substitute for a professionally done cover. A bad cover means bad marketing!

Your book's cover is the most important element in marketing your work. It's the first interaction you have with your readers. If it catches their eye, they will look for more information. If it doesn't look professional, they most likely won't bother finding out more about it.

A book's cover should have a Title, Author Name, and artwork. The title should take up about 1/3 of the cover's space. The author name can be at the top or the bottom. The artwork needs to catch the eye and fit in with books similar to what you have written. A subtitle can be helpful in communicating the genre but isn't 100% necessary.

There is no substitute for a professionally

The Second Element: Book Description

The most overlooked and least understood marketing tool for books is the Sales Copy or Book Description. The description must grab the reader with concise, to the point writing that entices them to make the purchase. It's the second most important element in marketing your book.

Write out the heart of your story, the hook, and then begin to whittle that down using fewer words, grab a thesaurus and attempt to convey the same meaning using short, snappy phrases

. You want to grab the reader around the heart, make them curious, and excite them about reading your story.



The Third Element: Categories and Keywords



Placing your book in the right category can help you train sales software to recognize your book as something to offer potential buyers. Keywords have two important aspects: competition and relevance.

To find the right categories, go to a book's sales page on Amazon and click on one of the categories for that book.

On any Product details page, click on one of the categories at the end. That will bring up the category tree. Select a category you think is a good fit. Click on the #1 book in that category, go to its Product details page and note the Best Seller Rank: The higher the BSR, the easier it will be for your book to rank up in that category. Record the full category name (example: Kindle Store > Kindle eBooks> Literature & Fiction > Drama & Plays > Religious & Liturgical)

Product details

ASIN : B09HSH18R7

Publication date : October 4, 2021

Language : English

File size : 1714 KB

Simultaneous device usage : Unlimited

Text-to-Speech : Enabled

Screen Reader : Supported

Enhanced typesetting : Enabled

X-Ray : Not Enabled

Word Wise : Enabled

Print length : 392 pages

Lending : Enabled

Best Sellers Rank: #349,761 in Kindle Store (See Top 100 in Kindle Store)

#16 in Religious & Liturgical Drama & Plays

#2,449 in Occult Horror

#3,475 in Occult Fiction

Customer Reviews: ★★★★★ ☆ 12 ratings

You can send a request to Customer Service with up to ten categories you want your book to be featured in.

Keywords are a little trickier. To find the most popular, you can go to the amazon search bar and start typing in a keyword you would associate with your book. This will bring up an Amazon suggested list of other related keywords being used successfully. Jot them down and note that you will have seven slots available to enter keywords in.

Note: Don't repeat words that are part of your title or subtitle. Those words will already be indexed by the Amazon Sales algorithm and duplicating them does not increase the chances of your book coming up in that search.

For the quickest and most efficient search for categories and keywords, go buy Publisher Rocket. This software is worth 100 times it's price if you are going to continue working as an independent author.(NOTE: I'm an affiliate of Publisher Rocket and will receive a small payment if you purchase through me, at no extra cost to you.) <https://mjalbertbooks--rocket.thrivecart.com/publisher-rocket/>

The Fourth Element: Reviews



To get people to read your book, you need reviews. To get reviews you need people to read your book. ‘Catch-a twenty two’.

First, there are two types of reviews: Reader reviews and editorial reviews. When a reader posts a review on a site, this is a reader view. Simple! When you solicit a review from an expert or popular reviewer then post this in a

section of a site, that is an editorial review. You have control of these, where with reader reviews you have no control.

As a rule of thumb, I like to target getting two or three editorial reviews and ten reader reviews for a new book. There are sites you can visit to pay for an editorial review, but they tend to be far more expensive (in my opinion) than they are worth. I’d be careful about paying someone to post a reader review. It’s against the Amazon rules and could get your account banned from reviewing.

Query your family and friends first. Set up a Bookfunnel account and offer a freebie (like the first two chapters of your book) in exchange for a person’s email address. Then you can send out updates to this list and ask for early readers. You are allowed to offer a free (called an Advanced Review Copy) of your book in exchange for an honest review.

You can also find Facebook groups, blogs, and websites dedicated to any brand or genre of writing where you can get to know fans of the type of writing you do and eventually know them well enough to ask them for a review.

The Fifth Element: Author Platform



Where you have a presence in the online world is your author platform. Here, readers can find out a little bit about you, interact with you, and be able to see all the books you have written in one place.

Common places to put your author bio, picture, and works are Amazon Author, BookBub, Goodreads, Facebook, Twitter, Instagram, and TikTok.

The Sixth Element: Advertising



It is possible to be successful in marketing your book without advertising. This mainly applies to works of fiction though. If you write to market and join reader groups in your genre, then you can build a following pretty quickly as long as you are writing what that market wants to read.

For the rest of us, in order to get our books into people's hands we are going to have to bite the bullet and buy advertising. The main places for advertising books are.

Bookbub – partners.bookbub.com/. Bookbub has millions of followers all over the world and allows you to focus on the particular types of readers who will be interested in your book.

Amazon – Amazon ads often take time and effort to get going. As the Amazon software begins to learn more about your audience, it will fine tune your ad placements and eventually can be very successful.

Facebook - Facebook ads can be laser focused. By targeting the audience you specifically write for, you are getting the word out to people most likely to purchase your book.

Other venues: There are a plethora of book sites out there that offer advertising. Some of the more popular ones are **Booksends**, **Buckbooks**, and **BKnights**.

There are sites that will advertise your book for free as well. These are generally Amazon affiliates or partners who are paid a percentage directly from Amazon (you don't pay them anything) for getting people to click their links to make purchases on Amazon.

For more information

For a step by step, in depth guide into creating a Amazon Bestseller Promotion get my book "The Six Elements – Successful Book Marketing"

https://www.mjalbertbooks.com/six_elements_ad.html#/

Also available on Amazon as an eBook or paperback:

<https://www.amazon.com/dp/B09HBC9DJY>

Have a question or want more information? Email me at mj@mjalbertbooks.com