



The Self Publishers Guide to Book Marketing: Step By Step Guide For Fiction and Non-Fiction Authors

Jamie Cawley

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When first starting out self-publishing, it can be very confusing and expensive to promote your book.

Featuring step by step instructions, templates and examples so that you can quickly and easily promote your book and maximize your sales, this book can be used by new and experienced authors alike.

All promotion methods covered are either free or very affordable.

"The Self Publishers Guide to Book Marketing"

Getting Started

- 1.1 Why Are You Publishing?
 - 1.2 Who Will Read Your Book?
 - 1.3 How Will You Sell Your Book?
 - 1.4 Essential Author Details
 - 1.5 Creating a Book Cover
 - 1.6 Writing a Book Description
 - 1.7 Choosing Your Genre
 - 1.8 Choosing Your Keywords
- Checklist - Getting Started

Pre-Release Promotion

- 2.1 Writing Book Promo Text
 - 2.2 Creating a Landing Page
 - 2.3 Writing a Basic Press Release
 - 2.4 Distributing a Press Release
 - 2.5 Creating Social Media Buzz
- Checklist - Pre-Release Promo

Publishing Tips

- 3.1 Kindle and KDP Select
- 3.2 Publishing Tips
- 3.3 Author Central
- 3.4 Pricing Tips
- 3.5 Pros of eBook with Paperback

Promote Your Published Book

- 4.1 Goodreads
- 4.2 Shelfari
- 4.3 Book Giveaways
- 4.4 Updating the Landing Page

4.5 New Press Release
4.6 Contacting Book Reviewers
4.7 Approaching Book Bloggers
4.8 Creating a Book PDF Promo
4.9 Creating a Banner
4.10 Creating a Video Trailer
4.11 Donating Books
Checklist - Published Book Promo

Revisions

5.1 Handling Reviews
5.2 Revising Your Book

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