



# Book Marketing for *Writers*

Practical and fun ways to promote books.

Slides are available  
by emailing:

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# Who is *Mark Wayne Adams*?

- Florida Authors & Publishers Association  
Former President
- Readers' Favorite Illustration Awards Judge
- Creative Director for SYP Publishing, LLC
- Award-winning Illustrator and Novelist: over 60 K–8 books, winning over 100 awards
- National public speaker for over 1 million K–8 students in the past decade
- Started writing and illustrating in 2008



2008



2018

# What you will *Learn*

- **Marketing Tips During Production**
- **Cash in on Author Facebook Pages**
- **Ways to Discover Indie Bookstores**
- **Being Social: Creative Sales**

# Marketing *Tips* During Production

**Don't wait** for a physical book to begin marketing.

## 1. Create Contact Lists

- Schools
- Bookstores
- Reviewers
- Libraries
- Gift Shops
- Customers

Export lists into MailChimp, Constant Contact, or a contact database. Publishers have their mail lists. Authors should have a mail list too.

## 2. Create Template Emails

- “Author Introduction” to introduce the author, book, and purpose for book event
- “Author Visit Pricing” to outline speaker fees
- “Book Review” to submit books to reviewers
- “Author Bio” that includes: author bio, book titles, book covers, and author photo

### 3. Create A Calendar

Reserve dates of availability for book marketing events.

- Weekends
- Holidays
- Evenings

Once the calendar is complete, **start booking!**



## 4. Create Blog Posts

Schedule “Beyond the Book” resources using research, content, and activities about the book.

- Schedule blog posts that link to the author’s Facebook page.
- Release posts every few days over six months to engage new and existing readers.
- Link all mentions of the book to the Publisher’s website.

# Cash in on Author Facebook Pages

## “Does Facebook sell books?”

No! Authors sell books and much more being social through Facebook.

Page

Activity **20+**

Insights



- **Page Banner:** create a banner displaying books in a creative setting.
- **Profile Photo:** use an eye-catching author image, book cover, or logo.
- **Link Social Media:** link Twitter, Instagram, and other social media accounts to tag images.
- **Facebook Shop:** a shop links to the author's PayPal account.

- **Tag Products/People:** tag people, pages, locations, organizations, and products in posts. Mobile devices limit the amount of tagging. Advanced features like product tagging are available online by “editing posts.” Once a Facebook Shop is created authors can tag previously posted images on their page.
- **Post Content:** Authors are writers and must keep posts as professional as possible. “Book Titles!” in quotes and punctuated properly.

# Ways to *Discover* Indie Bookstores

Map out the best bookstores based on your book genre, readership, and location.



- *New Pages Guide to Bookstores in the U.S. and Canada* is by far the most comprehensive listing of bookstores. NewPages.com offers valuable resources for indie authors and publishers wanting current information about literary guides, indie bookstores, writing contests, and more.

- Ask fellow authors and publishers for bookstore resources. Ask for:
  - the bookstore name
  - past book signing experiences
  - special consignment requirements
  - previous sales
  - top-selling books
  - manager or owner's contact information

- When traveling be mindful to ask for directions to the nearest bookstore or business that carries books.
  - Tourist Destinations
  - Historical Landmarks
  - Gift Shops

*Ask for a contact name and their top-selling books, genre, and reason.*



# Being Social: *Creative* Sales

Being social happens in many ways and inspires not only fans, but also the people around them.



# Start Book Conversations

- **Laptop:** create an “Author” laptop decal
- **Public:** work or sign books in public
- **Attire:** “ask me about my book” button, t-shirt...
- **Read:** read your book in public
- **Social:** be the best at one social platform
- **Photos:** take photos and tag readers
- **Posture:** stand, eye contact, be approachable at book events

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# Book Marketing for *Writers*

Continues by following and learning  
from fellow professionals.

Follow Mark Wayne Adams's blog and social platforms.

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