

BOOK WRITING & SELF-PUBLISHING COURSE

MODULE 4: THE BUSINESS SIDE OF AUTHORSHIP

TOPIC 14: BOOK MARKETING

- How to create your author brand
- How to create online presence for your book
- How to create online author page

Introduction

Before your book is published online or offline, you must develop a marketing plan. This means you must have idea on how to make this book available to readers. This includes packaging, developing your author brand, creating messages for different online platforms. The whole essence of marketing is to draw attention to your book and to make a call to action on the book: buy now!

The book marketing could also be used to draw attention of readers to other products that you offer, particularly through your website including courses, training and your availability for speaking engagements.

Marketing isn't about a single book. It's about building a brand around your author career.

The Power of Author Branding

Once you become an author, you should begin to see yourself as a public figure. Being a public figure demands that you make some changes in the way you portray yourself to the public. This includes the way you appear on the Social Media. We have already made that point in the Material, *"How to Create Responsible Social Media Presence"*. As a public figure, you are **a Brand**. Until you

see yourself as a brand, you may not likely succeed as an authorpreneur; you may still be an author, but not an authorpreneur.

Your primary task as an author is to focus on how to create value – to create value for your readers and others that may have access to your works. As an author, you are essentially, a Value-creator. You create value for people that read your books and others that have access to your resources. The more people that access your resources, and are able to pay for them, the more income you make, and the more impact you make also.

To make this possible, you need to create a system to deliver your products. Remember that you create value as an author, a speaker, a trainer and a coach. This is your value chain as an author. By creating a Business with functional system, you are able to maximize the opportunities that present themselves at each of stage of the value-chain. This is the business side of Authorship.

Steps to Creating Your Author Brand

1. Social Media platforms

Begin with your profile picture – try to use the same profile image throughout your social media channels. That way, potential readers will recognize you more easily, be it on Amazon author page, Facebook, Twitter, YouTube or Instagram. Don't treat your profile page as an afterthought. And it makes bad business sense to use image that does not represent you or what you do on your social media handles. If you understand that you are brand, why use an abstract image on your platform?

This is as a Business person. From now on, make conscious decisions when it comes to colour choice and images. Once you decide on your colour, stick to them. They are part of your personal and public brand identity. We shall use Facebook as point of discussion, but the principle applies to all of your other social media platforms.

Brand your Facebook Profile. This adds a whole new layer to your online presence. Check this profile page to notice what how it is branded: www.Facebook.com/Josephonleadership

There are five things that you can share about yourself and your work on Facebook's profile.

- a. **Profile image** – this has been discussed above. Be consistent in your profile image.
- b. **Cover image** – Facebook's cover image is prime real estate. Use it effectively and make sure it doesn't cut off important parts of your image. Don't forget to add your website address, if you have one so that people can access you beyond Facebook platform.
- c. **Mini bio** – This is where you make a brief /summary statement about what you do. For example, the mini bio on the above Facebook account reads *"I'm a leadership trainer; a non-fiction writer/author; a Family life coach. I teach life skills. I help with family challenges. I'm here to connect and work with you"*.
- d. **Featured image** – This is featured image on your profile page. You can set it up by clicking the little pencil icon located at the top right of this area to "Edit" your featured photos, or clicking on options for an already existing photo, and then selecting a FEATURED PHOTO.
- e. **Clickable link** – clickable link could be your website or Amazon author page, your book page or your **linkr.ee** address. To create your linktr.ee address visit www.linktr.ee.

Here is an example of one-stop link: www.linktr.ee/joseponleadership

How to create online presence for your

Your book has a life of its own. It is a product, and in marketing a product, you need to know what the highlights are and how to create messages that bring those to the fore in order to attract readers' attention. You must treat your book as a product. You need to create an image for your book. You may need to develop promotional materials around the book – T-shirts, face caps, stickers. You may need to display these once in awhile on your social media platforms with a link to your page where people can purchase your book.

Creating Author Page

If you publish on Amazon or any other online publishing platform, you have opportunity to create your profile, which will summarize your person as an author. Here is my author page on Amazon:

[Amazon.com/author/josephibekwe](https://www.amazon.com/author/josephibekwe)

Marketing is not a one-off activity. It is the thing you will continue to do as long as your book is up for sale.

Few things you can do

- a. Run a contest on your website.
Use your book for prizes or get cross-promotion benefits by asking other authors for books: many will donate one or two books for your promotion in exchange for exposing their book.
- b. Barter your books or services for exposure on other authors' websites.
- c. Offer classes in writing at your local primary, secondary school or tertiary institution. Publicizing them is easy and free. When possible, use your book as suggested reading text for the course.
- d. Send notes to your friends and associates to recommend your books to others. Offer them something in return for this.
- e. Explore opportunity to speak at your Club and Association meetings on the topics around your book.
- f. Learn about Facebook Ads, Amazon Ads, etc. You may actually need to spend money to promote your books, in addition to the steps listed here.