

Build Your Nonfiction Book Marketing Plan

By Stephanie Chandler

IDENTIFY YOUR TARGET AUDIENCE: Who do you want to reach? Where do they spend their time? What trade associations do they belong to? What blogs/publications do they read?

CRAFT YOUR PITCH: What benefits does your book offer readers? What problems does it solve? How will it impact the lives of your readers?

PREPARE YOUR SALES COPY: You will need: short and long bios, sales copy on the book page (website), email pitches to media, bloggers, affiliates, friends and family.

BUILD YOUR LIST OF TACTICS: Create a spreadsheet or document for tracking. Tactics to consider:

- **Website** – Does it entice readers to buy? Is there an e-mail subscribe box with incentive to sign up (like a sample chapter)? Does it have purchase options (directly from you, online bookstores, ebook link, PDF)? Are you blogging? (*Blogging is highly recommended.) Does your site have a great bio and a professional photo of you?
- **Social Media** – Are you using Twitter, Facebook, LinkedIn, Google+ and Pinterest? Make a plan to build interest pre-launch. Also consider capturing pre-sales before the book is released.
- **Launch** – Who will help you spread the word? What emails need to be sent out? What is your social media strategy? How can you generate reviews on Amazon?
- **Publicity** – What kinds of media outreach do you plan to do? Don't forget to include bloggers and internet radio programs. Who can potentially review your book? Resource for purchasing media lists: <http://gebbiepress.com>.
- **Online** – Based on the websites your target readers visit, can you write guest blog posts or contribute excerpts or interviews? Should you host your own podcast or webinar series? Or contribute to others who host events that reach your audience?
- **Offline** – Can you pitch yourself as a speaker at local and national events? What book awards programs can you enter? Should you join associations or attend events where you can network?
- **Support and Ongoing Strategy** – Do you need to hire help to manage your efforts (like a virtual assistant or marketing firm)? How can you keep the momentum going? (Hint: Blogging and social media are essential!)

Stephanie Chandler is a blogger for *Forbes* and the author of several books including *The Nonfiction Book Marketing Plan: Online and Offline Promotion Strategies to Build Your Audience and Sell More Books* and *From Entrepreneur to Infopreneur: Make Money with Books, Ebooks and Information Products*. Stephanie is also the founder of the Nonfiction Authors Association, an online marketing community featuring a year-round book awards program, and CEO of AuthorityPublishing.com, specializing in social media services for authors and nonfiction book publishing. Also see NonfictionAuthorsAssociation.com, NonfictionWritersConference.com, @bizauthor and @NonfictionAssoc on Twitter.

