

Proven Tips that Will Sell Your Books – Part 1

Nearly any author or publisher can promote a book to bestseller status. All it takes is a little patience, a good plan, and a whole lot of following up on the details.

Since every book is different, and there are many market niches, it is impossible to use a "one size fits all" approach to book promotion. However, there are some strategies that work for most authors, most of the time.

Here's three we've used again and again to promote books.

1. Pick a market and FOCUS

When asked who their book should be sold to, most authors give a one word answer: "anyone"... or, at best, "anyone" in some broad range. The truth is, no book will be sold to everyone.

The more you focus your niche, the better chance you'll have of reaching book buyers. It's like being a big fish in a little pond. You cannot target too small of a market segment. If you can target all the 34 year old work-at-home dads that like to wear hats, go for it. In fact, make that 34 year old work-at-home dads that to wear hats and read. You can always add 35 year olds, small business, single guys in ski masks later.

2. Look like you are in the business.

When you identify yourself a self publisher or first time author, that exactly how you'll be treated. I'd never suggest misleading the bookstores, distributors, media and reading public, just tell the truth about the yourself in advance.

Do you plan on releasing a series of books? Will you be building to a national media tour? Put that in your plans and tell people that. Then follow up with the things that real business people do, business cards, web site, professional phone answering.

It's not a bluff.. you really do become your plan.

3. Make every story about your story.

When talking to the press, remember that the media doesn't want to hear about you and your book. They really want to get viewers and listeners so they can get better ratings that will keep their jobs and sell advertising sponsors.

How do they do this? By providing valuable information that their audience is looking for. So make sure you tell them that you have what they want.

When you pitch a story, make it about current events, popular topics and the target audience of the particular show you want to be on. If you have valuable information they are looking for, they'll book you.

Then, once your on the air, don't give answers like "it's all in my book". Remember, it's all about the them and their audience. Offer as much content as you possibly can in the time allotted. Answer their questions, and they'll want to have to back.

The more you give, the more they'll want.

In my next article, I'll discuss the final two ways that you can sell your books – using direct marketing and endorsement techniques. See part two for more details!

About the Author

Warren Whitlock is the Marketing Results Coach. His mission is to help authors and businesses improve the results of their marketing programs. Warren is a #1 best selling author, publisher, and editor of dailywarren.com, an online web log (blog) focused on book marketing. Warren is an entrepreneur in the computer and imaging industries, several offline businesses and Internet properties. He started his career in broadcast advertising, developing cross promotions between two or more businesses, and has used the same strategies in direct mail and other media.
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