

Proven Tips that Will Sell Your Books – Part 2

As I discussed last time, 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. We've already talked about focusing on one market, looking like you are in the business, and sharing your story.

So, here are the other two ways we've used again and again to promote books.

1. Use direct marketing

Mark Victor Hansen said "In book marketing, 95% of the work comes after the book is printed. Mark recommends that you build an information empire by treating the book as a product that needs to be marketed.

Every book should have a web site, and every author should have a mailing list. On the web site, make sure that you offer bonus information or extra materials to everyone that signs up for your newsletter.

Selling a book may or may not make you rich. Building a mailing list of people interested in your topic, can create ongoing wealth. We have authors who break even on book sales, they are using the book as a lead generator, getting more people on their mailing lists, because the list is so profitable on the back end.

Once you understand that your book is a product, you realize you are open to whatever works to sell a product, a "bounce back" coupons, premiums, direct mail or even yellow page advertising. Build a list, and you're building an empire.

2. Use Endorsements and Testimonials

A reader should expect to get value from your book, but with all the hype in today's market they'll have trouble believing you and your book cover description. That's why endorsements and testimonials are so powerful.

Hopefully, you have a foreword, along with endorsements for your book. Put them on the inside and outside of your book. These can be repeated on your web site, and in your other direct marketing.

But don't stop there. Approach others to get endorsements, reviews and testimonials. Encourage them to post a testimonial on Amazon, or another online service and give you permission to reprint them.

You'll find that most people are happy to recommend or write favorably about your book. And once do, they tend to be more open to other things, like an announcement to their own mailing list or joint venture.

Using all five tips discussed in both articles will certainly create more buzz, increase sales and build your reputation. Apply the five, repeat them often, and make sure you keep each going.. adding more marketing as you go. When you do, you will see results.

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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