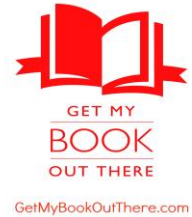


Get My Book Out There Podcast #7 3 Marketing Must Haves for Authors



Narelle Todd:

I'm Narelle Todd.

S.E. Smith:

And I'm S.E. Susan Smith.

Narelle Todd:

We are the self-publishing author and marketing duo that has sold over two million books. But we didn't start out knowing how to sell books. Fast forward past many failed promotions and a lot of lessons learned, you'll see how we went from self-publishing newbies to hitting the New York Times Bestsellers List and making the USA Today Bestsellers List 19 times and counting. We created the Get My Book Out There Podcast to give you simple yet effective marketing strategies to increase readership and book sales so you know what to do, when to do it, and how to do it, as well as some tips for staying mentally and physically well.

S.E. Smith:

Let's get started.

Narelle Todd:

This week, we're looking at three things that you must have when you're doing a new release, sending a book out, republishing, whatever it is, but the three marketing must-haves for your book. So before we get into it, we do just want to preface this with that we're making the presumption that you know that you need to have a really good quality cover, you need to have a really good blurb, and you need to have a good book. Those things aside, we're presuming that's happening, so these are three marketing things that you need to have in place apart from those three things. Now, let's get into them. Our first one is an email list. So you need to make sure that you are building your email list so that you can email out to people and let them know that you have a new book coming out.

S.E. Smith:

One of the things that you'll notice is when you do get on, for example, you get onto email lists because you want to know about products that are going on, or you're constantly getting emails, and I know a lot of people are like, "Oh, I hate getting all those emails." Well, there's certain ones that you don't hate and those are the ones that you've either subscribed to or that you've gotten and you do want to keep. That's the same way with readers, when readers sign up for your email list, it's because they want to know what more books you have coming out, what you're doing. And it's a great way to connect with them and keep connected. And so, don't worry or fret. It's not like you're trying to do a hard sale or anything else to them. They're signing up because they're interested in your stories and they want to know more.

Make this year a book selling year with my clear step-by-step plan to market your books and build a strong business foundation... without stressing over time, money, or sales! Download my guide [HERE](#).

© Copyright 2021 Successful Living Pty Ltd - Reproduction of this document in any way shape or form both online and offline is strictly prohibited. You are NOT entitled to resell, reproduce or share this document or any version you make of it, and any breach of this will be enforced by the law. This document is for your personal use only.

Narelle Todd:

Absolutely. Readers want to know from authors, they want to hear from them. So don't see it as you're intrusive or you're spammy, readers want to know your news. In order for them to know that, you need to have an email list and you need to be active with it, so sending out at least once a month and then of course, whenever you have a new release.

S.E. Smith:

Something else is a lot of people are like, "Well, what do I put in an email? I don't even know what to put in a newsletter." One of the things I like doing is sharing funny stories that are basically going on in my daily life. And in the last one, I shared a story about three baby squirrels. It's amazing by adding the photos on there. When you add photos and tell that little story that's on, you're giving them a piece of your life and something that takes them away, but you're also giving them a glimpse of something else. And it's not all, "Buy my book, buy my book, buy my book." It's like I said, for me, it was a story about how my son is an inspiration for one of my characters. And here's an example of it because he's rescuing these baby squirrels. And then I've got all of his other pets that are in there.

S.E. Smith:

And you can do this without becoming too personal yet you are personal, you're relating to the readers. I get so many emails back. From, "Oh my God, I love looking at the photos that you post." And this last one, "Oh, that baby squirrel story was just what I needed." It's sharing those little glimpses that are above and beyond your stories or inspirations for your story.

Narelle Todd:

Now one of the questions that people may have is how do I build my newsletter list? One of the best ways is to join group promos. And a service that we've found really good has been Ryan Z's Promos. So, he runs specific promos and they're specifically to build your email list. So go with quality services like that, you're teaming up with other authors who are also looking to build their list. So, that's one way that you can actually do that. You may have a subscription button on your website, but if there's crickets happening there, you can get people to join your list in another way by joining a promo like that. You have to pay for it, of course, but you do get really good quality leads.

S.E. Smith:

One of the things I like is a lot of times they help weed out anyone who may not want to subscribe to you. So you don't end up having all of these false people signed up that end up unsubscribing. You don't want that. You want people that actually want to be there. I just went in with a group of authors and we did a one week promotion and part of it was signing up, they get 13 books, they sign up for the newsletters' forum.

S.E. Smith:

And one of the things I want to do is to make sure that they have that option. I'm not going to make you sign up, I want you to sign up because you want to know more about my book. And I feel pretty strongly just from like the email that I received this morning. It's always one of those, "Oh my God, I don't want to wake up." And then you wake up and you have this great email where a reader says, "I've been rereading your stories for years." Just the fact that they say I'm rereading your stories is a huge compliment, but she says, "I reread your stories, and I can't thank you for helping me through a difficult time in my life." And so, these are people that you want that are going to be with you year after year after year. And it's because they're interested in what you have, to your books, and what you have to say.

Make this year a book selling year with my clear step-by-step plan to market your books and build a strong business foundation... without stressing over time, money, or sales! Download my guide [HERE](#).

Narelle Todd:

Absolutely. And you alluded to our second tip there for the second thing that you absolutely must have in your marketing and that is to work with other authors. So, collaborate with other authors, ask them to do a newsletter swap where they promote your new release book in their newsletter, you do the same for them. See other authors as collaborators rather than competitors, connect with people, find out who's in your niche. You can only ask and they can only say no, but most likely, they will say yes.

S.E. Smith:

Because they understand the strength when we all work together. And you figure, if you have 2,500 people, I'm just throwing out a number, but if you have 25 people or 2,500 people on your mailing list and they have 3000 on theirs and another one have four, then that's that much larger a group. Readers love it when you're promoting other authors, because they help find new authors that way.

Narelle Todd:

Yeah. So when you are looking for other authors to collaborate with, just make sure that you're looking for authors who are a similar quality to you, similar story, similar values, just so that you keep the trust of your list because that's important. Don't just go for anybody. Just make sure on that one.

Narelle Todd:

The third one is connect with reviewers in your niche. So, very important to make contact with them, give them a free copy of your book to review. Search online to see who's working in your niche, who's blogging in your niche, talking about books. And connect with them, say hello, get to know them on Facebook or wherever they may hang out on social media and ask them if they would review your book.

S.E. Smith:

And I know that this is really important because more people read that, "Oh, I really love this book or this book." And you want an honest review. You don't want someone that you're going to go pay somebody just to say this about you. You want an honest review because that gives readers more confidence. And if you're really good, the reviewers really help promote you. Reach out and doing networking all areas is so important for growing your business.

Narelle Todd:

Absolutely. And if you're stuck and you're thinking, "Well, who's a good reviewer? Who should I use?" Often in the front of books by other authors, so if you think of the top authors in your niche or your genre, have a look in the front of the book and they'll have reviewers and like a snippet of a review there. So that could be your starting point and going, "Okay. Well, I know these are quality reviewers." Do a Google search, if nothing else. See what reviewers are working with authors that you like and you enjoy reading.

S.E. Smith:

Check out sites like Good Reads.

Make this year a book selling year with my clear step-by-step plan to market your books and build a strong business foundation... without stressing over time, money, or sales! Download my guide [HERE](#).

Narelle Todd:

Yes. Yeah.

S.E. Smith:

And ask around. If you're a part of the networking group on Facebook, ask some of the reading groups, "Is there anyone here who is reading for reviews?"

Narelle Todd:

Absolutely. When you're launching your new book, these are the three things that we think are the foundations to your marketing. There's many other things that you can do, of course, to help bump up sales for your book. But if nothing else, do these three things and use the other things as kind of like compliments to these three activities that we've just gone through today.

S.E. Smith:

Don't be afraid to reach out. The least they can do is say no and more often than not, they'll say yes.

Narelle Todd:

Absolutely. So go have fun, start researching, get all those names in place so that when you do release, you've got all those details ready and can share your book with as many people as you can so that you can increase those sales, get more readers and obviously get ready to send out your next release.

S.E. Smith:

So thank you everybody for joining us today. We hope these tips help. And don't forget, if you have any questions, put a comment down below and we'll take a look.

Narelle Todd:

Absolutely.

S.E. Smith:

See you.

Narelle Todd:

Bye everyone. Hey, thanks for joining us today. We know we've got way more information we want to share with you to increase your book sales. So please come and join me at [facebook.com/getmybookoutthere](https://www.facebook.com/getmybookoutthere).

© Copyright 2021 Successful Living Pty Ltd - Reproduction of this document in any way shape or form both online and offline is strictly prohibited. You are NOT entitled to resell, reproduce or share this document or any version you make of it, and any breach of this will be enforced by the law. This document is for your personal use only.

Make this year a book selling year with my clear step-by-step plan to market your books and build a strong business foundation... without stressing over time, money, or sales! Download my guide [HERE](#).