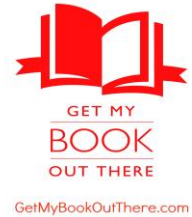


Get My Book Out There Podcast #5 3 Ways to Avoid Marketing Overwhelm



Narelle Todd:

Hi, I'm Narelle Todd.

S.E. Smith:

And I'm S.E. Susan Smith and we'd like to welcome you this week to our weekly chat on real-world marketing tips and promoting for self-published authors.

Narelle Todd:

We're coming to you today to talk about marketing and the three things that you need to keep in mind to master marketing, so that it doesn't overwhelm you. Which is always the fun part with marketing, because it's so easy to do.

S.E. Smith:

It's amazing that we're just talking about this, because I had a lady email me today and she was asking me, she said that she wanted to release her books, but she's really intimidated about marketing... she thinks the writing part is easy, but the publishing part is hard. I told her, I said, "The publishing part is easy, it's the marketing part that's hard."

S.E. Smith:

So this is something that you have to know a lot about yourself. You have to know what your strengths and weaknesses are when it comes to marketing, and you need to know how to attack or approach this obstacle. Because it's going to sometimes seem like you're doing a whole gamut, that you would think that the Navy Seals would have to go through with the quicksand, and over the mountains, and under the barbed wire and all of this, because that can be what marketing feels like.

Narelle Todd:

Yeah, certainly every survey I've ever read of authors, the majority say that marketing's the hardest part. The writing, the editing, all of that is child's play compared to the marketing, and that's where a lot get stuck. So, we've got three tips for people today just on marketing and how not to get overwhelmed by it.

Narelle Todd:

Our first tip is to work out what your strengths are. By this make sure that you know what you're interested in and what you're good at, and then go do your marketing tactics that actually work to your strength. If you're up to speed on something already, if you're great with website and SEO then this might be what you want to do. That would be first off rather than, say, learning Facebook ads or something else that you've got no idea about.

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.

S.E. Smith:

One of the things I think, if you're an author, that you do have somewhat not perfect, because there's a lot of authors that really struggle in writing like blurbs or log lines or taglines or whatever, but if that's where you're really strong, that may be where you need to be, using your creative part for the marketing. And if you're not good with the SEO, if you're not good with doing the Facebook ads or whatever, then you help to do the writing of the content. So you turn over that other part that you're not very good at, or you're not interested in. Sometimes you may not be good at something and you want to learn it. And if you want to be that way, that's great. But if it's something that you know you've got to do, don't really care, it's not your thing, it's not what you want to do, don't be afraid to outsource that. Find somebody who does enjoy it because there are people out there that really think it's like the fabulous thing in the world is to write Facebook ads.

Narelle Todd:

Exactly. And that leads into point number two, mastering one tactic before you then move on to learning the next one. So you know what you're good at, you're doing those things that you're good at. And then it's like, okay, I want to add to my repertoire of marketing tactics and tools that I've got, then time and getting to know one of those things really well before you then add something else in.

S.E. Smith:

One of the things that I've found is that I enjoy reading about marketing. I like the creative part of marketing. That's something that really attracts me. I used to say, if I could teach reading and writing and arithmetic to third graders, I could teach them anything. I could sell anything. If I could sell these concepts to them, I could sell anything to anyone.

S.E. Smith:

One of the things that I enjoy doing is taking some of the things that I did to make those lessons come alive for the students, and I try to use them in my marketing. But I also realize I have a technical background, but it's not always something that I enjoy doing. I love tearing things apart and putting them back together. And I think marketing is kind of like that. You're seeing something and tearing it apart, breaking it down to its basic components. And then you're putting it back together into this fabulous ad or something. But for me, understanding and going out and reading all of the terms of service from Facebook ads, I get about three sentences in, and then I am literally sound asleep. It's just not my thing.

Narelle Todd:

You found the cure for insomnia.

S.E. Smith:

Yes. What was it? They say, I like Betelgeuse where he's reading the handbook for the undead or for the dead, whatever. And he said, "this is just like reading stereo instructions." I remember having to read *The Prince* by Machiavelli in college, and I noticed that I would start reading and I'd get about halfway through the first page and I would be sound asleep. It didn't matter what time I tried to read that book. It would literally put me to sleep like that. I realized that there's just some things that my brain is not geared for.

Narelle Todd:

One mistake that I see authors make is they'll say, "okay, I need to be on social media," and so they set up accounts on Facebook, on Twitter, on Instagram, on Pinterest. They start off for the first week and they post on

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](#).

all the sites. Then they fall over because there are things that are specific to each tactic that you're going to be doing. And each social network is a tactic in and of itself. How you use Facebook is going to be different to how you would use Twitter, to Instagram. So it's really important to actually take the time to learn one of those things first.

S.E. Smith:

Unless you're someone like me.

Narelle Todd:

Yes.

S.E. Smith:

Because when you start to go... Just as an example, Pinterest, I'm going to go learn Pinterest. And I find out it is a rabbit hole. I come up three weeks later going, "Oh my God." Okay, I'm making this, I made that. I've got this on my wall. It's like, what was I even there for. Again, if you're a creative type, you may need to be careful. It may be your thing that you may really enjoy, but make sure you don't go down the rabbit hole so that you forget what you're supposed to be doing.

Narelle Todd:

Exactly.

S.E. Smith:

That's when you turn it over to an expert like you.

Narelle Todd:

And the other thing of course is to remember, you touched on this before, when you're learning each tactic, there's also the terms of service that you have to learn. And they are not necessarily the most exciting thing, but if you break those.

S.E. Smith:

I think right up there with root canals.

Narelle Todd:

I know of a few authors, and I just heard of one yesterday, who's been banned on Facebook because they did something, not realizing it was against terms of service. These days, you often don't get a warning. I think they just got a straight "you're banned" and they're banned for a month. But imagine if your tactic was Facebook. That was one of the things you use, but you didn't read the terms of service. Take the time to read them.

S.E. Smith:

You know, I think that I've seen that and other cases that they're like, "Oh, well, they won't catch me. I mean, look at all of them, nobody will catch me doing this," and be careful of taking those shortcuts because those shortcuts could result in a month off of Facebook; being in Facebook jail can be critical to your business career if your business is dependent on Facebook.

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:

That's right.

S.E. Smith:

So it's not worth it... if that's not your thing. If reading terms of service is not your thing, then turn it over to somebody else who see it as their thing. And don't take the shortcuts because the shortcuts may work in the short term, but in the long run, I've heard of authors that have gotten kicked off for a year.

Narelle Todd:

Yes.

S.E. Smith:

And at the end of the year, they come back celebrating, but it was a tough year for them.

Narelle Todd:

Yes. And that leads into tip number three, and that's about learning different tactics so that you aren't just on one, say social platform, you are across others, but you've actually taken the time. Go and learn different tactics to incorporate those into your toolkit.

S.E. Smith:

Yeah. Putting all of your eggs in one basket so that if you do get kicked off of Facebook, it's not the end of your career. You may have to exist on Twitter, or Instagram, or Pinterest. And that's another good reason why you should know more than one specific area.

Narelle Todd:

So one of the things that you do need to do is actually create time in your calendar to learn new things all the time. New tactics, but also, when a platform gets updated, for example, and it's like, "Oh, I've got to go and relearn what I've learned before." Or "I have to remember that I do it this way now. And not that way." I remember when Facebook changed Facebook Live, remember? And the first time you went to use it after they did, and it was completely different.

S.E. Smith:

Yes.

Narelle Todd:

You know, it's stuff like that. And you just go "Oh, I don't have time in the day."

S.E. Smith:

It increases your stress level and that's not healthy for you, especially for you. I won't say just for a creative person, because I don't think it's good. The very, very organized person can get stressed out too. You go in and you're very familiar with something, and then it's like coming back to your desk and somebody's rearranged the whole thing.

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, yes.

S.E. Smith:

The case is with me where I've got spices in the spice cabinet, although mine have never been organized so I can't really say this, but you go to get a spice that you know that you had in a certain spot and then it's gone. It's been moved to somewhere more logical.

Narelle Todd:

Exactly. Yes. Have time, plan for things that you're always going to be learning. So whether it's a new tactic or learning new things about something you already know, but just make sure you have that time factored in because it's lifelong learning with regards to marketing that you never are going to know it. A new tactic will come up or they'll change something about what you already know.

S.E. Smith:

You never really know what will work.

Narelle Todd:

That's right.

S.E. Smith:

Because one thing that you do may work today and you try to do it again tomorrow, and it doesn't. That's part of the understanding that marketing is kind of like gambling in a certain way, because you never know what will take and what will connect with the readers and what won't. But the thing is, is like you said, as long as you keep learning and you keep tweaking, it not only makes you a better person overall, but it also will help you with your business and help you be less stressed out.

Narelle Todd:

And I reckon that's a topic we should do in another podcast. All the tactics we've tried, what's worked, what hasn't or what did and what didn't. We'll leave that one alone for another one.

S.E. Smith:

Well, thank you everybody for joining us today, and I hope that the three tips that we gave you are helpful in some way, because these are tried and true things that we have gone through. Try to learn so that you don't have to stumble over the hurdle that we did.

Narelle Todd:

That's right. Absolutely. Hey, thanks for joining us today. You 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. Get My Book Out There.

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.

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](#).