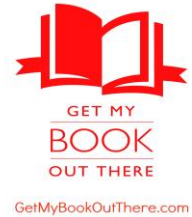


Get My Book Out There Podcast #12 Book Marketing for the Holidays



Narelle Todd:

I'm Narelle Todd.

S.E. Smith:

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:

Today we're going to talk about holiday marketing and promotion. So, what should you do around the holiday time? We're going to look at three specific cases. Halloween, Black Friday, and Thanksgiving. Swap a say, Thanksgiving, Christmas. They're quite similar to those two holidays around theming. The three holiday sales, because I guess Black Friday's not a holiday, but it's a great time all the same to be promoting your books. We'll just have a look at what we should be doing around this time.

The first thing I would say to you is definitely do some marketing and promotion around the theme of the holiday. Don't be put off by the thought of everybody else is doing it, so I'm not going to get any traction. I think it's a great time. People are out there. They're looking. If you've got a book, which is actually Halloween themed or fit into it in some way, then by all means.

S.E. Smith:

Yeah. I have the Halloween book - The Dragonlings' Haunted Halloween, and The Night of the Demented Symbiots. Halloween or at least by holiday time, people are looking for an escape. Something that's fun, something that's lighthearted, something that'll give them a laugh or scare the bejesus out of them.

Narelle Todd:

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](#).

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Absolutely. That's the tact that we're taking with Halloween. Your Halloween books, those two books are definitely fun and lighthearted.

S.E. Smith:

Yes.

Narelle Todd:

That route you can go or you can also do the more say, traditional horror type of thing if you're into horror. You can do that with Halloween. It depends on what book you have. Tied into Halloween, it doesn't even have to be about Halloween itself, your book. It can be something that's associated with Halloween. If you had the amazing orange dress, well orange is quite Halloween, so tie your book into Halloween that way.

S.E. Smith:

You're right. What about ghosts? There's paranormal. You can tie in paranormal themes. If you have a series, even if it's not Halloween based, if it's paranormal based. You've got werewolves, don't be afraid to decorate it up a little bit. For the other holidays as well or Christmas, I have the Dragonlings' Magical Christmas and then I also have The Old Dragon of the Mountains Christmas.

They're not just lighthearted. There are some very emotional parts where I was actually ugly crying, but what was good about it is they're about family. In this case, I tied it not only to the theme of the holiday, just like I did with the Halloween story, but I tied it around family because holidays are generally a time that you spend with family. You can also promote it as that family theme for that holiday.

Narelle Todd:

Yeah. Definitely with Halloween, I would definitely link it to the theme of Halloween and the things associated with that. When it comes to Thanksgiving and Christmas, you can expand it out because it's not only Thanksgiving and Christmas, the actual holiday itself that you can link into, but you definitely can link into the feelings around that time. Your book, once again, doesn't have to be Christmassy, but if it ties into those things around family, connection, and love, then you can tie it into Christmas that way or tie it into Thanksgiving that way.

S.E. Smith:

For a special gift. If there's a special gift that's given in the book, you can tie it into that.

Narelle Todd:

Remember also with Thanksgiving in particular as an author, if you were to let your readers know how grateful and thankful you are for them supporting you, then you can also use your Thanksgiving promo as a way to give back to them. I guess in a way it's very similar to a free opt-in book. Sign up here and I'll give you a free book, but this way you're not doing the landing page open sell in that way. It would be more like as a 'thank you' to you. Here's a free book, go here to pick that up.

S.E. Smith:

If you're doing it as, give it as a gift to somebody, so you could do discounts.

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Narelle Todd:

Yes. Speaking of discounts, Black Friday. I've had a number of authors who say, "Oh, I would never do anything on Black Friday because I can't discount my book enough or my book's already discounted." I would say to you, or 'it's too busy' is the other one. Because every man and their dog has some kind of sale on Black Friday.

I think you're crazy not to get involved in a Black Friday sale. Don't think that just because everybody else is out there doing it, on this occasion, I would say because everybody else is doing it, it's a good time to jump in and do it as well. Do a Black Friday sale.

S.E. Smith:

Great thing about it is, is they don't have to wait through the night or wait for the doors to open, especially during a pandemic. They can order it online. For all those that say, "Oh, I'm not going to do it," well you're one of the ones that are out there that are doing it, so that's going to also put you in that elite group.

Narelle Todd:

Absolutely. Things to think of in coming up with your deal is timing. Once again, it doesn't have to be exactly on Black Friday. You can do your Black Friday promotion before, obviously on Black Friday and around that weekend. You can even do it one, two, three weeks later.

How many stores do you see with Black Friday still happening several weeks later? Don't get tied up around, oh, it has to be on that particular day and I've got too much on. Do it before or do it after. You've got at least a good four, six week period in there where you can do a Black Friday sale.

If you're thinking about what kind of things can you do for Black Friday, put three books together from a series into a box set. You've already got the books written, so create a box set and reduce the price on that. Make it so really attractive because that's what we're looking for on Black Friday.

Make the price really attractive and then share it with people. What you'll find is that you're going to attract those readers to you and then they're going to go on obviously and buy your back list. That's where the money is in just about any promotion anyway, is in your back list.

S.E. Smith:

There are lots of really great ideas that you can do for any of this time during the holiday season and people are ready. They want to buy something. They want to get something unique and give the gift of a story that can be read over and over and over. That's just one of the things.

In my case, I have a store full of stuff. Being able to offer even more than that, like the plush characters and the plush ornaments, Dragonling ornaments. If authors have a store like I do, then they can actually add to that promotion, so it's not just the books, but it's also the other products that are available.

Narelle Todd:

That's right. If you do have products, make sure that you're out there promoting for these holidays. A perfect time for people because people have their wallet out. I think, what was the research? It's like Black Friday is where people are spending their money more than any of the other times. But certainly Black Friday through to Christmas, people have their wallets out. Help them spend their money and discover you as an author.

S.E. Smith:

Bring them a lot of joy in the meantime.

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Narelle Todd:

Oh, definitely. We hope that these tips help you in creating your holiday promotion. Get into it. Don't wait, just start. Even if it's not perfect, don't worry about that. Put something out for the holidays and have fun with your promotion. Thanks everyone.

S.E. Smith:

Thank you again for joining us this week. Remember, if you have any questions or comments, just put them down below. We'll be happy to get back with you.

Narelle Todd:

Thanks for joining us today. You know we've got way more information we want to share with you to increase your book sales. Please come and join me at [facebook.com/Get My Book Out There](https://www.facebook.com/GetMyBookOutThere).

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