



**A COLLABORATIVE  
APPROACH TO  
MARKETING YOUR BOOK**



# Build a Foundation to Reach Readers

As an author, your first job is getting your ideas on paper. But writing and publishing are just the first steps of any successful author's journey. With the right plan, you'll have a better chance of reaching potential readers and getting your stories, recipes or advice out there.

## A Collaborative Approach to Marketing Your Book

LifeRich Publishing, an imprint of Reader's Digest, has simplified the process of book marketing and promotion. To provide a comprehensive solution for authors, we bring together a range of services under one roof.

### WE PROVIDE THE RESOURCES AND EXPERTISE. YOU MAKE IT HAPPEN.

Marketing your book can be as fun and creative as the actual process of writing a book — if you have the right approach. We've developed this easy-to-use marketing guide to help you develop the most effective strategy. Your thoughtful input, combined with our expertise and experience, can give you a platform for sharing your book and achieving your own version of success.

### GETTING STARTED

Developing a marketing plan is one of the most important tasks you need to complete in order to promote your book successfully.

In this guide, you'll learn how to target your ideal readers, distinguish your book from the competition, plan dynamic events that sell books, and develop press materials that can grab the attention of local and online media outlets.

To get started, consider the essential elements of an effective marketing plan; then contact a LifeRich marketing consultant to start putting the elements of your campaign into action.

## Essential Elements of a Successful Book Marketing Plan

As with any good book, a good marketing plan has an effective beginning, an engaging middle and a powerful end.

**PHASE ONE:** Ask the Important Questions

**PHASE TWO:** Consider Your Resources

**PHASE THREE:** Follow Through

# PHASE ONE: Ask the Important Questions

We don't have to lecture *you* on the importance of writing: Putting your ambitions on paper will give you a clear direction for moving forward. Answer these questions to start building your marketing plan.

- **WHAT ARE YOUR BOOK MARKETING GOALS?**

Identify goals that are observable, measurable and attainable. You may dream of selling a million copies, but that's probably not a realistic starting goal. Set some targets you can hit, so that you can measure progress and celebrate successes.

- **WHO ARE YOUR IDEAL READERS?**

Develop a clear picture of who your potential readers will be. Your book won't be for everyone, and that's OK! Create a prototype of your ideal reader by considering age, gender and other demographics. This will help later as you decide what methods you'll use to reach them.

- **WHAT ARE COMPETING TITLES FOR YOUR BOOK?**

Search a bookstore or online for books that might focus on a similar topic or have a similar title to your own. What are these authors doing to compel readers to pick up their books? How can you appeal to readers drawn to books such as these while still differentiating yourself?

**MARKETING TIP:** *Identify your target audience by thinking critically about what type of people are most likely to buy your book. Are they men or women? Baby boomers or young adults? Do they live in the city or in rural areas? The narrower your focus is, the better your chances of reaching the right audience.*

- **HOW CAN YOU POSITION YOURSELF AS AN AUTHOR?**

Depending on the genre and topic of your book, you may be able to cite particular experiences, professional accreditations or other compelling factors that highlight your expertise on the subject. List the important details that show your credibility.

- **WHAT ARE YOUR KEY SELLING POINTS?**

When you speak to book buyers, potential readers or media representatives, you want to have a list of clear and compelling reasons why someone should buy your book. This selling sound bite is key to gaining the initial attention of your target audiences.

- **ARE THERE ANY ENDORSEMENTS YOU CAN SECURE?**

Having quotes from well-known or respected people can give your book added credibility in the eyes of potential book buyers. Who might be willing to endorse your book? With their permission, you could use their quotes on your back cover and sales materials.

- **HOW WILL YOU UTILIZE THE WEB?**

The Internet can be one of the most effective ways to promote a book. That's why you should get your website and social media accounts up and running as soon as possible to start building interest. Include your website address and social media information in all of your promotional and press materials, so you have a way to stay connected with readers.

**MARKETING TIP:** *A successful marketing plan is an adaptable one. Don't be afraid to review your steps and go back as necessary to strengthen aspects of your original plan that might have been overlooked or could use improvement.*

The Reader's Digest marketing platform offers exclusive opportunities for LifeRich authors to set their book apart. Learn more about this distinction at [www.liferichpublishing.com](http://www.liferichpublishing.com) under the "Why Us?" tab.

# PHASE TWO: Consider Your Resources

With your goals in mind, you can now start to lay the groundwork for the launch of your book. Potential activities during this period could include the following:

- **DEVELOP YOUR BOOK'S MEDIA "HOOK."**

Sometimes called the "elevator pitch," this is the brief speech (brief enough to share with someone during an elevator ride) that you would use to get media outlets interested in featuring your book. Above all, make sure your pitch is quick, clear and unique.

- **PLAN YOUR BOOK LAUNCH EVENT.**

Generate interest with some grassroots-style promotion of your book. In some cases, an event can even be a way to gain important media attention. Be creative in planning and choosing a location. Tie it in to the theme or subject of your book. And don't forget to have fun – people are more likely to respond to someone who is enthusiastic and inviting.

**MARKETING TIP:** *When promoting your book to media outlets, always provide an angle that can help reporters and reviewers craft a compelling or entertaining story. The story behind the book often brings readers to the book itself.*

- **IDENTIFY VENUES FOR BOOK SIGNINGS.**

Many bookstores, libraries, community centers, coffee shops and other local businesses are willing to welcome authors who are interested in speaking or hosting book signings. Contact locations you're interested in around your town and start building relationships with the people in charge.

- **ASSEMBLE YOUR MAILING LIST.**

Prepare a list of people and local media outlets that you'll invite to your book launch, signings and other events. Accommodate for both email and regular mail.

- **SEND OUT YOUR BOOK LAUNCH INVITATIONS.**

When you settle on a time and date and work out the details with the location, send out the invitations to your book event, including local members of the media and individuals on your list.

- **FINALIZE YOUR MARKETING PLAN, CALENDAR AND BUDGET.**

Establish a calendar of your tentative activities for the coming year and consider the investment needed to accomplish those tasks. This will keep you accountable and help you reach your goal of connecting with as many readers as possible.

# PHASE THREE: Follow Through

With your plan in place, you can start carrying out the events and actions you've been preparing.

- **HOLD YOUR BOOK LAUNCH EVENT.**

Congratulations! You are a published author. It's time to celebrate that achievement. Have plenty of books on hand to sell and sign, and make the most of the time you have.

- **SCHEDULE OTHER EVENTS.**

You laid the groundwork in Phase Two. Now follow through using your press materials to finalize a calendar of promotional events. Don't just think locally. As you travel, plan ahead by looking for bookstores or venues that might be interested in having you sign your book.

- **PITCH TO LOCAL AND WEB MEDIA OUTLETS.**

Using the hook you developed in Phase Two, contact local reporters at newspapers and broadcast media (radio, TV) to try to secure stories about your book. Identify websites and bloggers that might be interested in your topic, and make a pitch to them as well. National coverage may be one of your goals, but the best place to start is locally; then expand from there.

- **START BLOGGING TO REACH POTENTIAL READERS ONLINE.**

Blogs allow authors to develop a relationship with readers worldwide. You can post a summary of your book, an author bio, news stories and upcoming events. Some authors use a blog as an extension of their book, offering fans an extended glimpse of their story or topic.

Your goal is to write interesting, valuable posts that will compel readers to follow your blog and become invested in you as an author. Avid followers of your blog may recommend you to their friends and family; and if you are publishing more than one book, they might be more likely to read your collection.

The author-fan relationship strengthens as readers comment on your blog, so encourage interaction. Comments allow for feedback from readers, offering you the chance to learn what they liked and disliked about a certain post or even a certain section of your book. Pay close attention to the words of your followers so that you can better speak to your target audience.

- **PLAN AND CREATE ADVERTISING WHERE APPROPRIATE.**

Advertising could be a way to make readers aware of your book. For example, if you have a book on baking, you can take advantage of small-space ads in a publication read by people interested in that topic. It can take several impressions before a reader is influenced to buy, so when advertising, plan on purchasing several ads that are featured over an extended period of time.

- **EVALUATE AND REVISE YOUR PLAN.**

A good marketing plan is a flexible one. Even the best-laid plans will not go exactly as you imagined, so be willing to evaluate results and make adjustments. If something is working, try to find a way to expand your efforts in that area. If something didn't work, adapt or try something entirely new. Make changes learned from experience to accomplish your goals.

**MARKETING TIP:** *Starting your marketing efforts locally is always a good idea. As you learn what works best, you can adapt and improve your plan appropriately as you gradually expand your efforts into larger markets and nontraditional venues.*

# Connect the Dots for a Successful Campaign

Along with having clear goals, one of the keys to any successful book marketing campaign is an integrated approach. In other words, combining the right elements based on your book will give you a greater impact than a series of disconnected activities. This is where LifeRich can help.

Our comprehensive approach to book marketing is designed to give you the best opportunity for success and help make it easier for you to manage the process. Unlike the traditional marketing model that forces you to deal with multiple vendors, through LifeRich, you partner with one company that can provide most of the services you need — and within the budget you set.

## CHOOSE THE SERVICES THAT MATCH YOUR NEEDS AND YOUR BUDGET.

Some of the most successful book launches start with a promotional plan that creates excitement and awareness on a small scale and then grows gradually through simple means such as social media and word-of-mouth. It all depends on what sort of promotional plan you devise — and how much of your own promotional “elbow grease” you wish to apply.

## LifeRich Marketing Tools

You can let LifeRich do a little or a lot — depending on your needs and your budget — in the areas that matter most when you need to build awareness and a following as an emerging author.

### Publicity

LifeRich has industry experts who have helped thousands of writers publicize their books with services such as:

- Publicity Campaigns
- Book Reviews
- Press Releases

### Multimedia

You don't need to have a Hollywood budget or know the publisher of a magazine to promote your book through video, advertising and beyond; not when you have LifeRich tools like:

- Author and Book Videos
- Radio Interviews
- Advertisements in *Reader's Digest* Magazine and sister publications

### Online Marketing

LifeRich can put the global reach of the Web to work for you with online services such as:

- Author Website Setup
- Advertisements on Reader's Digest or Taste of Home websites

### Events

Let LifeRich put your book in front of potential readers and publishing industry insiders at major national venues, including:

- *Los Angeles Times* Festival of Books
- Miami Book Fair International
- Book-to-Screen PitchFest

*Note: Marketing tools are subject to availability.*

# Share *Your* Story!

Put your plan into action with a little help from the team at LifeRich.

You have a unique set of goals and skills, as well as a limited amount of time and money to dedicate to book marketing. As your marketing plan unfolds, you'll likely find that some activities apply to you more than others.

But don't worry. The beauty of marketing your book with LifeRich is that you get help and guidance from experienced professionals. If you would like more ideas on developing the right plan for you, simply give your LifeRich marketing consultant a call.

Whether you want a copywriter to craft your marketing materials; a Web designer to help you create your author website; access to advertisement opportunities with Reader's Digest; or a publicist to contact the media for you, we have a team of experts ready to help.

Remember, book marketing is more of a marathon than a sprint. The key is to have a plan, stay focused, seek support and enjoy the journey.

When you're ready to get started,  
give your LifeRich marketing consultant a  
call at **844-686-9607**.

