

Pages & Platforms

PRESENTS



Foundations of Book Marketing:

The 4-Part Framework to
Grow Your Audience



aka:

*How the Hell Do I
Sell This Book?*



Hi, I'm Sue.

- Book Marketing & Mindset Coach
- I work with award winning & bestselling authors
- I help fiction & nonfiction— both traditionally and independently published — authors to grow their platforms and sell more books



Before we start:

We recommend turning off your phone and minimizing distractions



Grab a pen and a notebook. You'll want to take notes!



Tell me in the chat...

What's your biggest
marketing challenge?



**You want to write,
not market.**

**You don't know
where to start.**

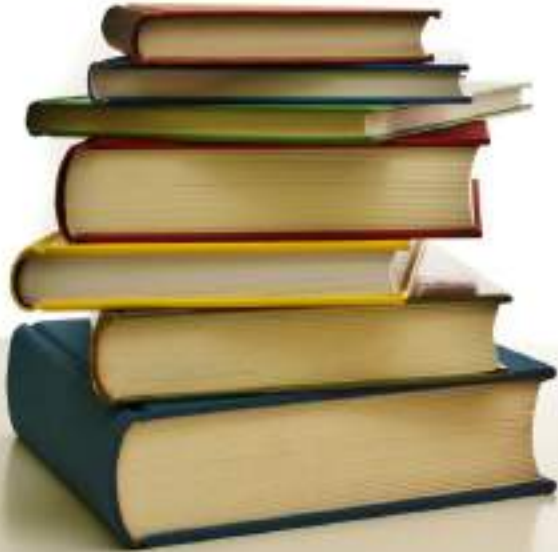
**Marketing is
confusing &
overwhelming.**



You'd like some clarity
around what's going to
give you the best results
for your efforts.



What you will **learn** today:



1

Why marketing your book using a slapdash playbook of tactics from the internet is likely to fail.





2

A better
definition of
marketing.





3

Your number
one book
marketing
goal.





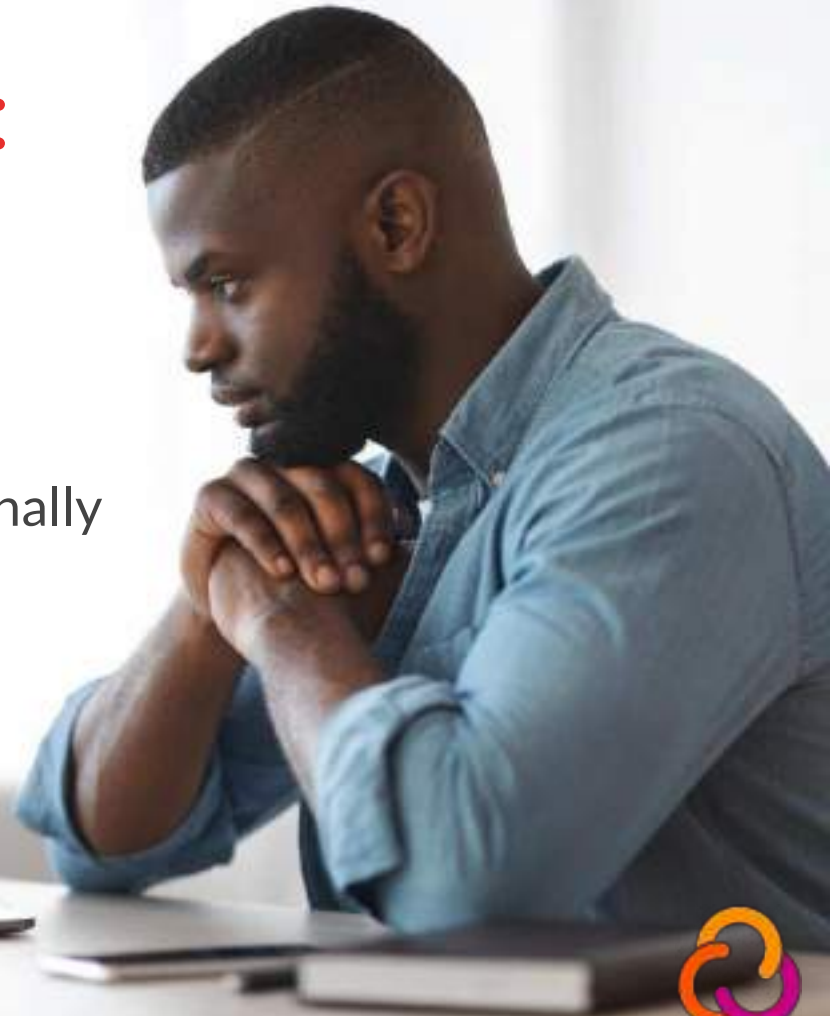
4

The foundational
four-part book
marketing strategy
that will actually
grow your
audience.



What you already know:

- You have to write a great book
- You have to have a great cover & book description
- You have to present yourself professionally

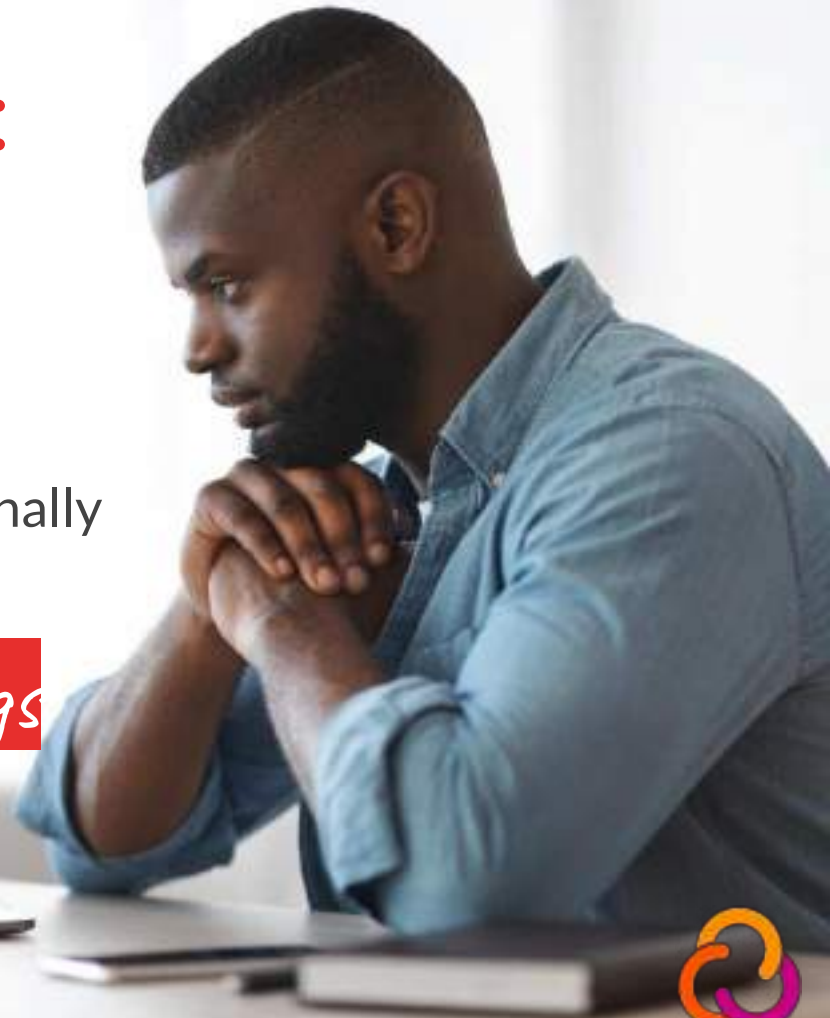


What you already know:

- You have to write a great book
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Notice that none of these things

BRINGS people to your book!





Let's dive in





1

Why marketing your book using a slapdash playbook of tactics from the internet is likely to fail.





The problem with most online marketing advice





Problems:

- Tactics, not strategy
- Bite-sized, click-bait
- Doesn't focus on ROI
- One-size-fits-all mentality





2

A better
definition of
marketing.



I wish I didn't
have to call it
marketing



Better definition:
**Building long-
lasting connections**
with readers



**I don't actually *care*
about marketing.**



I care about *impact*
and who you *become*
when you market.





3

Your number
one book
marketing
goal.



We'll get to
that in a
second...



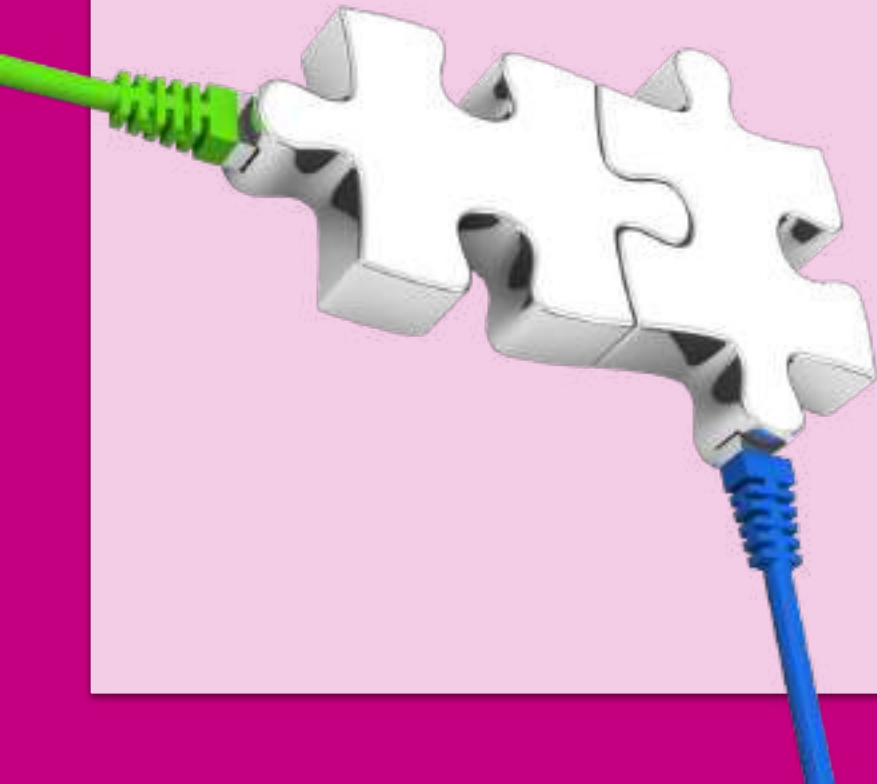


4

The foundational
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The Connection System



PERMISSION

CONTENT

OUTREACH

SELLING





PERMISSION

- People allow you into their digital or physical space.
- Lets you get people's attention and drive action to build that relationship.



SOCIAL MEDIA DOESN'T SELL BOOKS*

*except TikTok ;)





Problems with focusing on social

- Hard to drive readers to take buying actions
- Easy to get buried in someone's feed
- Platforms change the rules, algorithms or crash without warning



The background of the image is a dense, overlapping pattern of gold coins. The coins are circular and feature intricate designs, including crests and text, though the details are somewhat obscured by the lighting and the overlapping nature of the coins. The overall color palette is warm, dominated by the golden-yellow tones of the coins.

**Your #1 Book
Marketing Goal:
Your Email List**





Email list advantages

- Easily reach people who loved your first book — don't have to keep hustling for new readers for each book
- You own the list, can't be taken from you
- You control the message
- Quieter, more intimate space where you can drive action



Prepare Your Permission Asset

- Website
- Email service provider
- Sign-up forms
- Sign-up incentive (reader magnet)
- Welcome email sequence





CONTENT

- The materials you put out to help people decide if you're a good fit and keep building the relationship





Content ideas

- Blog posts
- Newsletters
- Social media posts
- Podcasts
- Guest blogs
- Speeches/readings
- Medium posts
- Workbooks
- Videos
- Q & As
- White papers
- Case studies





Welcome sequence for email subscribers

Regular newsletter for subscribers

Content to use with influencers

Content must-haves





OUTREACH

- Moving people from **not** knowing you exist to knowing you exist
- The magic ingredient!



Influencer

Someone who can get other people to buy your book and become your fan.





Types of influencers

- Authors in your genre
- Bloggers
- Reviewers
- Podcasters
- Event bookers
- Journalists
- Librarians
- People with large social followings & email lists



7 steps to outreach:



1. Get Your Mind Right
2. Set goals
3. Take Aim (Reader persona)
4. Research
5. Cultivate relationships
6. Ask/Pitch
7. Deliver





SELLING

- Offering your book to the right people



Clean selling

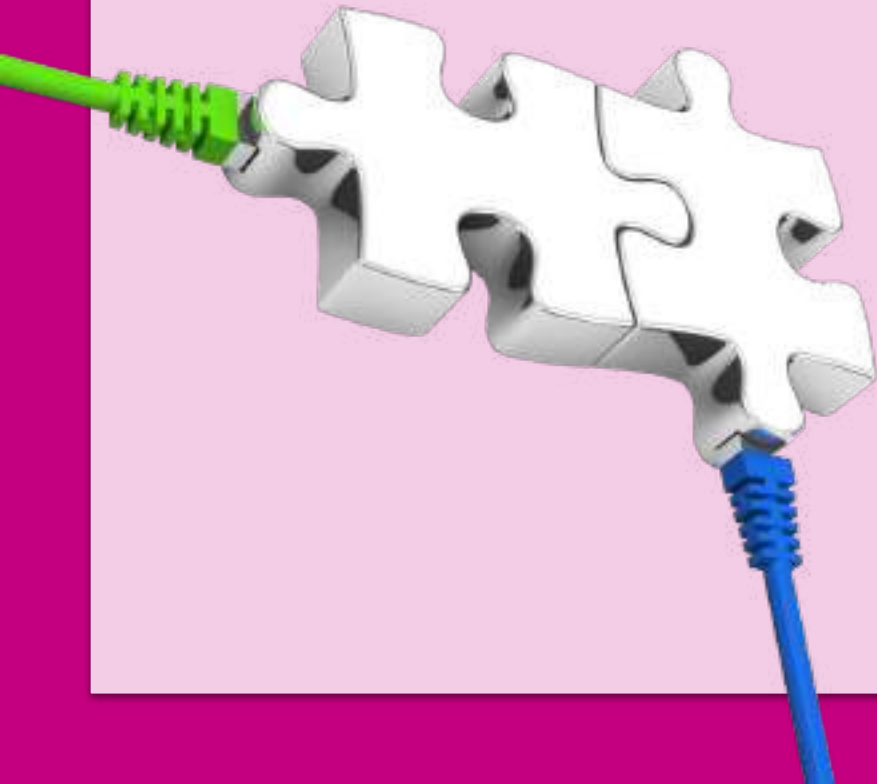
- Virtuous actions have virtuous results
- Writing books—making art—is a virtuous act
- You are adding value to the world
- You are sharing your gifts with the people who want to accept them



Putting It All Together



The Connection System



PERMISSION



CONTENT



OUTREACH



SELLING



The Connection System in action: Example 1

1. Befriend an influencer in your space with a popular podcast — **OUTREACH**
2. Pitch that influencer to be on their podcast — **OUTREACH/CONTENT**
3. At the end of the podcast, let listeners know where they can learn more about you — have a special web page set up for them with a sign-up incentive — **PERMISSION**
4. The new subscriber gets a series of welcome emails with the sign-up bonus and additional content related to your work — **CONTENT**
5. Every newsletter has a blurb about your book and a link to buy it — **SELL**



The Connection System in action: Example 2

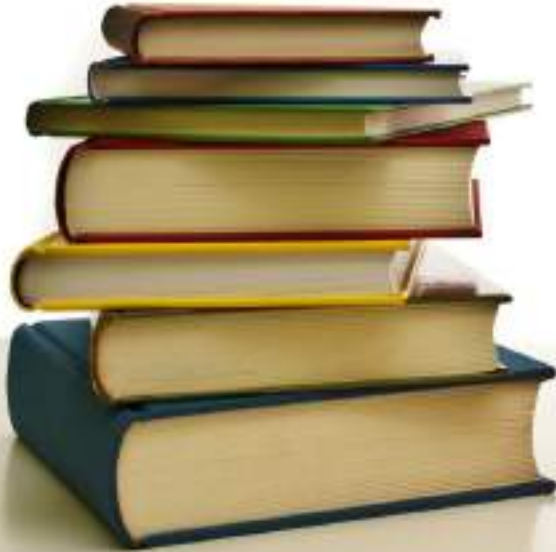
1. You review a book from a well-known author on your podcast — **CONTENT**
2. You tag that author on social media when you promote the post — **CONTENT**
3. That author shares your link — **OUTREACH**
4. The podcast ends with a call to action to join your mailing list and get a sign-up bonus — **PERMISSION**
5. Your newsletters have a blurb about your book and links to buy — **SELL**



RECAP



What you **learned**:





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Reader Persona!

ENROLL NOW AT

<https://www.pagesandplatforms.com/pwa>



Q&R

