**Marketing In Small Steps**

Note1: I started out with just one all-in-one list…but it quickly became too cumbersome so I put them into somewhat related subcategories.

* These are working lists of action items…adapt to your needs and energy level.
* There is overlap between these subcategories.
* Suggestion: work on at least one item from each category every week.
* These list are not exhaustive

Note2: the market is changing. Hence, I start with those people I find helpful both for today’s business advice as well as tomorrow’s. There are most certainly others who offer good advice.

**Follow (via blogs and/or their email lists…and then watch their webinars or read their blogs as time/energy allows):**

[ ] Follow Jane Friedman and buy/borrow (from library) Ms. Freidman’s “How To Publish Your Book”

[ ] Follow Joanna Penn (J. F. Penn) https://www.thecreativepenn.com/

[ ] Follow Mary Rosenblum http://www.newwritersinterface.com/

[ ] Follow Mark Dawson

[ ] Follow Derek Murphy

[ ] Follow Tim Grahl

[ ] Follow Joel Friedlander

[ ] Follow Derek Doepker

[ ] Follow Chandler Bolt

[ ] Amy Collings (libraries)

[ ] Follow Joan Stewart (publicity)

[ ] Follow Lorelle VanFossen (WordPress)

**Short Story eBook exercise:**

[ ] Collect your short stories. Store copies in sub-directory: ***ShortStoryCollection***

[ ] Write a blurb for the Short Story Collection.

[ ] Survey other collections for examples of front and back matter pages.

[ ] On YouTube, watch several videos on “How to publish a book on KDP”

[ ] On YouTube, watch several videos on “How to publish a book on CreateSpace”

[ ] Set up an Amazon KDP and CreateSpace account, and your Author Page

[ ] On YouTube, watch several “How to format an eBook”, “How to use Scrivener” and “How to use Vellum” videos to get an idea of what works for you.

[ ] Decide on a formatting process and format your short story collect as an eBook (mobi and ePub)

[ ] Format print book.

[ ] Use Canva (or Fiverr) to make a cover for your short story collection. Brainstorm several titles.

[ ] Publish your short story collection (you are now an Amazon expert!)

[ ] Extra credit: Post a $5 Facebook Ad.

Watch a Youtube video on Facebook Ads (query “Facebook Ads Mark Dawson”)

http://selfpublishingformula.squarespace.com/introduction

**Write/edit your novel:**

[ ] Read “12 Key Pillars of Novel Construction” by C. S. Lakin

[ ] Survey Blurbs of other books in your genre

[ ] Write the back cover Blurb

[ ] Outline your novel

[ ] Start the first draft of the novel

[ ] While writing the first draft:

[ ]…survey other books in your genre for Front and Back Matter examples.

[ ]…decide on and write Front and Back Matter pages.

[ ]…revise Blurb

[ ]…survey book covers in your genre.

[ ] First edit (content).

[ ] Collect recommendations for cover designers.

My recommendation: Sylvia Frost Designs

Get several other recommendations

[ ] Second edit (line).

[ ] Start thinking of a Marketing plan (see Marketing action items)

[ ] Decide on a cover designer (or, clue scary music, DIY).

…options: Canva, Amazon, etc

[ ] Third edit (typos).

[ ] Collect (or purchase from your cover designer) your “Visual Assets” (images to be used for SM posts, Facebook Ads, business cards, etc.

…start with high resolution images

[ ] Audible Edit using “Text to Speech”.

[ ] Hire a professional editor (if financially able). (Content, line, typos)

Reference: https://www.thecreativepenn.com/editors/

[ ] Send manuscript to Beta Readers.

**Marketing…General:**

[x] Read “To Sell Is Human” by Daniel Pink (in the library)

[ ] Decide which/how many SM platforms you can deal with

Suggest Facebook and Google Plus at a minimum

Facebook because of its ads. Google Plus because it’s Google.

[ ] Watch Youtube videos on using Facebook as an Author

[ ] Watch Youtube videos on using Google Plus as an Author

[ ] Join relevant online discussion groups

[ ] Watch Youtube videos on the using Goodreads as an Author

[ ] Participate in Goodreads if it works for you.

[ ] Watch Youtube videos on SEO for WordPress for Authors

[ ] Google your name. Goal is to own the first page (of ten results)

[ ] “*How to Market a Book*” (third edition) by Joanna Penn

[ ] Watch Youtube videos by Mark Dawson about Facebook Ads

[ ]

**Marketing… Platform:**

[ ] Decide on how you want the public to “view” you

[ ] Survey various SM sites. Which ones best match your genre/reader demographics.

[ ] Decide if you are going to publish a blog.

If so, what is your plan?

What content will your post?

Is the content original, or curated?

[ ] Based on your genre, join relevant groups. Interact.

[ ] Get a professional “head shot”

…use same head shot on all SM sites

**Marketing…the eMail List:**

[ ] Watch Youtube videos on setting up a EMS (email management system)

[ ] Watch Youtube videos on using a eMail list

[ ] Set up a MailChimp (or other EMS provider) account

[ ] Set up website landing page

[ ] Decided on a Reader Magnet:

…hard until you have lots of content

…one typical reader magnet is the first book of a series

…ideas:

…”Top 10 Books In \_\_\_” <insert your genre>

…first chapter in your book

…a give-a-way of a competitor’s book (it ain’t pie)

…backstories

…history of your setting

…why you picked your setting

…something valuable to exchange for a valuable email address

[ ] Keep list active:

…post content from your blog

…post reviews

…historic details of the time frame of your book

…curate other people’s content

[ ] Join other author’s mailing list for ideas

[ ] survey other author’s blogs for ideas

**Marketing…Website:**

Goals:

URL: firstlast.com

Email: first@firstlast.com

[ ] Decide on WordPress.org or WordPress.com

…if WordPress.org:

…”rent” your URL (see YouTube if necessary)

… Goal is ***www.firstlast.com***

…”rent” hosting (see YouTube if necessary)

…if WordPress.com:

…best to “buy” www.firstlast.com

[ ] Set up your [first@firstlast.com](mailto:first@firstlast.com) email account. Forward it to your regular daily acct.

…see YouTube if necessary

[ ] On YouTube, watch several videos on “How to set up a website using WordPress” Examples:

…<https://www.youtube.com/watch?v=xiB0HPMy4GE&t=1359s>

…<https://www.youtube.com/watch?v=xiB0HPMy4GE>

or search for “WordPress Tutorial Tyler Moore” (HostGator)

I have no opinion about this tutorial…but first impression is positive

There are many tutorials! Note: some want to sell you something. Careful!

Note:…I use NameCheap (URL) and DreamHost (hosting)

[ ] Set up your Home page

[ ] Set up an ABOUT page

[ ] Set up a MEDIA KIT page (or, at least, a CONTACT ME page)

[ ] If part of plan, set up a BLOG

[ ] Review Jane Friedman’s article: <https://www.janefriedman.com/author-website-components/>

**Launch:**

[ ] Watch several webinars on Book Launches.

[ ] Read “*Your First 1000 Copies: The Step-by-Step Guide to Marketing Your Book*” by Tim Grahl

[ ] Read “*Published*” by Chandler Bolt

[ ] Develop a Launch plan (and/or modify the following)

[ ] Set launch date (Tuesdays are recommended by some)

[ ] Watch Youtube videos on Facebook Ads. (Mark Dawson).

[ ] Set up a WordPress page containing the first chapter(s).

[ ] Ask email subscribers (via MailChimp) to join “Street Team”

If not enough, ask friends (by individual email messages)

…don’t’ do a mass mailing!

[ ] Send advanced copy (1 month before Launch) to Street Team

Ask to be notified of any errant typos ASAP

Ask them to “buy” a free copy on Launch day

Ask them to post a review on Launch’s second day

[ ] Upload to KDP Select (at least 3 to 5 days before Launch)

Can take up to three days to be published

Make “free” for Launch days (3 to 5 days)

Maybe a Sunday through Tuesday?

[ ] Schedule FB ads for Launch Days

[ ] Remind Street Team (a week before Launch)

[ ] Post to whatever SM platform you use before and during Launch

…use those “visual assets”

[ ] Remind Street Team to post reviews during Launch

[ ] Launch Day: drink/smoke/worry/whatever

[ ] After the launch:

…thank Street Team after Launch (include reminder to post a review)

…obsessively monitor KDP reports

(whew!)