

GET YOUR REALLY GREAT BOOK NOTICED

MEDIA
queens



A Guide To Thinking Outside The Box

checklist

Engage your audience with language that's simple and easy to understand. Understand where your potential readers hang out-and then assert yourself in those spaces. It may be social media or your local coffee shop.



**CHECKLIST FOR MARKETING YOUR BOOK.
THIS CHECKLIST CAN HELP WHETHER YOU ARE TRADITIONALLY OR INDEPENDENTLY
PUBLISHED.**

***BEFORE YOU START, ESTABLISH YOUR BRAND! REMEMBER YOU ARE THE BRAND OF
YOUR BOOK**



1. Set up your ARC Team to review your book and assist with Social Media posts. DO NOT pay for reviews.
2. Reveal your cover on Social Media, blog, website, etc.
3. Plan a launch party. Facebook, Instagram Live, or an in-person event. Local coffee shops are great places to do this. You can schedule a book signing to go along with it.
4. Do a swag package give-away on your launch day.
(Unfortunately, you may have to limit this to the country you live in.)
5. Ask your ARC team to publish reviews on your release day.
6. Send your release information to your email list.
7. Run promotions on The Fussy Librarian, Robins Reads, etc.
(Research these carefully. Not all promotion sites are legit or worth the money.)
8. Pair free e-book days with other publicity. Example: Do a podcast on the day of your giveaway.
9. Know your audience. Your book is not for everyone. Think, how can I get my marketing efforts to this audience?

Example: If you have a vegan cookbook, contact local vegan groups and health food stores.

Nicki's recent release had a sheltie in it, so she contacted a Sheltie influencer to do her promotional video.

1. Your efforts must be ongoing. Schedule some type of advertising every month.
2. Change your search categories every eight weeks.
3. TikTok is free advertising and reaches a lot of people. Be aware that you must first have a stage persona to be successful on this app.
4. Set your budget and stick to it. Yes, you will need a budget even if you are traditionally published.
5. Offer to run a book club or teach a writing workshop.
6. Support other writers!!!!!!



Nicki Pasarella is a celebrated author and the editor and chief of the Media Queens Publishing House. She has been instructing students on creativity and writing for 3 decades. Sign up on Media Queens Website to get all the latest workshops and seminars Nicki will be hosting.

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