

Fifty proven, unusual "tricks" you can use to market your book.

50 Nifty Marketing Tricks For Writers

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Fifty Nifty Marketing Tricks For Writers

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Trick # 1: Elephants

There are only SIX ways to promote your book or information content. Those are:

- Radio
- Print
- Television
- Internet
- Speaking
- Special Sales

Learning to leverage all six of those, as easily and quickly as you can, and then implementing your learning is critical to success.

Mark Victor Hansen, co-author of *Chicken Soup for the Soul* and many other books, says by doing just 5 things a day for your book, you can create a bestseller. I'd balance that out by pointing out it matters that you are doing the *right* 5 things each day.

At the beginning of your book's published life, doing all the marketing tasks looks like an enormous amount of work. This brings up the old saw about "How do you eat an elephant?" The answer: One bite at a time!

The most important, foundational trick to becoming successful as an author is organization of time and resources. Plenty of books have sold many, many copies without a huge investment of the author's money. Some have sold without a huge investment of the author's time. But NONE succeed without at least one of those. You need to be candid with yourself: do you have more money or more time?

Either way, the best way to use your resources efficiently is to create a solid book marketing PLAN that actually shows you what to do, day by day, to fuel your book's success. Then you or the people you hire to work with/for you can implement the plan daily to grow your work toward success. It may happen in 6 months, or it may take 2 – 5 years before you hit the "big time."

As you go through this booklet, and as you realize the attention or lack thereof your book is/will be getting from your publisher (and it is ALWAYS less than you hoped!) you will realize a strong marketing plan is the single most important tool you can have.

Take out a blank sheet of paper or open a blank document NOW. Name it "Marketing Plan." Write out the SIX methods to promotion above. Prepare to fill them in with what you learn from the pages that follow.

If you merge this with your other learning about book marketing (and there are many good books on the topic – see the recommended reading list at the end of this

document!), you will soon become as professional as anyone could be in the marketing of your book.

Choose only what appeals to you, what you could actually see yourself implementing. Ideally, you will choose those that seem “easy” because they represent your natural skill set. There are thousands of possible marketing ideas within the SIX principle methods shown above. Take the choicest ones, adapt them with a dab of creative thinking, and you’ll soon find yourself on the road to success! Good luck!

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