

So, You Wrote a Book... Congratulations! Now the Hard Part

Why hiding under your desk is not a marketing plan



Marketing Myths vs. Reality

Myth #1

"My publisher will do it all."

Myth #2

"I'll just hire a publicist."

Reality

Readers want to hear from **YOU**.





High-Impact Marketing Moves

For Authors Who Hate Marketing



Focus on Quality Over Quantity

Better to master a few effective tactics than juggle 20 mediocre ones. Strategic focus beats scattered effort every time.



Target Your Ideal Readers

Identify where your audience already gathers and meet them there with valuable content and authentic engagement.

Why Author Communities Matter

Books succeed when people feel part of the mission. Community multiplies everything: reviews, visibility, bulk sales, and speaking invites.

One Reader

Great start, but limited reach

One Reader + Ten Friends

That's how momentum happens

The difference between a book launch and a book movement is community engagement. When readers feel invested in your success, they become your most powerful marketing force.



Word-of-mouth

Get Granular: Map Your Network

Who Do You Already Know?



Personal Circle

Friends, family, colleagues who know and trust you



Professional Network

Clients, alumni, workplace connections



Community Groups

Faith groups, associations, schools, clubs

Start with the obvious connections—you'll be surprised how many doors this opens. Your existing relationships are your strongest foundation for building a launch community.

Sort Your Community by Role

Not all support looks the same. Categorizing your network makes your asks specific and effective.



Buyers

Single copy supporters who purchase for themselves



Bulk Buyers

Companies, associations, classrooms buying multiple copies



Connectors

Introduce you to media, podcasts, and new audiences



Amplifiers

Post, review, and share on social media platforms



Opportunities

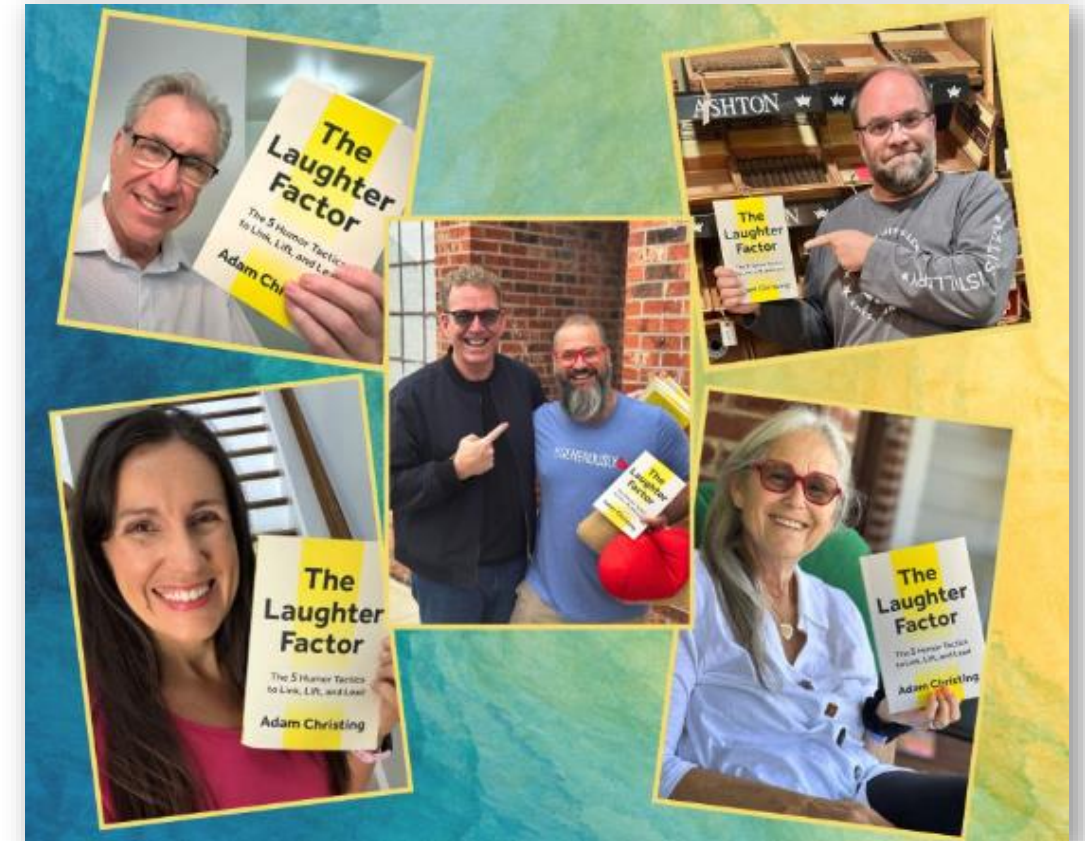
Speaking gigs, events, book clubs, and partnerships

Success Story: Adam Christing's Laugh Launchers

The Strategy

- Gave launch team a fun, memorable name
- Provided clear assets: sample posts, hashtags, graphics
- Team drove reviews, event bookings, and buzz

Adam didn't just ask for 'help'—he created identity and purpose for his supporters.



The Laugh Launchers became more than supporters—they became co-creators of Adam's success, each feeling personally invested in the book's journey.



Launch Teams: Your Street Team

01

Create Fun Identity

Give your team a memorable name and optional logo

02

Provide Exclusive Updates

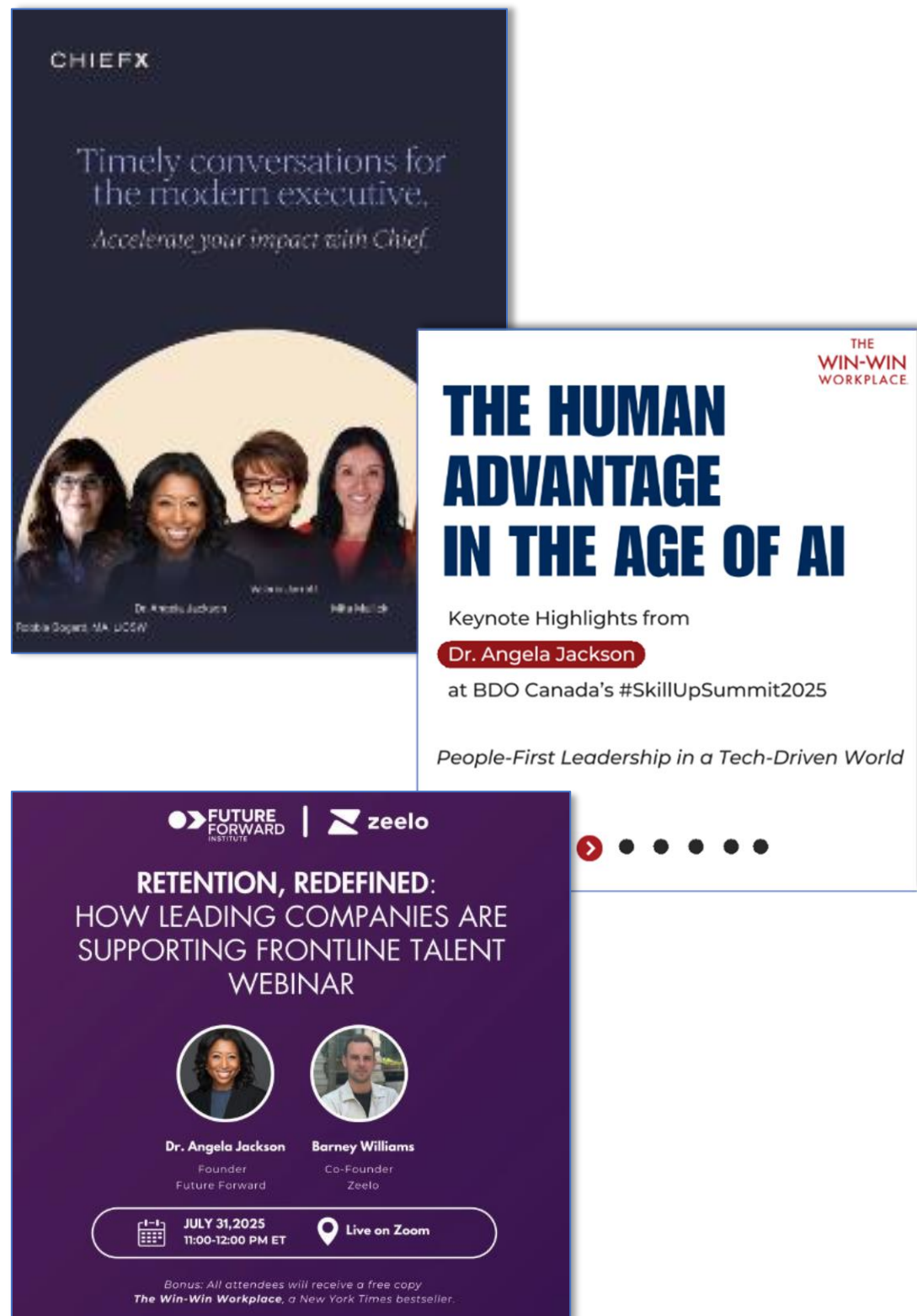
Share behind-the-scenes content and marketing assets

03

Recognize Contributors

Celebrate and acknowledge their efforts publicly

Launch teams work because they feel like insiders. Make participation fun, rewarding, and meaningful. When people feel special, they act like champions.



Bulk Sales: The Multiplier Effect

Learning from Angela Jackson



Target Groups

Companies, churches, nonprofits, schools seeking bulk purchases

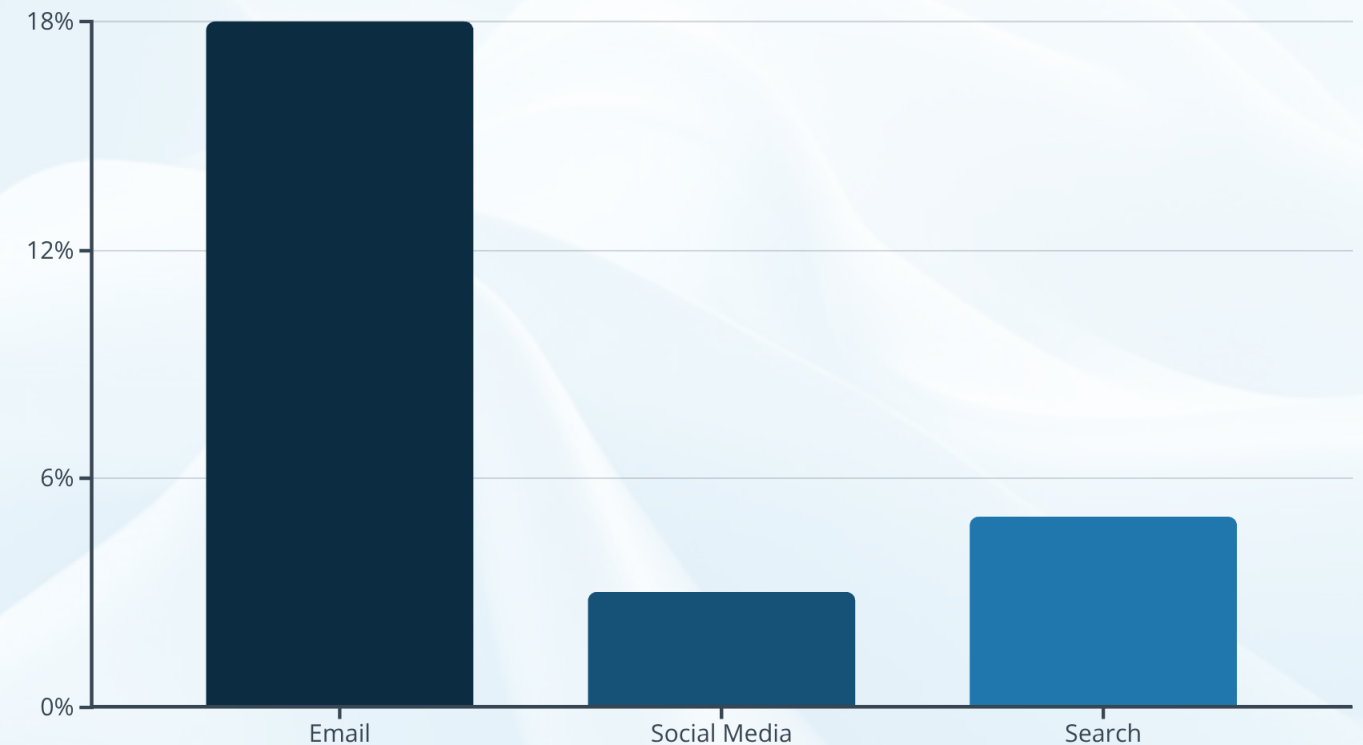
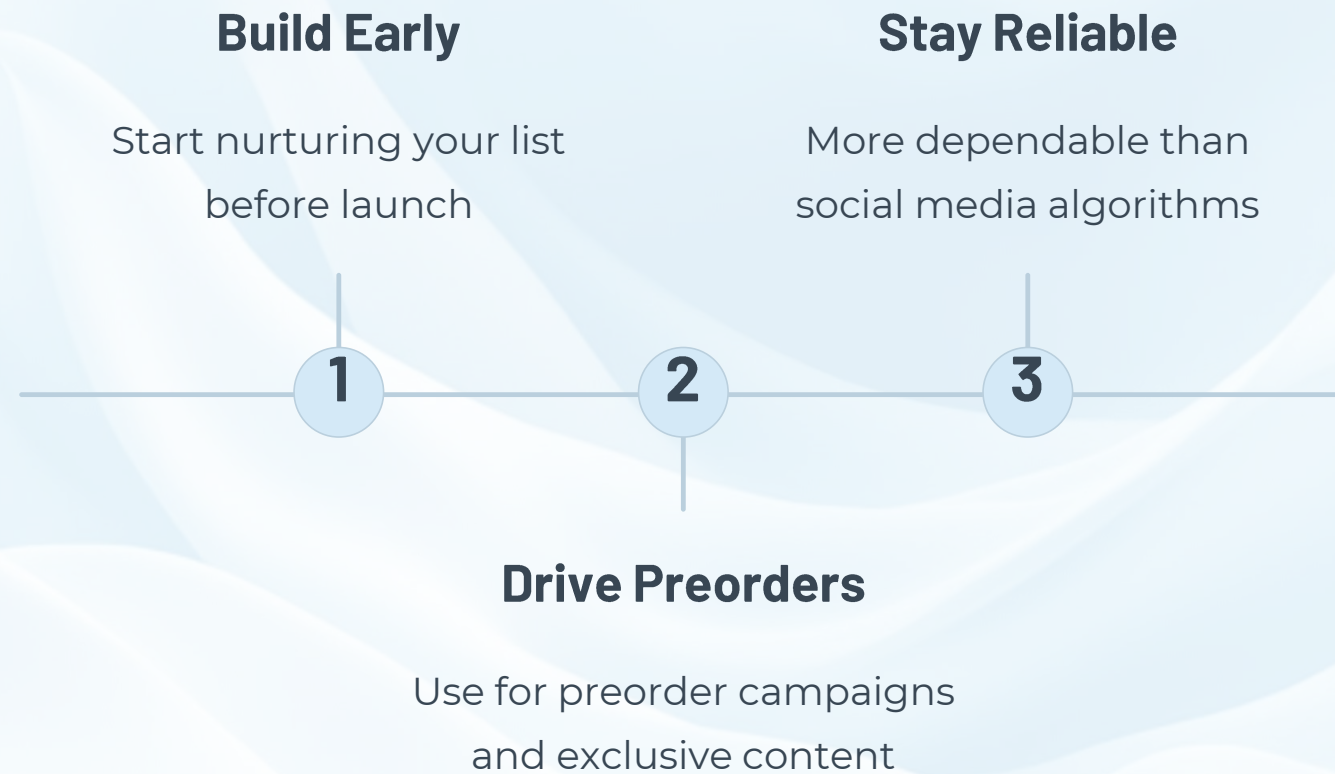


Sweeten Offers

Add bookplates, bonuses, discussion guides to bulk orders

Bulk orders turn one 'yes' into hundreds of readers. Organizations love resources that serve their communities, and you love the volume sales that boost rankings and visibility.

Email Lists: Your Owned Channel



Email remains the #1 driver of book sales. It's personal, direct, and yours—no algorithm can limit your reach to subscribers who want to hear from you.

Social Media: Amplify, Don't Overstretch

Erik Lie's Focused Approach

Smart Strategy

- Pick 1-2 platforms where your readers already are
- Ask amplifiers to tag, post, and share
- Focus energy where it matters most



Don't try to do it all—show up where it matters most.

Don't Launch Alone

Your Community Activation Checklist

1 Map Your Network

Create a granular list of all connections

2 Build Launch Team

Give them a fun name and clear purpose

3 Target Bulk Sales

Identify organizations for volume purchases

4 Grow Email List

Build your owned communication channel

5 Focus Social Amplification

Choose platforms strategically

Activate your community so they feel like co-authors of your success.

Preorders: Why They Matter

1

Combat Challenging Marketplace

Preorders demonstrate market interest to media and industry professionals before your book even launches.

2

Drive Retailer Orders

Strong preorder numbers convince bookstores to stock more copies and give your book better shelf placement.

3

Build Excitement Over Time

Momentum begins before launch day, giving you the best chance of having a strong launch.



Communicate the WHY

People don't preorder to be nice. They want to feel part of something bigger.



Impact

"Every preorder signals this message matters and deserves to be heard."



Community

"Join early, help shape the movement and be part of the conversation."



Momentum

"Preorders amplify the book's reach exponentially."



Offer Early Incentives

Give them perks they won't get later

01

Bonus Content

Workbooks, checklists, video training, or exclusive chapters that add real value to their purchase.

02

Live Events

Q&A sessions, mini-workshops, or recorded conversations that create personal connection.

03

Exclusive Community Access

Private LinkedIn or Facebook groups, early updates, and direct author interaction.

04

Tangible Swag

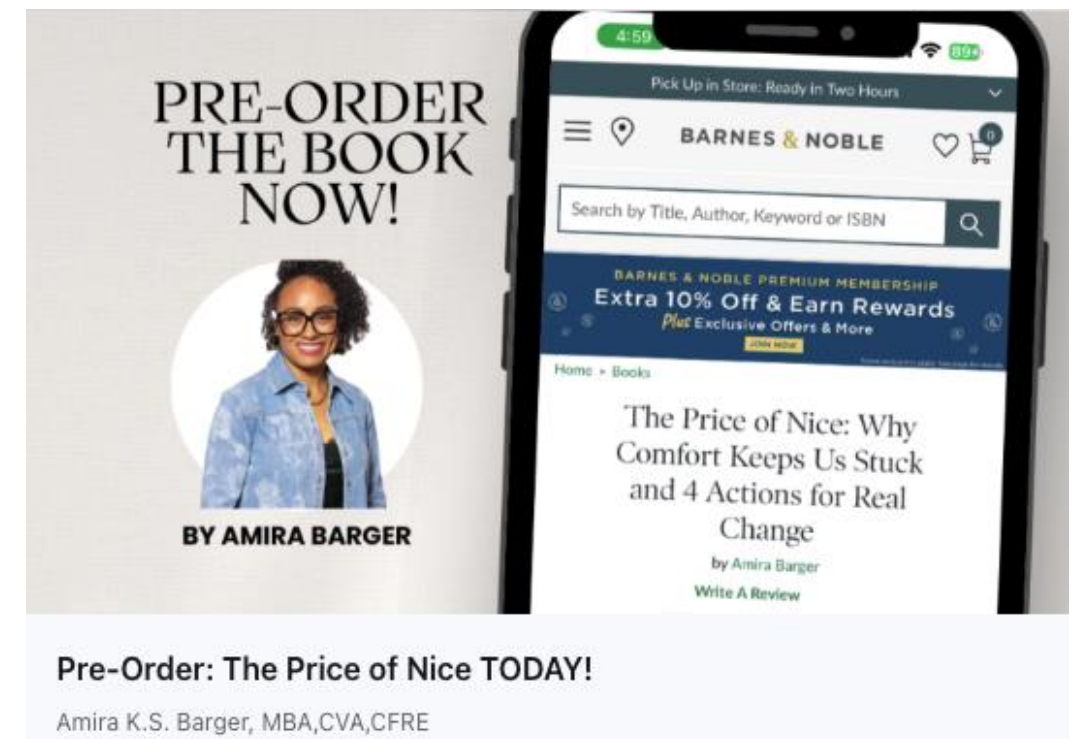
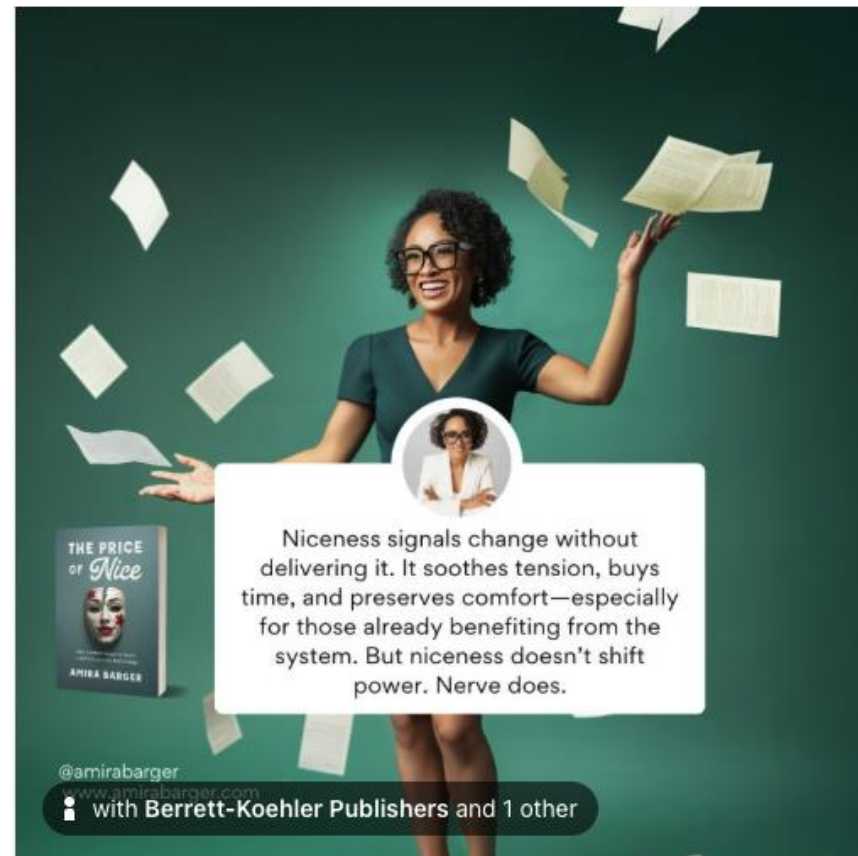
Signed bookplates, themed merchandise, or custom items that create lasting memories.



Success Story: Amira Barger's Preorder Campaign

The Strategy

- Partner with different booksellers who offer discounts
- Regular posts sharing the journey of publishing the book
- Every Wednesday sharing a quote or idea from the book.





**YOU
are the center of your
book's success!**