



ELEVATING AUTHORS SINCE 2004

# AUTHOR BRANDING

We specialize in Author Websites that sell books and build a loyal fanbase. We help YOU tell your author story (and we love what we do).



# Goals vs Objectives

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- Goals

- Be Known as an author
- Become a paid speaker
- Build my business

- SMART Objectives

- Specific
- Measurable
- Achievable
- Relevant
- Time-based

# MARKET RESEARCH

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- Know your audience
- Comparable titles
  - How do those authors promote and connect?
- Who has the attention of your reader?
- Where are people engaging in conversation?
- How can you join the conversation?
- Remember your joy!

# PLANNING

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- Give yourself enough runway for research and promotion (12 mos)
- Timing is everything
- Content: when + where
- Communicate: what + how
- Get on Goodreads + Library Thing + BookBub
- Start Networking now – Build relationships
- Be Social
- Build your calendar
  - 9 months to launch and 3 months after



# STEPS

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- Elevator pitch
- Getting Endorsements
- Pre-Publication Editorial reviews
  - Books Foreword, Kirkus, Clarion, BlueInk
- Follow influencers *now*
- GoodReads account
- Your street team
- Swag + promo materials
- Plan to pitch local media
- Library and book events
- Visuals to share
- Pre-Order campaign
- Research book festivals/podcasts
- Places to contribute content (write articles in advance)
- Press Page: bio, headshot, cover, Q and As, press release
- Start filming yourself
- Write your ask letters early

# YOUR ASK LETTER

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- Order from your local library
- Buy One to keep – One to gift
- Order from local bookstores
- Link to social graphics people can share
- Link to short videos to share
- Ask for reviews on Goodreads and Amazon
- Ask if they belong to a book club(s)
- Request endorsements
- Invite them to celebrate with you (launch party)

# MARKETING + SWAG

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- Sell sheet (author and book)
- Make it fun
- Bookmarks
- Pens
- Totes
- Tip Sheets
- Resources
- Stickers
- Water bottles
- Tees
- Plushies



## BOOK LAUNCH IDEAS

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- Advance Review Campaign
  - NetGalley + BookFunnel
- Goodreads giveaways (identify 5 comparable authors)
- BookBub (apply in advance of publication)
- Book clubs (set up dates in advance)
- Book tour + events (places in the book)
- Link to local bookstores (BUY buttons)

# BOOK LAUNCH TOOLS

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- SWAG
- Sell Sheet
- Marketing Page
- Sales Page
- Bookmarks
- Mailing list
- Digital business card (Blinq)
- LinkTr.ee
- Website



# WEBSITE

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- Credibility
- Trust
- Control the message
- SEO: driving traffic
- Collect emails
- Loyalty: Keep readers hooked and connected
- Other offerings
- Community hub
- Marketing Hub
- Press page

## YOUR STREET TEAM

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- **Level 1 – cheerleaders who share everything**
  - **Level 2 – known influencers who open doors**
  - **Level 3 – influencers to know who move the needle**
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- Make a plan for connecting and asking
  - Write letters early
  - Be strategic
  - Be consistent
  - Be professional
    - Brand, website, visibility

# Book Marketing Page

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**REBEKAH BORUCKI**

[ABOUT](#) [PROGRAMS + FREE EXPERIENCES](#) [MY BOOKS](#) [ROW HOUSE](#)



**THANK YOU FOR SHOWING SUPPORT FOR YH4M!**

Use the copy and images below to share with your friends and followers, or feel free to use your own words ♥

- Unique URL: FindYourSuperpower.com
  - JenifferThompson.com/Superpower-Book
- Social share visuals
- Stellar Bios (short + long)
- Press release (w/ all the details)
- Sharable Videos
- Headshots (high-res)
- Book cover visuals (high-res)
- Hashtags
- Quotes + Maxims
- Captions
- Blurbs
- Pre-written social posts



# SCHEDULE REMINDERS

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- Make it easy:
  - MailerLite
  - AuthorEmail.com
  - ConvertKit
- Write social posts with hashtags and create visuals
- Send out reminders to share specific things

## SOCIAL: YOUR PUBLISHING JOURNEY

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- Tag your team
- Share your writing process
- Announcements: Publishing deal, title reveal, pub date
- Cover reveal
- Advance reviews
- Videos (of you)
- Trailers
- Quotables from your book
- Commentary on how your book relates to current events



## SOCIAL: GET PERSONAL

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- Clay and his cat
- First bulb of Spring
- First snow
- Special occasions
- Shopping for your launch party outfit

## THE BOOK LAUNCH PARTY

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- SWAG and giveaways
- MC/Host (Buy your book! Buy 2)
- Place to Sign books (bring sharpies)
- Serve food and drinks
- Partner with a local brewery or cupcake shop (both!)
- Sales page w/giveaways
- Trivia, contests, special guest
- Social media booth (make it fun)
- Be interviewed
- Short reading
- Hire a photog/Videographer







## SOCIAL: SELLING

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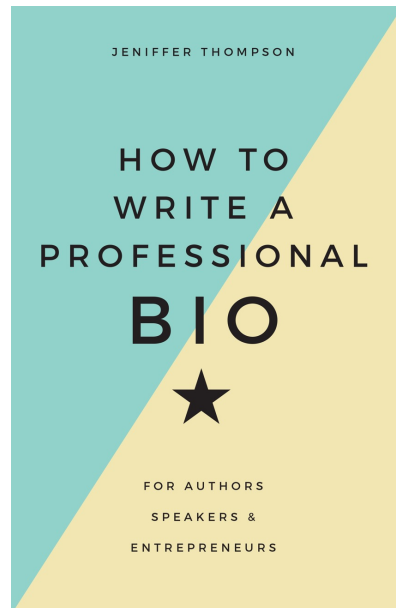
- Share milestones
- Share photos from your street team
  - Fans with the book
  - Your book in cool settings
- Giveaways and promos
- Special occasions
- Shopping for your launch party outfit
- Buy Now posts
- Advertising on Instagram and FB Boosting

## POST LAUNCH IDEAS

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- Amazon: Claim Author Central, link your books, A+ content
- IBPA catalogs
  - Libraries and Schools
- BookBub promo
- Written Word Media + FreeBooksy
- Book awards: IBPA, IPPYs, Eric Hoffer, Indie Book Awards
- Editorial Reviews: Book Life
- Local Libraries
- Local bookstores (BUY buttons)
- Podcasts, speaking, short stories





## Jeniffer Thompson

Facebook: [JenifferThompsonConsulting](#)

Instagram: [@Jeniffer\\_Grace](#)

TikTok: [@JenifferGrace](#)

[ThePremisePod.com](#) (my podcast)

