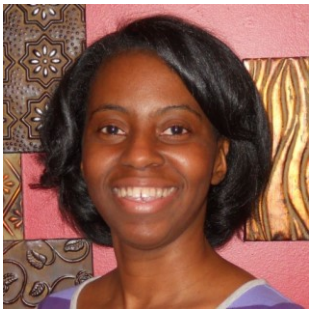


# Book Marketing Tips



**Cassandra Ulrich** (Author of six novels and four collections of poetry)

- Bookmarks
- FaceBook Pages and Groups
- Blog on Google
- Author Website
- YouTube Book Trailer
- Twitter Page
- Instagram Account
- Email lists
- Goodreads
- LinkedIn
- Pinterest
- Smashwords Author page
- Amazon Author page
- Ask readers to review on Amazon, Goodreads, Barnes and Noble, etc.
- Blog sharing



**Lisa Middleton** (Author of A Complete Guide Series on Food Facilities, Home Maintenance & Renovations, Going Green, and one collection of poetry.)

- CREATE A MARKETING PLAN!!!!
- Make Investments In Your Marketing:
  - PR
  - Advertising
  - Trailer
- Join Groups on Facebook, Instagram, etc.
- Social Media:
  - Utilize multiple platforms, focus more on the platform that works best for you.
  - Pay for your advertising.
- Cross Marketing:
  - Choose other regions to market in.
  - Partner with other authors and cross market.
  - Look for podcasts and interview opportunities to be linked to other markets. There you can have your links, websites, etc., on other pages, platforms, distribution lists.



**Renaldo Epps** (Author of a self-help/memoir and a blog series on insurance, credit, and business ownership)

- Liner presentation – make sure that everything is the same across all platforms.
- Blogger – If you blog, use Blogger to check the analytics regarding your marketing.
- Do not be afraid to spend money
- Learn the best platform for you. Hire market
- Use family friends that specialize in the area that you need help with