

Marketing Planning

Building Strategies and Understanding Tactics

Resources and Links

Links:

- <https://www.reddit.com/r/selfpublish/>
- [Ebook marketing 101](#) (youtube)
- [The Perfect Year](#) (YA Huss)

Why are you writing?

- Do you need more income?
 - This month? Solution -> go get a job.
 - This year? Solution -> go get a job.
- You heard about the Kindle Gold Rush?
- You read an article about people making money writing?
- X person is making \$200k a year. “I should do that!”
- Would you write even if you didn’t make money?
- **Writing is a hobby for nearly every aspiring author out there.**

Two key Questions...

Is my art a business?

Understanding why you want to be an author will help determine what success is to you and the amount of work needed to achieve that.



Are you FAST and the FURIOUS?

How fast can you write and maintain quality?



Define what success means to you

Your choice will determine how much effort/money you need to put in

- Is the act of publishing enough?
- Do you want a traditional publishing deal?
- Do you want to see your book on a shelf somewhere?
- Do you want to see your book on the library catalogue?
- Are you a physical book only person?
- Do you want to break even?
- Do you want to pay a small bill a month?
- Do you want to be a full-time writer?
- Do you want to retire and write on the beach the rest of your life?

Common Selling Paths for Indie Writers

- Physical Books
- Digital: Wide vs. KDP Select
 - Less than one book a year
 - One Book a year
 - More than one book a year



Stop being scatterbrained

- All authors need **high level strategies**
- All work needs **meaning**
- Minimize to Maximize
- Indie Authors are often a “**one man band**”.
- You don't have time to fool around, 80/20 Rule!
- Realign efforts and **focus**
 - Maximize outcome
 - Minimize effort
 - Reduce duplicated work

“You only have so much time”

Marketing Starts When You Start Writing

- Write to market vs. write what you want
- Stand Alone or Series
- What is popular and can you incorporate that into your book?
 - Unicorns? Dragons?
- How am I going to get people into this book?
 - Do I need a prequel? Preview?
- Going wide vs. Amazon exclusive
- What genre will you be targeting? (www.genrereport.com)
 - Is it crowded? Will you be alone?
- Covers? (www.goonwrite.com)
- Don't start marketing after you launch your book

Strategies/Tactics/Tools (Methodology)

Strategy	Tactic	Tool
A plan designed to achieve a major or overall aim	An action that is carefully planned to achieve a specific Strategy	A technology used to carry out a particular action

Strategies/Tactics/Tools (Example)

Strategy	Tactic	Tool
Improve my conversion rate	High quality cover	www.goonwrite.com
	Blurb	Linda Jordan
	Pricing	Book is at \$0.99 (until I have 35-50 reviews)
	Reviews	Mailchimp Autoresponder
		Instafreebie/bookfunnel Giveaways
		Newsletter review requests
		Build ARC team
		Free promotions on Amazon

Example Strategies (Physical Books Only)

- Strategy: Expanding Reader Touch
 - Tactic: Book Stores
 - Tactic: Used Book Stores
 - Tactic: Libraries (physical and digital)
 - Tactic: Speaking and Conventions
- Strategy: Improving Conversion Rate
 - Tactic: Cover Design
 - Tactic: Book Length
 - Tactic: Back Blurb
 - Tactic: Author testimonials

Example Strategies (Digital Indie)

- Strategy: Build Digital Community
 - Tactic: Mailing List
 - Tactic: Bundled Promotions and Giveaways (BF, IF, Etc)
 - Tactic: Social Media
 - Tactic: Facebook Groups
- Strategy: Expanding Catalogue
 - Tactic: Writing faster
 - Tactic: Writing a series
 - Tactic: Scheduled writing time or dedicated off site office
 - Tactic: Targeted word count

High Level Strategies for an Indie Author

What should you be focusing on?

- Expanding your catalogue
- Increase options (bundles, series, boxsets, etc) for readers
 - Improve readthrough
 - Improving speed of production
 - Improving quality
- Improving conversion rate
- Driving traffic and building community

How do I find the right strategy?

- Author Stalking
 - Find 5-10 authors that are in your genre
 - Use [Kindleprenuer ranking calculator](#) to find out how 'successful' they are. You can also tell by the # of reviews and social following.
 - Subscribe to newsletters
 - Read their copy
 - Analyze how accessible they are (post a question on their social media, email them, etc)
- Grain of salt: Big named authors with big followings have big problems. Focus on smaller indies and the micro-successes they've had
- Contact them and ask thoughtful questions about what they are doing. Authors WILL SHARE!

Digital - Simplicity and Focus (1/2)

- For new or technologically challenged authors simplicity is the key
 - Focus all effort in driving readers into one thing
- Strategy: Build a Community
 - Tactic: Simple Website
 - Tactic: Mailing list
 - One autoresponder hooked to author giveaways
 - Focus on driving people to one book (first in series is ideal)
 - Pre-built 12 month newsletter series ready
- Strategy: Quarterly marketing drive on KDP book
 - Tactic: KDP Select
 - Tactic: Use 5 free day giveaways to drive readers every quarter
 - Tactic: Use Reddit and one ad stacking advert during the marketing period

Digital - Simplicity and Focus (2/2)

- Strategy: Build out Series
 - Tactic: Write the next book
 - Tactic: Launch book to your list for free
 - Tactic: Launch on reddit and one ad stack (freeboosky, etc)
- Strategy: Quarterly marketing drive on KDP book
 - Tactic: KDP Select
 - Tactic: Use 5 free day giveaways to drive readers every quarter
 - Tactic: Use Reddit and one ad stacking advert during the marketing period

Print Only - Simplicity and Focus

- Being a print only or print focused writer doesn't remove you from the technology
- Strategy: High touch with readers
 - Tactic: Farmer's markets, Book Events, Conferences
 - Tactic: Land topical speaking events
 - Tactic: Launch a local facebook group for your genre
 - Tactic: Seek regional events (film festivals, arts events, conferences)
 - Tactic: 1-2 events a month in the local area

Considerations Moving Forward

- Amazon KDP Select will be home to fast writers, large catalogues, and serials.
 - Some authors are going into this without a website, social media, or mailing lists. Focusing instead on AMS ads, Mailing Lists (bargain booksy, book bub, etc).
- Wide authors are focusing on long series and big catalogues
 - Book bundles (5+ books) for high prices are successful
 - Targeting underserved English markets (Australia, England, India, China, etc)
- Facebook purgatory on ads. AMS is beginning to look like the new frontier.
- Facebook ads still key for wide authors.
- Authors can genre hop, but Series are still king.
- Read through and analytics are becoming more important
- The industry is trending to a pay to play market
- Writing faster with quality is key for new writers