

SELL THAT BOOK

Author Promotion 101

by CM McCoy / Colleen Oefelein

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Sell That Book

It may seem **DAUNTING**, but organizing a promotional campaign boils down to

3 Easy Steps:

1. Build Your Social Media Platform
2. Fill Your Promo Toolbox
3. Package and Deploy

Building Your Social Media Platform simply means setting up a blog, an author Facebook page, a Twitter account, a Goodreads Author page, and an Amazon Author page, and then pulling in followers for each.

© This tutorial will walk you through set-up and give you real-e-world examples that you can mimic to build followers.

Fill Your Promo Toolbox with gadgets and widgets and graphics to both build your platform and sell your books. This part of the packet gives you step-by-step how-to's with screen shots and Word doc templates for **getting book reviews**, crafting a **PRESS RELEASE**, building a **Rafflecopter**, creating *Graphic Teasers* and **Book Trailers**, setting up a successful **GIVEAWAY** or **FACEBOOK PARTY**, organizing a **Blog Tour**, buying an **ONLINE AD**, purchasing *SWAG* and booking a *book signing*.

Package and Deploy your Promo tools in a marketing campaign that fits your budget, personality, and available time. From a New Release Campaign to a simple early morning social media blast, you'll find the instructions you need. Use the quick and dirty checklists or flip the page for step-by-step instructions with screen shots. **Here's to selling that book!**



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Sell that Book!

Book Promotion for Authors Checklist

Print this out!

- ☐ Set up Social Media Accounts
 - ☐ Set up your Author Website & Blog
 - ☐ Obtain an Author Headshot and/or Avatar
 - ☐ Facebook
 - ☐ Twitter
 - ☐ Instagram
 - ☐ Create Goodreads Author Page
 - ☐ Create Amazon Author Acct (after book is live on Amazon)
- ☐ Fill Your Promo Toolbox
 - ☐ Complete a Book Promotion Prep Worksheet
 - ☐ Reviews 101
 - ☐ Graphic Teasers 101
 - ☐ Book Trailers 101
 - ☐ Giveaways 101
 - ☐ Rafflecopter 101
 - ☐ Press Sheet for Bloggers
 - ☐ Blog Tours
 - ☐ Contacting Local Media 101
 - ☐ Press Release for Media
 - ☐ Paid Ads / Newsletters
 - ☐ Swag
 - ☐ Book Signings 101
 - ☐ Facebook Party 101
- ☐ Package and Deploy (Book Promotion Campaigns)
 - ☐ Review the Golden Rules of PR & Pro Tips
 - ☐ Browse / Select Promotion Campaigns At-A-Glance
 - ☐ Execute a Promotion Campaign / Quick and Dirty Checklists



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Social Media Setup

When setting up your social media, make your profile pictures uniform across your author accounts. Each social media account **should** feature the same profile picture and/or banner to reassure your fans and build recognition.

Social media is ever-changing, but if you focus on the Big Three (Author website/blog, Facebook, and Twitter), you'll be in good shape.

This tutorial covers:

- ✓ Author Blogs
- ✓ Facebook
- ✓ Twitter
- ✓ Instagram
- ✓ Goodreads Author Program
- ✓ Amazon Author Central



Goodreads Author



I. Professional Author Website / Blog

1. Your website SHOULD:

- ✓ **PUT YOUR BOOK UP FRONT.** Your book cover on your homepage (even if it's a tiny thumbnail) should link to a purchase site, like Amazon or B&N
- ✓ Be **UNCLUTTERED**
- ✓ Have an easy-to-find email contact
- ✓ Include **LINKS TO YOUR SOCIAL MEDIA** (Facebook and Twitter as a minimum.)
- ✓ Include your awesomely fun-to-read BIO
- ✓ Point to **YOUR AGENT'S CONTACT** for rights inquiries on your contact page



2. You can either hire someone to set up your website, or you can do it yourself.
3. Browse some author websites to see what things you like and make a list of what you want on your own site.
 - Scroll to the bottom of the following website for links to TONS of author sites: <http://smartauthorsites.com/author-websites/>
(((**This is NOT an endorsement** of this website-building company—I don't know anything about them, their prices, or their service, but they do list a lot of nice author sites to help you brainstorm your own.)))
4. **Hiring someone?** Simply google “author website design” for a list of website builders who’ve done pages for writers
5. **Do it yourself:**
 - Assemble:
 - a. Your professional photo
 - b. Your bio
 - Purchase your domain (www.YourAuthorName.com). Google “buy a domain” for a list of providers
 - Ideally, any domain you purchase (www.YourBookTitle.com, www.YourPenName.com, www.YourPenName.com etc. should all forward to your main author website
 - Check out some of these DIY website builders (full reviews are here: <http://www.websitebuildertop10.com/>):
 - a. WordPress: <https://wordpress.com/website/> (FREE and pay available. For \$2.99/month, get your personal domain)
 - b. Tumblr: <http://www.tumblr.com> (FREE)
 - c. SiteBuilder: <https://www.sitebuilder.com/> (FREE)



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- d. Website Builder: <https://www.websitebuilder.com/> (FREE)
 - e. Sitey: <https://www.sitey.com/> (\$4.95/mo as of July 2015)
 - f. Weebly: www.weebly.com/ (\$8.00/mo as of July 2015)
 - g. GoDaddy: <https://www.godaddy.com/> (\$9.95/mo as of July 2015)
- WordPress is extremely popular and an easy-to-use platform for authors who want to include a blog with their website. Here are a couple nice structures they offer:
 - a. <https://theme.wordpress.com/themes/gateway/>
 - b. <https://theme.wordpress.com/themes/twentyfifteen/>

Here's a comparison of some of the blogging platforms out there from www.startablog123.com:

THE BEST BLOGGING PLATFORMS A COMPARISON CHART						
	WORDPRESS	BLOGGER	TUMBLR	WIX	WEEBLY	SQUARESPACE
 COST	FREE	FREE	FREE	FREE OR PREMIUM	FREE OR PREMIUM	FREE OR PREMIUM
 CUSTOM DOMAIN	YES	YES	YES	YES	YES	YES
 PLUGINS	35,000+	LIMITED	VERY LIMITED	VERY LIMITED	VERY LIMITED	VERY LIMITED
 THEMES/DESIGNS	3,000+	~500	~500	~100	~100	~100
 USER-FRIENDLINESS	9/10	8/10	8/10	8/10	7/10	8/10
 PROMOTION/SEO	9/10	8/10	7/10	6/10	6/10	5/10
 OVERALL RATING	9.5/10	8/10	7/10	6/10	6/10	6/10



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II. Facebook

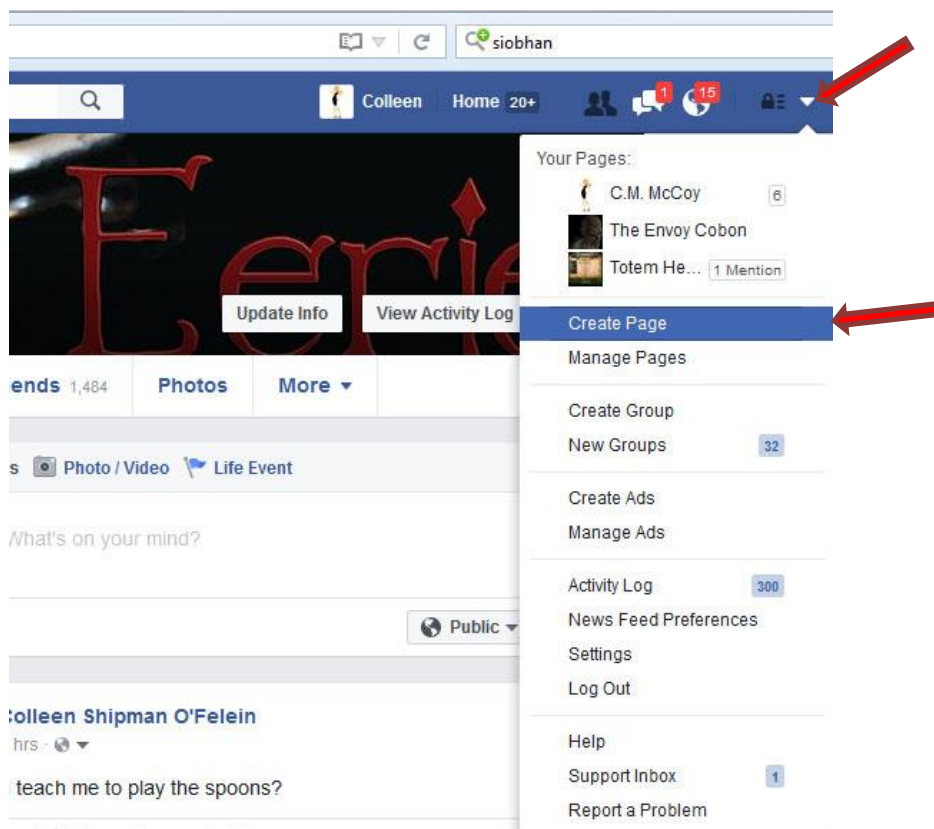
If you **don't have a Facebook account**, you can *sign up* for one in a few steps:



1. Go to www.facebook.com
2. If you see the signup form, fill out your name, email address or phone number, password, birthday and gender. If you don't see the form, click Sign Up, then fill out the form
3. Click Sign Up

If you **already have a Facebook account**, set up an author page:
(for more screenshots, visit: <http://www.standoutbooks.com/professional-author-facebook-page/>)

1. After logging in to FB account, click the triangle icon in the upper right of the screen on Facebook's dark blue toolbar and select 'create page'





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2. Click the 'Artist, Band or Public Figure' square
3. On the dropdown menu, click Author
4. Visit Facebook's <https://www.facebook.com/business/news/call-to-action-button> to find out how to use a "call to action button" on your page
 - A call to action button is simply a button on your banner photo, which says "Watch Video" or "Shop Now" or "Send Email." That button links to wherever you'd like



5. Need help making a banner photo? Contact Colleen ☺
contact@cmmccoy.com





Okay, you have a Facebook Author page. Now what?

Tell your friends about your Author page, but remember to pull (don't push) with a friendly post on your personal page:

“Did I ever tell you guys I have an author page on Facebook? It's young and humble and I'm still making it pretty, but if you like books and have a spare moment, I would be eternally grateful for a Like 😊 Thank you!
<insert the link to your Author Facebook Page here>

Already have a couple hundred likes?

Find more followers 😊 Post a couple fun things on your author page—your signature “other than book” thing to share on your blog, twitter, or in your newsletter. Ideally, this would be something that ties to your books. For example, all my books involve Alaska, monsters, something Irish, and awkward kisses. I like to share Alaska tidbits and photos and Gaelic words and phrases. I LOVE asking folks to share their favorite awkward moments, whether it's their own or one they read or saw in a movie.

- ✓ Fun things to share:
 - Recipes
 - Nature Photos (tree bark, landscapes, mushrooms, fall leaves, moose poop, whatever you like)
 - Fun quotes
 - Kitchen mishaps
 - Dog videos (or cat, if you must)
 - Dating mishaps
 - Life hacks
 - Space trivia
 - Anecdotes
- ✓ Subtly tie your fun posts to your book. (Examples on the next page.)



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Example 1 – anecdote from real life

The main character in EERIE suffers from severe foot-in-mouth syndrome, which she probably gets from me.

And sometimes, it's caused by hearing things people didn't say. For example, I live in Alaska with a very patient man, who suffers my blurt-problem almost daily.

Here's a recent exchange:

Billy O: That slow porker parked next to the Cub must've moved.

Me: What's a slow porker?

Him: *shoots me the 'really?' look*

Me: *blink blink*

Him: How long have you lived here?

Me: Never heard of a sloooowww porker. Sounds dirty.

Him: SLOPE. WORKER.

Example 2 – Invitation to share a story

In Eerie, poor Hailey has THE worst almost-first-kiss ever. Honestly, it rivals my own. I'd love to hear your favorite cringe-worthy first impression story.

I'll start: When I was 15, my sister's boyfriend's hunky little brother came to the house and sat on the porch swing with me. We were getting along great! Then he leaned in, and he tickled me.

And I farted.

It was so loud, it vibrated the swing. That was my first and last "date" with Jeffrey Carter.

Okay your turn!



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Example 3 – Things you don't want to hear from your toddler

- ✓ Look what I found in the toilet
- ✓ The dog just licked my tongue
- ✓ DaDa said I don't have to go to bed yet, and he gave me chocolate.
- ✓ And an Alaska one for all my people in the Great White North: There's a moose stuck in the swing set.

3. Post a link to your author page in some Facebook book groups with a friendly introduction.

“Hi guys! I write paranormal romance for teens, and I finally have an author page on Facebook ☺ If you have a second, I sure would appreciate a Like. Thank you so much! <insert link to your author page here>

Join Facebook Groups:

In the world of book PR, Facebook groups help you get your book in front of readers, reviewers, bloggers, and other writers.

1. In the Facebook search bar, type “books” then click the Groups tab and join some groups. Type “reading” or “Kindle” or “Fiction” into the search bar next and join some more groups. Join several and post your book news and reviews in them ☺

Here's a list of 10 groups to check out:

<https://www.facebook.com/groups/1744174199143962/>

<https://www.facebook.com/groups/631522700345541/>

<https://www.facebook.com/groups/312062222223877/>

<https://www.facebook.com/groups/romance.publicity/>

<https://www.facebook.com/groups/kindle.goodreads/>

<https://www.facebook.com/groups/411486002231062/>

<https://www.facebook.com/groups/734459049966614/>

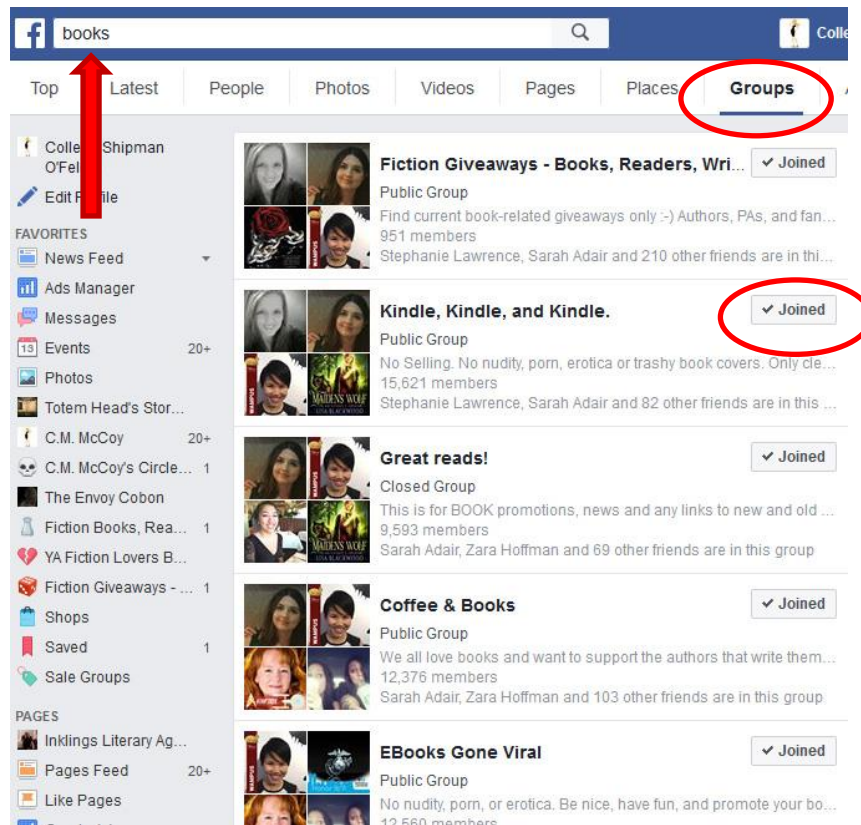
<https://www.facebook.com/groups/GoodreadsRHFL/>

<https://www.facebook.com/groups/824236350961441/>

<https://www.facebook.com/groups/coffeenbooks/>



How to join from a search:



III. Twitter

Create an account:



1. Go to: <https://twitter.com/signup>
2. Enter your full name, phone number, and a password
3. Click **Sign up for Twitter**
4. In order to verify your phone number, Twitter will send you an SMS text message with a code. Enter the verification code in the box provided.
5. Once you've clicked Sign up for Twitter, you can select a **username** (usernames are unique identifiers on Twitter) — type your own or choose one Twitter suggests. You can use the word “author” in your username to help fans find you. Ex: @EJ_Author. Or you can stick to your penname, real name, or something completely, uniquely you

- Your **username** is the name your followers use when sending @replies, mentions, and direct messages. It will also form the URL of your Twitter profile page.

6. **Double-check** your name, phone number, password, and username.
7. Click **Create my account**

Note: if you'd like to sign up with Twitter using an email address, you can do so via the "Use email instead" link at the bottom of the sign up page

First steps after you've created your account:

1. Post a note on your Facebook page with your Twitter username, so your friends and fans can find and follow you
2. On Twitter, follow a handful of accounts (find your fav writer or critique partners) to create a customized stream of information on your home timeline. [Following](#) means you'll get that user's Tweets on your Twitter home timeline. You can [unfollow](#) anyone at any time. Find out how to follow news sources, friends, and more in Twitter's [Finding people on Twitter](#) article
3. Read Twitter's [Getting started with Twitter](#) article
4. Learn about using Twitter on your [mobile phone](#)



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Using Twitter:

In addition to tweeting about your own book, pick a couple other topics to randomly tweet about. Definitely lift other books and authors up by giving them a shout out. Most will return the favor and tweet your book out to their fans.

If you like gardening or scrapbooking or life hacks (like pouring sugar on a burned tongue to soothe the pain) or cooking or photography, share that with your twitter fans so that your account isn't simply a spam-bot. Whichever topic you share can also be the topic you share on other social media, like Facebook or on your blog. ☺

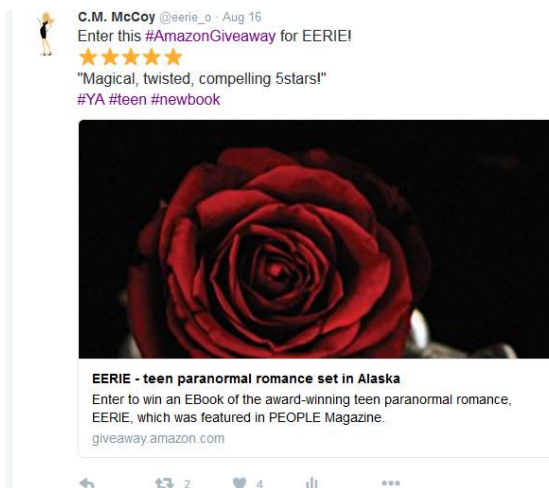
The anatomy of a book tweet is simple. It has to be—you only get 140 characters:

1. Type a short quote from a review or a snappy quote from your book, or a cool hook.
2. Use some hashtags to make your tweet more visible
 - A **hashtag** is simply a word preceded by the pound sign (#)
 - Putting a hashtag in your tweet posts your tweet to different Twitter “chatrooms”
 - Here are some great bookly hashtags. Pick 2 or 3 for your tweet (or one if that's all you can fit):
 - #amreading
 - #newbooks
 - #FridayReads
 - #YALitChat
 - #KidLitChat
 - #Romance
 - #YA
 - #BookGiveaway
 - #bookstagram
 - #bookshelf
 - #bookreview
 - #bookworm
 - #TeaserTuesday
3. Paste the URL to your book on Amazon
4. Attach a teaser graphic if you want, or if you use the link to Amazon, Twitter will attach a preview image from Amazon for you, and that image will include your book cover.



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Here are examples of book promo tweets:





VI. Instagram



Instagram is the go-to place for sharing photos (aside from Facebook) and has millions of users. The last time I checked, there were over 6 million posts to the hashtag #bookstagram on Instagram. It's not as popular as Facebook or Twitter, but it's gaining popularity among readers.

Instagram works best from a smart device, not a desktop or laptop, which is frustrating for those of us who like to pop in and out of social media while writing. If you want to add photos from a PC, you need to download a third-party app. It's far easier to add and edit photos from your smart phone.

1. Download the app to your smartphone and set it up with the same profile pic and handle that you use on Twitter.
2. Really think about your first post. Maybe take a photo of your bookshelf or of your writing workspace and write a little blurb about discovering Instagram.
3. Use hashtags. Just like Twitter, Instagram uses hashtags. Here are a few book hashtags to try out:

#giveaway #bookgiveaway #bookstagramgiveaway #instabooks
#instapic #becauseofreading #totalbooknerd #bookstagram
#bookstagramfeature #bookblog #ireadya #yabooks #yalovin #yareads
#bookshimmy #yalit #bookishfeatures #booksofinstagram
#bookphotography #bookstagrammer #bookworm #bookaholic
#writinglife #writing #writings #writingabook #writingtips

4. Just like Twitter and Facebook, use Instagram to show not only your book, but your writing life and maybe a hobby you love, like crafts or cooking or mushroom photography. Loads of readers and reviewers like to take photos of books from their shelf, arranged in pretty shapes or in a photo-shoot setting with plants or coffee cups. Another popular book post is to arrange all of your books with a mostly red cover or all the ones with a mostly purple cover. ☺
5. Want to learn more about Instagram? There's a great Instagram for Authors Facebook group where you can ask questions, participate in Instagram challenges, and see how other authors are using Instagram to connect with readers. It's here:
<https://www.facebook.com/groups/Instagram4Authors/>



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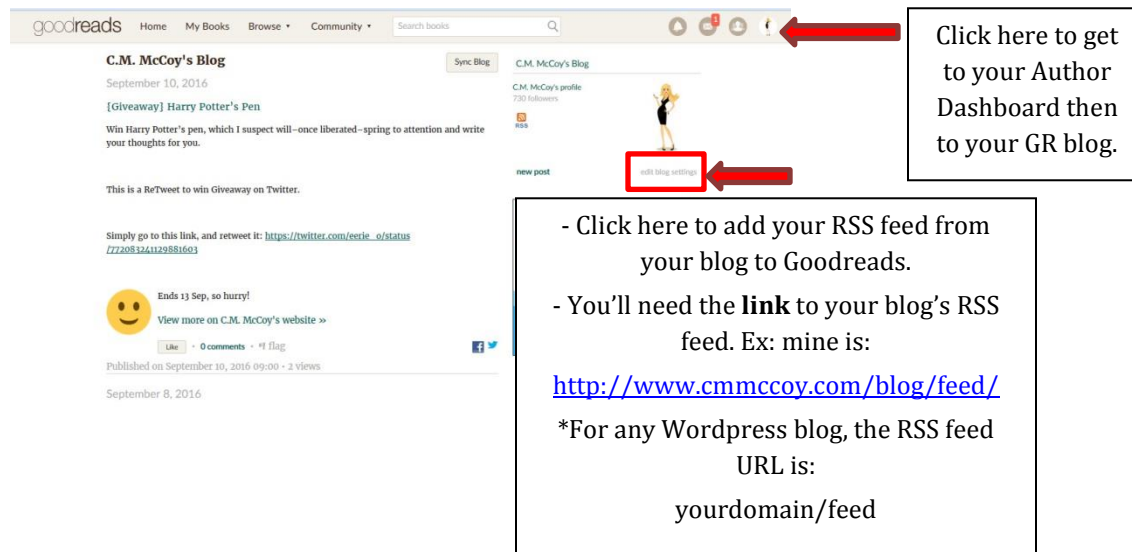
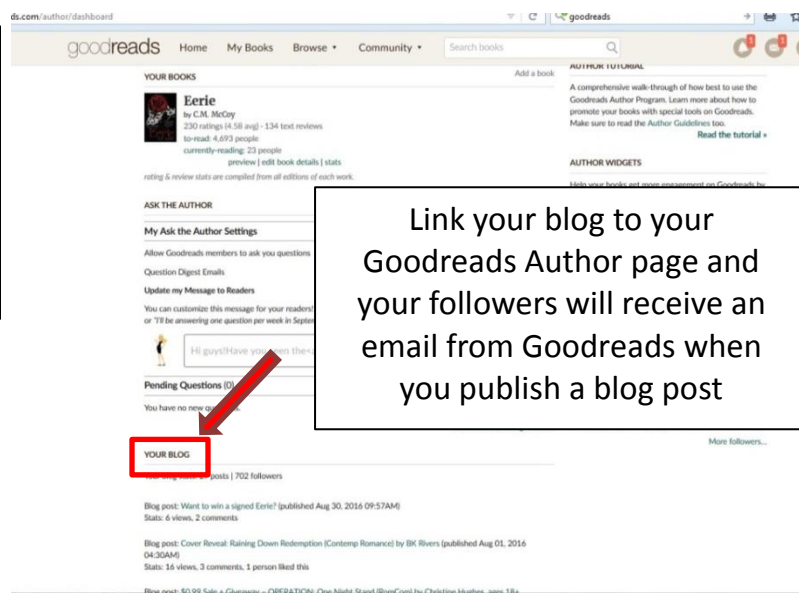
IV. Goodreads Author Page

To create an account:

1. Go to <https://www.goodreads.com/author/program>
2. Follow their instructions for creating/editing your Author page.
3. **CONNECT YOUR BLOG** to your author page. Goodreads will send a note to your followers when you publish a new blog post ☺

To get to your GR blog:

- Click on your profile pic in the top right
- Click Author Dashboard
- Scroll down to **Your Blog**





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4. Add media to your book page. Add your teaser graphics, book trailer, and quotes from your book.
5. Once your book is published, consider setting up a Goodreads Giveaway of a signed paperback:
 - Click here to set up your giveaway:
<http://www.goodreads.com/giveaway/new>
 - Run your giveaway for 4-6 weeks
 - In your giveaway description, include the genre and blurb:
 - See **Giveaways 101** for step-by-step instructions and screen shots.
Example GR Giveaway verbiage:

Signed paperback of EERIE, the sensational new YA Paranormal Romance by C.M. McCoy, which was featured in PEOPLE Magazine!

"5 stars! Dark and suspenseful, hilarious and quirky" -Enchanted by YA

Summary:

Hailey's dreams have always been, well...vivid...



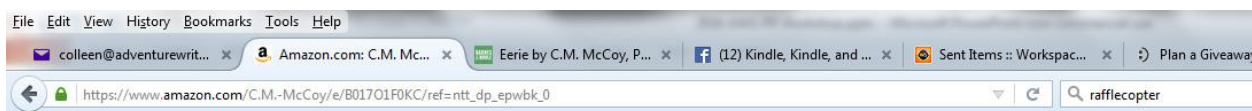
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V. Amazon Author Page



To create an account:

1. Once your book is listed on Amazon, go to:
<https://authorcentral.amazon.com/gp/help?topicID=200620850>
2. Follow the instructions on creating an **Author Central Account**
3. Create an **Amazon Author Page URL**
 - a. From Author Central, click the Profile tab. Click “add link” next to the Author Page URL text
 - b. Share that shortened link with your fans so they can follow you ☺
 - c. Your Amazon Author Page URL will go live about 30 mins after you create it
 - d. Link your blog to your Amazon Author account, and your Amazon followers will get a dedicated email when you post a new blog



C.M. McCoy



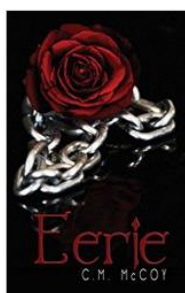
✓ Following

C.M. McCoy is an Irish dancer and former military officer living in the Great White North. Though she holds a B.S. in chemical engineering and one in German from Penn State, she's far happier writing stories involving monsters and Alaska (with an awkward kiss in the mix.) While working 911 dispatch for Alaska State Troopers, she learned to speak in 10-codes, which she still does...but only to annoy her family.

Customers Also Bought Items By

[Renée Ahdieh](#)

[Michelle Hauck](#)



\$4.99

Kindle Edition

Author Updates



Blog post

Want to win a signed Eerie?

Find me on Instagram (I'm @eerie_o)
To celebrate my finally figuring out Instagram, I posted a giveaway for a signed copy of EERIE (teen paranormal romance featured in PEOPLE Magazine) plus the winner's choice.

3 days ago

[Read more](#)

Blog post

Cover Reveal: Raining Down Redemption (Contemp Romance) BK Rivers

"Party hard. Love Harder. Unfortunately for Jordan...he can't do both."
★★★★COVER REVEAL★★★★

1 month ago

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Books by C.M. McCoy

Showing 1 Result Books : [Advanced Search](#)



Meet CM McCoy



C.M. McCoy is an author of Young Adult fiction and a “combat veteran” in book marketing. Her debut, the sensational teen paranormal romance *EERIE*, released 15 Dec 2016 from Omnific/Simon and Schuster. In real life, CM McCoy goes by the name Colleen Oefelein. ☺

Meet Colleen Oefelein



Colleen Oefelein, PR Manager for Inklings Literary Agency is an actual veteran of the United States Air Force. She’s fully aware nobody can pronounce her name, hence the alias. She’s an Irish dancer and former gymnast living in the Great White North.

Though she holds a B.S. in chemical engineering and one in German from Penn State, she's far happier writing stories involving monsters and Alaska (with an awkward kiss in the mix.) While working 911 dispatch for Alaska State Troopers, she learned to speak in 10-codes, which she still does...but only to annoy her family.

Some of her off-the-wall talents include flying helicopters and painting moose poop. In the writerly world, Colleen works as the PR Manager for Inklings Literary Agency. She lives in Alaska with her husband and son.

Email Colleen: colleen@cmmccoy.com



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Contact

Contact Colleen

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Facebook: <https://www.facebook.com/eeriesaga>

Twitter: https://twitter.com/EERIE_O

Instagram: https://www.instagram.com/eerie_o/

Pinterest: https://www.pinterest.com/author_cmmccoy/

YouTube: <https://www.youtube.com/channel/UCq1Hvat1KHssjcsL-eGKa1g/playlists>

Goodreads: https://www.goodreads.com/author/show/14558814.C_M_McCoy

Amazon Author: <https://www.amazon.com/C.M.-McCoy/e/B017O1F0KC/>

☺ Sign up for my Newsletter for **GIVEAWAYS** and *Writerly Tidbits* ☺

Colleen's Newsletter: <http://eepurl.com/bM5Flv>



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How to Redeem Your **FREE** Teaser Graphic

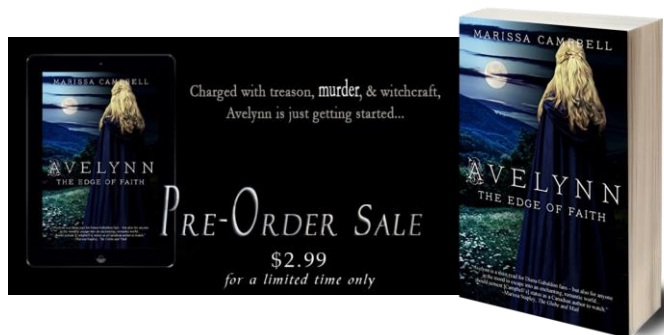
****Note:** If you purchased the SELL YOUR BOOK workshop by CM McCoy, you get

One FREE

Custom Teaser Graphic (a \$20 value), made by CM McCoy herself.

To redeem:

1. Email Colleen at: colleen@cmmccoy.com
2. In the subject line, put: REDEEM TEASER
3. Let me know where you purchased your copy of SELL YOUR BOOK
4. Include the link to your book on Amazon or Goodreads OR if you don't have those yet, attach your cover image in high resolution and paste your book blurb into the body of the email.
5. Include any ideas you had or other teaser graphics you've seen that you really like (not required)



That's it 😊

