

## TEN *INVALUABLE* TIPS TO HELP *YOU PROMOTE AND SELL YOUR BOOK*



COURTESY: AMAZON

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Congratulations on writing your book!

We know this is no small task and that each and every page is ingrained with your blood, sweat and tears. We, at Hasmark Services, approach our work with the same enthusiasm and passion with which you have written your book. We put our hearts and souls into the undertaking of marketing your book and would like to help you maximize your results by sharing with you the insights into the marketplace that we have gained through our experience and expertise.

1. Hire Hasmark Services to create an online book campaign for you. While you are busy doing your own promotion work for your book, let us help you become a bestseller at the same time! Hasmark has different levels of service to offer you depending on your needs. We put our Heart and Soul into marketing your book. Visit our website for more information.
2. Create a name and presence for yourself on-line. This is a multifaceted process which includes:
  - a) Developing a website that is accessible, easy to navigate, and informative. This is your chance to introduce yourself to the world so ensure that you make a good first impression. Write an interesting bio for yourself that leaves people wanting more of you and what you have to offer. Make sure to advertise your impending book release on your homepage and set up a system for people to pre-order your book (you can direct these pre-orders to amazon.ca or .com on the day of your launch to boost your sales ranking). Place a direct link to your promotional page (for your online marketing campaign) for your book on your homepage. Offer access to

free chapters of the book as a sneak peak to entice prospective buyers. Offer free articles that you have written that are content rich and directly related to your book. Post a video of yourself describing the book on the site so that people can e-meet you. Set up a newsletter or weekly advice column so that you can collect subscribers with whom you will build relationships as well as build up your database.

b) Joining as many social media networks as you can muster the strength for. My Space, Facebook, LinkedIn and Twitter, just to name a few, are all valuable and free means of advertising your book. There are people and services out there to teach you how to get involved and maximize your impact in these forums, if they aren't exactly your cup of tea.

Starting a blog. Look no further than the movie "Julie and Julia" and you'll find proof that blogging is a great way to get yourself some serious attention. It is the true story of how an average, unknown woman, cooked her way through Julie Child's cookbook and blogged about it for one year. Because of the success of her blog, she got a book deal which lead to the major motion picture starring Meryl Streep, no less. We are talking about selling your book, I know, but a Hollywood blockbuster movie never hurt anyone. Dare to dream.

c) Visiting chat rooms that are related to the topic of your book and joining in discussions through which you will build relationships with people who share your interests. Then they will introduce you to somebody, who will introduce you to somebody who will introduce you to somebody else who is instrumental in you achieving your goals. Building relationships is a key component to your success.

3. Make yourself visible as an author through public appearances, speaking engagements, interviews and events. Create a press release article and distribute it to the media. The best place to start is right at home.

- a) Contact your local newspaper regarding your new book and ask if they will review it or interview you. Local papers are often looking for items to fill their pages when there's not much happening news-wise.
- b) Approach local radio and television stations and asked to be a featured author. Local authors are often looked upon as celebrities in their own right and it offers the town or city that you are from a sense of community pride.
- c) Hold a book signing event at a local bookstore and offer that bookstore free advertising through the flyers that you distribute for the event. At the event do a live reading or give a short talk on the book. Make yourself accessible to speak to anyone in attendance who would like to chat – you never know who may be in the room.

Don't forget to direct people to your website and blog during each and every interview and appearance. All of these things can be done on a national level as well; it never hurts to approach national newspapers, radio and television stations – the worst that can happen is that they say no.

4. Send the press release to any industry or trade journals in your field. This might very well result in free advertising for you to your colleagues.
5. Post ads on craigslist. This is a free service and you can post your advertisement in several different categories to capture as many readers as possible.
6. Research on-line book review sites and submit your review request to those that best capture your attention. Millions of avid readers visit these sites daily to find out what the latest and greatest books are. If your book is there, it could very well be the one that they pick up next. You can also ask fellow bloggers to review your book as well. The more positive reviews you have out there, the better and make sure you have reviews and endorsements on your website as well.

7. Find local stores that fit with the genre of your book and ask them to sell your book on consignment. It is great if you can get the book placed near the check-out – a lot of people make last minute purchases when they are waiting their turn in line.
8. Set your book up to sell on amazon.com as well as on other international Amazon sites. It is very important to make sure that your book is available for purchase internationally on the day of the launch. You can also choose to sell through other sites such as Chapters.com or BarnesandNoble.com. If you are planning a marketing campaign make sure that your book is in stock at all sites on the day of the launch or you will lose sales.
9. Host a live book launch event during the same week as your book releases. It should also coincide with the time of your internet marketing campaign. The live event can be as grand or as humble as suits you and your book and it doesn't have to cost a lot of money. You can approach businesses to sponsor your event and in return offer free advertising on your flyers and a booth at the event where they can hand out their own flyers or sell their products. Acquiring reputable sponsors will lend credibility to your event and will draw more attendees as well as cover your costs. It may even be worth your while to hire a well-known keynote speaker in your field to draw people to the event because they may also attract a few more sponsors.
10. Develop your internet marketing campaign to align all of the points in this tip sheet. This is my last point but definitely not the least: It can be overwhelming to do everything yourself, so why not hire the experts at Hasmark Services? We already have the connections and relationships with key people in the industry that can help you make your book a bestseller. Because each and every author has their own individual needs and also their own specific budgets, we offer a variety of services at different price points to suit you

specifically. The day of your book launch is one of the most important days for the success of your book and we can help. Our partners will offer attractive bonuses that will be available to anyone that purchases your book and is an amazing incentive. Your campaign will be a collaboration of focused energy and creativity between us at Hasmark Services, our highly esteemed partners and most importantly you, that culminates in a concentrated barrage of emails that will reach millions of readers. This approach creates a spike in sales during the launch that will have a significant impact on your ranking, often leading to best-seller status.

You have already made a huge investment of time and energy in the writing of your book; use these tips to guide you through the process of promoting your book and you will maximize the return on your investment.

We, at Hasmark Services, wish you great success in all of your endeavors, and we look forward to working with you in future. For more information on our services visit <https://www.hasmarkpublishing.com>