

# Taking Your Book Beyond The Shelf

By Trish Springsteen

Publishing your book is just the first step on your book journey. Most authors don't realise that marketing and speaking about your book is going to be up to them! Here is a handy checklist which will assist you in doing this:

## Before Publishing:

1. Link up with other authors to cross promote your books
2. Post a sample chapter on your social media sites to stir up curiosity
3. Find blogs that review your book genre and ask for a review
4. Put a link to your website in the back of the book
5. Put links to your social media sites in the back of the book – Twitter/Facebook/LinkedIn
6. Generate leads by offering a free gift for signing up to get the book – put that link in the back of the book
7. Develop a sign up page with the free gift
8. Include a note from you in the book asking the reader to post a review on Amazon and on your website
9. Get your website ready – add a page for the book – include links to Paypal for sales
10. Check where you market is and share information with them
11. Publish a digital copy (Kindle version) at the same time as your print book – cross promote both books
12. Sign up for a mentoring programme with Trish ☺ – get ready to use your speaking skills to share your book

## When Published:

13. Join The Book Marketing Club with Trish – discover how to reach a wider audience
14. Know your readers, your niche and who you want to reach
15. Is there a movement or cause that you can align your book launch with?
16. Have a book page on your website - link this page to Paypal for sales
17. Mention book on social media – Facebook/Google+ profile/LinkedIn/Instagram/Pinterest
18. Announce to your database
19. Add to your email signature
20. Source book launch venues / think about a virtual book launch
21. Enhance your speaking skills for the presentation at book launch
22. Think of who else you may want to present at the launch
23. Start planning your presentation for the book launch – what you will say about your journey
24. Look at library connections - for book launches, book signings and to have your book listed
25. Explore places to guest blog about your book
26. Source interviews on podcasts, radio online and offline, webtv
27. Schedule regular facebook posts
28. Ask for reviews on Amazon - share reviews on the book page on your website
29. Add book and author details to Good Reads
30. Share your successes through your social media posts
31. Share reviews that you get in social media and thank readers for their reviews
32. Run promotions to keep the excitement up
33. Add videos to highlight your book
34. Do a Book Promo Video