

THE COMPREHENSIVE GUIDE TO BOOK MARKETING



AUTHOR MARKETING

SECRETS

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Author Marketing Secrets

A Comprehensive Guide to Book Marketing



First published by Demi Bernice in 2017

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INTRODUCTION

What does every author want but to hit the best-sellers list? That's every author's goal.

Often, authors do the writing, editing and publishing part correctly, but what authors fail to realize is that marketing is just as important as any of these writing elements. Sometimes, even people who write crappy books hit the best-selling list just because they know how to market their books well.

Unfortunately, some excellent writers have their book stuck on their site hoping thousands of people will magically discover it and their book will then reach the best-sellers list. It never works that way. I've listened to Nick Stephenson's webinar when he said exactly the same thing, that other authors believe in *unicorn marketing*. That means, it's all fantasy, because where is the unicorn? It doesn't exist. No matter how good your book is, if you don't know how to market it, it will never become a best-seller the next morning.

Most of the authors really struggle with building a fan base like any other person who is creating content for the world to see. It is a struggle at the very beginning, but when you know how to do it PERFECTLY, it will be working on auto-pilot for you and you don't even have to do anything else but write, write and keep on writing.

These are the powerful marketing strategies to get your book in the top of the lists. These have been proven effective, but of course, it takes time & consistency. The more consistent you are in every book you make, the better results you will get. Remember to keep them in mind and read further to know what works, and what doesn't.

Remember that people with open hearts & open minds are more likely to get results rather than people who think they are “experienced” and know a lot and refuse to re-learn just because they think they've tried everything. Solutions are not absolute just like how science is. They definitely change in the long run. Old guys are not always the great guys. Don't believe in the range of experience, believe in the person's skills. That's all that matters.

Hence, this book is not only for starting indie authors but also, for the authors who are currently thinking that there's no way out of their book/s' current circumstances. Well, there definitely is. You just have to let go and not allow your ego to think about your limiting beliefs because these beliefs will program your mind and limit you the more you think about them and the more you believe in them. So, I would advise that you read this book, then if you have an “Aha!” moment, take

INTRODUCTION

action and apply it immediately.

Let's get started!

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Why An Author Needs To Blog?

Blog sites usually help an author build his/her own fan base because people will start going to your site and see what you have written about and this is a springboard for you to show your prospective audience your writing power.

However, most authors don't do this especially if they are fiction authors, limiting themselves to storylines and narratives. A fiction author can blog about a character's daily diary, short stories or connected scenes from your written book. Make your blog a place where your readers can learn more about your books, you and your writing. A non-fiction author can blog about the niche he/she is most knowledgeable about. Say, you are writing about health. Your blog is the best avenue for you to be able to drive traffic to your books and have people buy them, because from there, they will know that you are a good writer, and the things you know are helpful for them.

If you're a poet, you can create text images with poems on them, and make a gallery on your blog about it. Most poets like

Rupi Kaur and Lang Leav produce these poem images on their Instagram and Facebook pages, which I would also recommend, but not highly, because social media is not the best way to drive traffic to your book.

If you don't like writing blogs, you can publish your short stories on Launchora or Wattpad to build a fan base. You can also add your page on StumbleUpon to reach more viewers and the more "likes" it get, the more viewers are going to be able to read it. Aside from StumbleUpon, you can post it on Quora and use appropriate tags to reach an excellent number of views. This works both for blogs & short stories.

Remember that in the marketing world, it is important to *give give give give give* free stuff before you ask them to pay for anything at all. Why? You will build their trust in you. They will buy because they know you're an excellent writer, but that's not the only reason people buy. You have done stuff for them, you've shown genuine interest in serving them without expectations, so they trust you. That trust alone is enough to have people buying your books, even if they aren't a HUGE fan of your writing. Most of us are skeptical about things online. You wouldn't want them to be skeptical of you, so build their trust in you by showing them you care about them and not just their money.

But how do you actually make a blog that's working, and that is searchable online?

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Setting Up a Blog & Building an Online Presence

WHAT WORKS:

A. Make sure you buy your own domain name.

The reason why you want to buy your own domain name is that it will allow your site to become easily searchable through search engines and you need that in order to be discovered by a wider audience.

domain name:

the part of a network address that identifies it as belonging to a particular domain

domain:

a user-friendly naming system that allows people to easily navigate web servers and web pages. Rather than making people type in an IP address whenever they want to access

a certain web page (like 38.97.225.253), websites are instead assigned easy-to-remember character strings, called domains.

Where can you buy a domain name? (These words are clickable links so you can always go back here and register later)

1. [Namecheap](#)
2. [GoDaddy](#)

The site names or domain names range from \$9–11 for the first year and increases a buck the year after that.

Now, you might be asking, “*Why do I need a domain name when I can have my website name for free?*”

Having a domain name does not only make you and your business claim its presence on the internet with a professional look, but it’s also a place to protect your copyright and trademark. Your website also builds your credibility as an author. That means writing your books isn’t just a game. Moreover, having a personal domain name will make you easily searchable by your readers, and will be easily ranked by Google. (Google ranking means being on the first page of the search results if they search for something that’s relevant to your site.)

B. Buy web hosting.

Web hosting:

the activity or business of providing storage space and access for websites.

“Why do I need a web hosting?”

A web host will keep your account online and searchable through search engines such as Google. A web host, or web hosting service provider, is a business that provides the technologies and services needed for the website or webpage to be viewed on the Internet. Websites are hosted or stored, on special computers called servers.

When Internet users want to view your website, all they need to do is type your website address or domain into their browser. Their computer will then connect to your server and your webpages will be delivered to them through the browser.

“Where can I buy web hosting?”

These links are clickable, and you can register or buy later.

1. [SiteGround](#) \$48/year (as of the year 2017)
2. [BlueHost](#) \$48/year (as of the year 2017)

There are still more around the world wide web but I consider these two better because you can easily connect the domain name from these sites to whichever platform you choose in order to make your website online and fully searchable through search engines. (Search engines e.g., Google, Yahoo!, etc.)

C. Choose your platform.

When I say platform, it means the site where you're going to

blog. There are many sites you can choose from, but the top 3 are **Wordpress, Wix, and Blogger**.

Wordpress is known to be the best blogging platform and is one that I would suggest. It is very easy to use and very user-friendly.

Others recommend *Wix*, but you have to be the one to design the *WHOLE* page including the page headers, page footers, etc. Basically, you need to design from head to foot. *Wix* is full of customization. It will take you hours just to be able to publish one blog. Unlike in *Wordpress*, you just need to copy and paste your article into certain boxes/sections & voila, you're done.

Blogger is one of the oldest platforms and personally, I don't like their layout. It is because since *Blogger* is one of the oldest, (formerly *BlogSpot*) their layout is very old school, and there is nothing much to do but to blog. I've known *Blogger* for quite a few years now, and their layout has not improved or kept up with the new ones. Their themes are very limited, unlike in *Wordpress* where you can choose from thousands.

Best choice: *Wordpress*

When you buy a domain name and hosting through [Siteground](#) or [Bluehost](#), they have a very simple "one-click" *Wordpress* installation that literally takes less than one minute to setup. Just one more great reason to use *Wordpress*.

D. Choose your niche.

You want a blog with a niche that will help you get identified. For example, the services that I offer is Graphic Design for Authors. Yes, I am a graphic designer, but I narrowed down my niche because I love books, I am a writer, and I know a lot of authors. I specialize in book cover design, book trailers & author websites. In this way, people will know me as the "(Graphic, Motions, and Website) Designer for Authors" rather than just a "graphic designer." The more narrowed your niche is, the more they will come looking for you. It's like being a doctor with specialization. You can have yourself checked by a general psychiatrist but if you are pregnant, you need to go to an OB-gyne. Narrow your niche and be a specialist if you want people to feel more confident in doing business with you.

Through blogging, you will also be creating trust, which is very important in the business world, especially online. Combine the trust with a narrow niche or specialization and you have a perfect combination for rapid business growth!

After you choose your niche, you are ready to go.

One tip though: Be consistent. If you know you can't write a blog post per day, do it per week. Or, one thing that's more convenient to do is to schedule your blog. Say, write 10 blog articles prior to uploading. Schedule those 10, and while those are being uploaded per day or per week, slowly write another 10 and then repeat the cycle. If you keep the blog posts coming, the people who are reading your blog articles will always watch your site because they know you are consistent and that there is something else coming. Lose the momentum and you will lose many of your blog readers and your business will grow very

slowly, if at all.

This tip has been advocated by the New York Times & USA Today Best-selling Author in the Self-Development niche, Brendon Burchard. He says that whatever you do, you always need to keep everything consistent. Even though he is earning millions of dollars, he is still the one doing his blog posts, his podcasts, his social media posts, etc, one by one, every SINGLE day. Consistency and dedication to his craft made him a multimillionaire, but he didn't just stop after he became "successful." He's consistent not just because he has to be in order to grow his business, but also because he LOVES what he does. That's another secret to success. It's hard to be consistent when you don't love what you're doing. Follow your passion and you'll maximize your chances for success.

WHAT DOESN'T WORK:

A. Settling with a site that has an extension.

If you keep on doing this you would have a hard time driving traffic to your blog and making your blogs go viral because the domain name you currently have is only visible for the ones who have the link. Otherwise, they wouldn't know your blog is actually alive. This is why sometimes people wonder, "Why is my blog not getting enough followers?" or "Why am I not able to make my blog site known?" It's because it is not online. Again, only the ones who have the link will be able to know about your site.

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Driving Traffic To Your Blog Without Social Media

Once your blog is all set-up, you can start the ball rolling. Now, the problem is, where will you get readers that will read your blog? You would notice that sometimes when you just post a blog, promote it on Facebook, you will get very few readers, sometimes none. Why? Because social media is not the best platform to promote your work.

Social media platforms aren't like websites where you will buy the web hosting to mark your own territory on the world wide web. On social media platforms like Facebook, Twitter or Instagram, you are borrowing someone else's platform. It is not yours. Moreover, there are too many of us that are using these platforms and each one is given so little time for a spotlight—that is, for our content to be seen.

There is a video on YouTube that talked about Twitter as a social media platform. A lot of business owners were there to

know more about social media and the opportunities for them to promote their content there. The host said that a tweet only lasts for 24 minutes and if you tweet more than three times per day, your engagement rate (or the number of people who can see your content) will decrease. I have also observed on Twitter that the only tweets you can see in your feed are the most recent ones every time you refresh it. That goes the same for our tweets; they can only be seen by the people who are online at that very moment. Those who aren't online or even the people who will go online two to three hours after that have a very low chance of seeing what you have posted.

Facebook, on the other hand, is slightly better in terms of audience reach and engagement, but not much better. An average Facebook post can only be seen by 12% of your Facebook friends. If an active post gets more likes, shares or comments, it gets more reach. It gives Facebook the hint that it's interesting, that's why Facebook ranks it higher and puts it in front of more people. This is why you might notice that some of your posts get very few, if any, likes and comments, while other posts of yours may get several. Still, Facebook controls who sees your content, not you (unless you pay them!) This is an obvious downside. Even posts that do get a lot of likes and comments generally remain in the newsfeed for only 2-3 days maximum, so you have to be very consistent and post (and re-post) content regularly just to get a small amount of traffic to your site.

“How about Facebook ads?”

I wouldn't suggest an author running Facebook ads linking

the ads directly to paid books. Running successful Facebook ads requires some skill. There is a lot of strategy behind it. For example, many people find they lose money when running ads directly to paid products, but they make money when sending traffic to free products. How can that be? Well, as I said, there is a lot of strategy behind it. I'll be teaching you a little about how this works in a video on a [YouTube channel](#) I'll be giving you a link at the end page of the book.

Do not run Facebook ads if you don't already have the right set of skills for this. Business owners waste hundreds (if not thousands!) of dollars to get this thing right. Sometimes, they just pay a Facebook ad expert for this but even this does not always work if there is not a very strategic product promotion strategy already in place by the author or business owner. Most business owners would be better off sticking to free promotional methods and driving organic traffic to their website or products.

“So, how can I get free traffic to my blog?”

Pinterest, YouTube, Quora & StumbleUpon.

Now you might say these are also social media platforms. But no, not exactly. Pinterest and Youtube are search engines, just like Google. Pinterest is a search engine for images. YouTube is a search engine for videos. Quora is a search engine for questions & answers. StumbleUpon is a search engine for websites.

If you will use these four search engines for your blog, you can drive a crazy amount of traffic and readers to your content and products. But before you do, keep in mind that you can't just keep on promoting paid products and trying to sell stuff with these search engines. People nowadays are very skeptical. As I mentioned earlier, you have to build trust before you can ask them to buy from you, and that trust is best built through free content focused solely on serving your potential customers.

PROOF:

There is a couple named Alex and Lauren who are business partners who earn over \$50,000 PER MONTH just by driving people to their blog and digital products through Pinterest.

As for StumbleUpon, sites like ThoughtCatalog (site for articles that trigger varied emotions about love, life and etc.) has gained over 85,000 followers from StumbleUpon alone.

In Quora, professionals like doctors, dentists, ob-gynes, spiritual and self-development authors drive traffic to their products, websites, and services through answering questions and putting a link to their blog articles or websites.

5

Secrets of the Amazon Algorithm

Let's get to the point:

The secret key to making the Amazon Algorithm work in your favor is *treating Amazon like a search engine for books*.

Yep, Amazon is not only book store but a search engine.
So what do you have to do about it?

Publish more books.

I know you might say, "Of course, you should publish more books to become a best-selling author. It's common sense." But not to all authors. Did you know that the more you publish books on Amazon within short time intervals, the more Amazon tends to promote your books to their millions of readers?

Consistency is key, as usual, and it's just as important to be prolific and write as many books as you can. Your books will be ranked higher on Amazon because you're an active writer, and you're helping them make more money by publishing your

books on their platform. This is the same with publishing blogs and short stories consistently. It will increase your rank on Google if you know how to use the right "keywords" and "tags" that will help you get ranked in the search engines.

WHAT WORKS:

A. Use the right keyword and tags.

When you publish your book, you will be asked to type in keywords or tags. Now, to be able to identify the appropriate keywords and tags doesn't need heavy research because the answers are in the Amazon search bar itself.

Let's try to define key points and words that we need to understand before I let you know how to actually do it.

Amazon will allow you to use 7 keywords per book. Using what we call "long-tail keywords" here is the key to your success! Long tail keywords are those three to seven word phrases that are very, very specific to whatever you are selling. You see, whenever a customer uses a highly specific search phrase, they tend to be looking for exactly what they are actually going to buy.

So, how do you find these keywords? Now, this book itself is entitled Author Marketing Secrets: The Comprehensive Guide to Book Marketing. "Author Marketing Secrets" is already a long tail keyword. "Comprehensive Guide to Book Marketing" is another long tail keyword. This book has two very, very specific long-term keyword which could also be something

that readers want to look for. Now all you have to do is add 5 more.

WHAT DOESN'T WORK:

A. Putting 7 individual words as keywords.

Keywords are often phrases; they don't come in single words. Now, if I put the words *author, marketing, guide, secrets, comprehensive, authorship, and books*" as my keywords, readers will not be able to find my book because these terms are very general, and as a reader looking for something specific, I am most likely not going to search for a single word on amazon but rather a more specific phrase so the search results are more refined towards what I actually want.

Shorter phrases or single words also tend to have a very high amount of competition in the Amazon search engine. For example, in the Amazon book store, the word "marketing" brings up over 336,000! results, while the phrase "marketing tips for authors" only brings up 204 results. Can you see how it is MUCH easier to rank your book amongst 204 other books rather than trying to compete with 336,000 books?!

It is important that you understand this very well because one of the best platforms that can drive traffic to your books is Amazon itself. Amazon U.S. itself gets 183 million visits per month. It is #4 in USA's most visited websites, #20 in the World's most visited websites and #1 in the whole wide world in the shopping and general merchandise category. Imagine

if just 0.01% of those people (1 in 10,000) will stumble upon your book every month. That's over 18,000 people. That could lead to a whole lot of sales, but it will require you to master the art and science of book marketing, so make sure to implement what you are learning in this guide!

"How do I find good long-tail keywords?"

This part is very easy, because the secret is in the Amazon search bar. If you go to the Amazon book store and type in a word such as "success" (with a space after the word so it doesn't confuse it with other words), Amazon will automatically give you 10 suggestions for related keyword phrases. You can narrow it down even further and type, for example, "success tips" and it will give you more suggestions. Since Amazon is showing you these phrases, it means they are highly searched within the Amazon store by other readers, so these will often make very good keywords to place in your 7 keyword spots and in your book's description.

PROOF:

Through Kindle books, my boyfriend, Beau Norton, was able to build an email list of over 4,000 people in a few short months (people he can now promote his future books to!) and take his passive income to over \$2,000 per month just by publishing one short book per week optimized with great long-tail keywords.

6

The Magic of Perma-free Books

For those who do not know what perma-free is, it is a book published on an online-store as an e-book that is PERMANENTLY FREE. You might be thinking, "Why would I want to give away my stuff for FREE? How will I be able to earn money that way?" Think of it as a long-term investment. If you save money in a piggy bank, will you be losing money? No, you'll be able to reap what you sow at the right time. That's how giving away free stuff works. *Give give give give* free stuff, build their trust, and then it will be very easy to make sales in the long run.

"What do perma-frees actually do?"

Now, I do understand how you wouldn't want to give away your book for free when you just paid for the book cover design, the editing & proofreading and/or the formatting of your book. But our goal here is to build an audience so that you increase the sales of your FUTURE books. We're not trying to get rich with one book. That's not the best mindset to have. Think of

everything you do as in investment for the longterm, a sowing that leads to a future reaping of many rewards! Sometimes we're super tied up in the idea that writing books is an easy way to earn money and we want to earn money right away, but whether or not your goal is to become a best-selling author, perma-frees will make your readers trust you and will build a loyal fanbase a lot faster than most other methods.

"How do I maximize the power of the Perma-free?"

Just publishing free books isn't going to do a whole lot for you unless you have some way to capture the contact information of the people who are reading your books. This is important because someone might read your book and like it, but after they are done reading they might move on to another book and forget all about yours. They may never buy another book from you again, not because they don't want to, but because you haven't put one in front of them! Amazon is not always going to recommend your books to the person, so you need a better way to reach your readers. This is where the power of building an email list comes into play.

Inside your free book, you should link out to another freebie of some kind. It could be another book, a free chapter in one of your books, a free audio book, or anything else that might be of value to your audience. You can use a platform like [Clickfunnels](#) (the website builder that I'm using for [graphixmotion.com](#)) to build a page where you give away this freebie in exchange for an email address. Use a service like [ConvertKit](#) or [Aweber](#) to collect the emails from these pages. You can then followup

with your readers and promote more of your work directly to their inbox!

Amazon is a billion dollar company largely because they have a MASSIVE database of customer emails that allows them to market their products to people over and over again. You should take advantage of the opportunity to build your own email list using Amazon's massive customer base. Publishing perma-free is one of the best ways to do this because free books are downloaded much more than paid books, which means you will get more eyes on your work and more people signing up to your email list, which will translate into more sales of ALL your books in the long run.

"How do I make my book free on Amazon?"

There is no option to directly make your book permanently free on Amazon, but there is a workaround. Amazon does price-matching of its biggest competitors such as Barnes & Noble and iTunes. If you publish your book for free on these two outlets and then contact Amazon, they will match the price and make your book free on Amazon also. Sometimes Amazon support is stubborn so you might have to try a couple times, but I know many people who have several perma-free books on Amazon and the request has always been granted after one or two tries.

Three Reasons Why a Reader Doesn't Buy

According to [Nick Stephenson in his webinar](#), Your First 10k Readers, there are three reasons why a reader wouldn't buy:

- 1.) Skepticism
- 2.) Worry
- 3.) Procrastination.

SKEPTICISM.

Some readers just have doubts about what you have to offer. These readers are called "skeptics" and often doubt if your book is good or they question your abilities as a writer. They would only buy books that are being talked about by many like J.K Rowling's, Stephen King's or Rick Riordan's.

Perma-free books help to eliminate skepticism because it gives someone a chance to experience your books free of charge. If they like what they read, they could very likely become of a lifetime fan of your work and buy everything else you produce.

WORRY.

These readers worry for so many different reasons and one of them is *money*. They don't want to spend their money on a book because who knows, they might need it later.

These people, believe it or not, can help you make more money from your books even if they never buy a thing from you! How? Even if they never buy, they could very well stumble upon your free book, read it, love it, and start sharing it with their friends and family and people who could go on to become some of your biggest fans!

Every reader is a potentially valuable one, even if they never pay you a dime.

PROCRASTINATION.

The worst of them all. It's very hard for people to overcome procrastination. These people might want to buy, but they will put it off for tomorrow or the next day, or never. Because they assume that the product will always be there, they believe they have all the time in the world and will therefore tend to procrastinate on making a decision.

To overcome this tendency to procrastinate, you may want to set time limits for how long your book will be free, such as the 5 day period of free promotion allowed as part of the KDP Select program (which doesn't count as a perma-free). This is another valid option for those who want to take advantage of the opportunity to build their fanbase and email list through free books but do not want to have their book permanently free.

Additional Tip:

What you can also do to build trust with your audience and keep them coming back to buy your products is create videos. You can introduce yourself via video to your new email subscribers so they know what you look like and can see that you are a real, trustworthy person who can help them or deliver something they want (like more books from you!)

7

Prizes and Giveaways

We are all children on the inside and sometimes, we need to give our inner child a wake-up call. Who doesn't like games and prizes? Giveaways have an effect on every one of us and the most exciting part is drawing the name of the winner.

If you want to boost your sales or speed up the process of audience building and becoming a best-seller, you can set-up a giveaway or a raffle draw in which the winner will receive a certain prize.

I watched a video on YouTube about an author who created a giveaway for his book and the prize was an Amazon Kindle Fire. However, to be able to have this kind of giveaway, you might want to build an email list of at least 1,000 people first, so you can be assured that there will be people joining your giveaway.

WHAT WORKS:

A. Choosing a prize that is attractive to your prospective readers.

Some authors try to give away a t-shirt with a quote or logo from their book but others who have not read your book will not find it interesting. Remember that the goal of this giveaway is not only to speed up sales but to earn new readers. What does your prospective reader like? More likely they would enjoy free books or even better, a bundle of several books in their favorite genre. If you have some money to shell out, give away something really awesome like a Kindle reading device.

B. Have them leave a review of your book and only qualify verified purchases. (either free or paid)

So the author who did this on Amazon created a giveaway in which the only ones eligible for the prize were people who actually downloaded the book on Amazon and left an honest review of the book. He copied all the names of the ones with verified purchases, regardless of whether they left a one-star or five-star review, and drew the name of the winner 2 weeks later. In those two weeks, he sends emails to his list every other day to remind them how many days are left until the drawing of the name of the winner. This adds an element of scarcity, helping to eliminate the element of procrastination.

Then, voila, he hit the best-selling list and had a ton of sales.

Note: You may want to check the Amazon terms of service before doing a giveaway such as the one above, and contact Amazon directly to see what types of promotions you are allowed to run.

WHAT DOESN'T WORK:

A. Choosing a prize that is not relevant to readers.

Say you have chosen a prize like a camera. You will have a whole bunch of people signing up for your giveaway who have ZERO interest in your books or other products (unless they are somehow related to cameras). The email list you build from a giveaway such as this will be completely useless. You will get a bunch of spam complaints and ruin the reputation of the domain and email you are sending from. Be very careful and make sure your giveaway is highly relevant to the specific type of person who would be interested in the products you have to offer.

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Elements of an Exceptional Website and Why It Helps You Make Sales

A well-designed and responsive website is the lair of your fan base. This is where your fans will look to see what you are up to next—personal updates, new book releases, and you can even put up a store for your book character collectibles.

You should invest in a well-designed website because this will be the main-hub of your business, a place where you can make additional sales of your books. You will also be needing it to build an email list, one of the most, if not *the* most important marketing channels.

WHAT WORKS:

A. First, you need to have a nice-looking website theme, good design and typography.

This is the reason why I don't suggest authors build their own website, especially if they don't have the right skill set. Aside from the fact that the technical stuff is a headache, there is a broad skill that you need to master, which is design. Having a good quality website is important. It's like being a parent creating a home for your children. Your readers would consider it a virtual home of theirs if you're able to pull off a really good website.

B. Have appealing email opt-ins that give away something valuable or interesting.

An email opt-in is a bar or a box on a website that allows someone to enter their email address in exchange for something of value. Make an irresistible offer to give away on your website so that people don't just scroll through your website, leave, and never come back. If you can make something enticing for them, they will definitely enter their email, which gives you a chance to communicate with them on a longterm basis, helping them out, giving them cool stuff, and eventually offering them your books or other products.

C. Make them stay.

The more time a person spends on your website, the more Google and other search engines will recognize your site as a go-to authority site in your niche. Create really good content to keep them reading, and have other interesting things on your site that readers might like, such as a list of your products, more information about you, videos, or other free stuff they can check out.

WHAT DOESN'T WORK:

A. Having an email opt-in that immediately pops up, asking people to subscribe to your newsletter.

Isn't it annoying? My boyfriend made a good point when he once said, "I hate it when I go to a website and then there's something that immediately pops up asking for my email. I wasn't even able to read what they have to offer yet or get to know more about their business. Instead of giving me a chance to trust them, they asked me for something right away and LOST my trust instead."

Don't do it.

Moreover, having an opt-in that only says "Subscribe to My Newsletter" is never appealing. Most people (probably 99% or more) do NOT want a newsletter. They want something cool, something valuable that they can get right away. Make an irresistible offer that will make them WANT to enter their e-mail. I discuss several ways to do this in the FREE Video Series I put together for you in my [YouTube channel](#). (Link at the end pages of the book)

B. Settling on websites that are slow and poor in quality.

Nobody likes sites that are poor in quality. The more amazing your site is, the more likely people will stay and come back for more. The faster your site is, the more likely they are to continue browsing around. Who wouldn't be a little annoyed when it takes 6-10 seconds just to open up your homepage?

Most people will just leave in that case and never come back. Compete with the websites of best-selling authors. Make your website feel like it's home and people will come back over and over again.

I personally design websites for authors, and truth be told, it's no joke to build one. I don't only design web pages, but I also integrate an email service provider (the application that collects email addresses for your email list), set up the blog pages, and much more. It takes so many hours because there are so many things to consider. This is one of the reasons why people gladly pay me to design their site for them—less hassle, better quality, and everything is up and running much faster than if they were to do it all themselves. If you don't already have the skill sets to build a website, don't waste your valuable time and energy, because you could be investing that into your books while someone else takes care of the technical stuff.

Book Trailers: A Scarcely-Used Strategy That Works

Fiction or non-fiction books can have book trailers that will evoke readers' curiosity, which will also make them want to buy and read the book. It's putting your work out there even before the book is done, which is a great way to build interest and make a lot of sales when you do finally release your book to the public. A book trailer is a well-known marketing strategy that has been used by big-name authors for a long time. You can put your book trailer on Youtube and post it to Facebook too, where it has the potential to get a lot of shares and go viral if it evokes enough curiosity.

A lot of non-fiction books relay the first 5% of information in their book inside their book trailer so people will be compelled to buy the book to get the rest of the information. In fiction books, the gist of the story is presented, but many elements are left to the reader's imagination. This hooks the readers and makes them want to read more.

Book trailers are a good option for authors who don't have a ton of money for promotion but want a method that brings sales on an ongoing basis. This is possible because a video on Youtube that is optimized for the right keyword phrases can easily get 100's or 1000's of views every single month on autopilot with no active promotion.

WHAT WORKS:

A. Catch and keep your prospective readers' attention.

It is fun to look at pictures, but today, with fast internet connection, you can definitely drive a crazy amount of attention to your books with book trailers. Just look at how big YouTube is. People go to YouTube every day and look for videos to watch. If you can get the keywords and tags right, YouTube will immediately rank your video and it will be seen by people interested in that niche, genre, or topic.

B. Create virtual hype.

The launching of your book trailer creates hype for your book and gets people excited about its release. Rarely do people actually get "excited" about a book, but it's amazing how much that can change with a simple well-deigned video that is optimized for building curiosity and interest.

C. Increase sales of book series, volumes or editions.

When you have series, volumes or editions, get the first book in the series a book trailer. This greatly increases the sales of your first book, which creates a domino effect that increases the sales of ALL the other books in the series. It's important to get your readers hooked with that first book so that is the book you should spend the most time and energy promoting. The other books in the series will sell themselves if you do this right.

You can make your own book trailers if you have good equipment like a DSLR camera, good actors/actresses, and awesome video editing skills. If you don't have the skills, knowledge, time, or energy, you can hire a professional. I personally create book trailers for authors for a very reasonable price. You can check out my services at GraphixMotion.com

Elements of a Book Cover and Why You Need to Get This Right

Many people say that an awesome book cover is not that important. What sells most is the story. Well, personally, I do not pick up books that do not have nice book covers. I usually pick up the ones that take my breath away, like Tahereh Mafi's book that has an eye with snowflakes and ice in the background that was beautifully done. Turned out, the book not only has a nice book cover but an awesome-mazing story. I loved Tahereh Mafi from that day on. If it wasn't for the awesome book cover though, I never would have discovered her work.

I have also heard from a person who works in a bookstore herself. She has been observing readers every single day at her workplace, and she says that readers will always pick up the books that have the nicest book covers and disregard the few that are not visually stunning.

It's like going on your first date. You have to make a good

first impression, THEN you blow their mind with who you *really* are. But you won't get that chance to blow their mind if you don't make the good impression that draws them in first.

Whatever you do, do not rely on Microsoft Paint or online editors for making your book cover because it will never turn out good. Do not settle for something that's less if you want your book to become best-selling. Even the fan fiction authors pay somebody to do it for them, even if they don't earn anything from their books.

WHAT WORKS:

Most authors are clueless about what constitutes good design, so they just hire a random designer and then end up disappointed with the results. If you don't give the designer enough details to work with (or the designer is not very skilled to begin with), you will really be disappointed and waste a lot of time and money.

"Who should make the book cover for my book?"

One thing that an author should avoid is making the book cover themselves. If you don't have the necessary skills to do it, don't. You have 7 seconds to impress a prospective reader so the cover has to be excellent. Leave this to a designer so you can work on things that you're good at, like writing your books!

"Where will I find a designer?"

You might think of going to Fiverr to get a cheap book cover

but trust me, it's not a good idea. I'm a member of a lot of author and writer groups and they have been complaining about Fiverr services for their book covers. The designers there do work for so cheap that they need to get a LOT of clients to make good money. This means that it is necessary for them to RUSH their work and not put much time or thought into it, which always makes for an inferior product. Also, not all designers in Fiverr know about copyright. If a picture (or even small part of your book cover) is copyrighted and has been found out, you can get sued, (yes, the author, not the designer) and pay fees. Not only hundreds but thousands of dollars! You have to be very careful on this one.

When you hire a professional graphic designer that specializes in book covers, you may pay higher prices, but you'll also get a much better final product. This could be the key difference between a book that flops and one that ends up a best seller. Never underestimate the importance of having an awesome book cover!

Secrets of Good Ol' Email and Why it is a Key to Becoming a Best-Selling Author

You have likely already heard this from many people if you've studied marketing even a little bit, and that's because it truly works. People that will sign up for your email list through a relevant free product have shown their interest in something you offer, which means they are very likely to want *other* things you offer. All you have to do is build the trust, form some kind of relationship with them, and then you create a loyal fan. Imagine having 1,000 loyal fans who buy every book you write? That's an incredibly valuable asset to have. Building an email list is probably the best way to create this fan base because it allows you to continue building the relationship and delivering great value to your prospective readers for weeks, months, and years to come. Even if they don't buy anything right away, there is a very good chance that they will in due time.

When building a loyal fan base through an email list, keep the following saying in mind:

People will do anything for those who encourage their dreams, justify their failures, allay their fears, confirm their suspicions and help them throw rocks at their enemies.

People want to be inspired, understood, and to feel like they belong to something greater than themselves. Through an email list, you can inspire people, show that you understand what they want and need, and give them a chance to be part of something special, such as a community of people who are all interested in the same topic (consider sending people from your email list into a private Facebook group to really build the “community” aspect of your business).

WHAT WORKS:

A. Give give give, before asking them for something.

Remember the three reasons why readers don't buy? Note that your email subscribers have the power to unsubscribe, so you have to do what's necessary to make them stay if you want them to be longterm loyal customers. Giving valuable free content on a regular basis is the best way to prevent them from leaving and keep them opening your emails.

B. Email them consistently, but not every day.

Too much of something good can make something bad. If you

email them every day, they may get annoyed and unsubscribe. If you rarely email them, they will forget you and then get upset when they get an email months later from some “random” person they don’t know. A general rule is to email no more than 2 times per week and no less than 2 times per month.

C. Answer questions and reach out to your subscribers.

Aside from giving free value and promoting your products to your email list, make them participate in something. You could make a survey to gather some ideas for your next book, or make a Facebook group to connect with your audience on a daily basis. Get them involved in your business somehow. Make them feel as if they are a part of the creative process, because they are! After all, without readers, you have no business. Make the people on your email list feel important, because they are, and because it will also bring more joy to your life. Giving feels good. Connection with others feels good. That’s why people will follow you and that’s why people will buy from you, because you make them feel good! Simple as that.

WHAT DOESN'T WORK:

A. Do not be desperate.

To build an email list, do not message people and say, "Hey, can you join my email list? Thanks." DO NOT do that or anything like that. This will only tarnish your reputation and not do a thing to grow your business. People should join your email list because they *want* to. Put something in front of them

that they want, but don't force or manipulate anyone to take it.

CONCLUSION

Marketing can be complicated as there are a lot of aspects to it, but I would encourage you to just think of marketing as a game of *numbers and relationship-building*. There are no shortcuts. You have to find ways to get your work in front of as many people as possible and continually focus on building relationships with those people, whether through videos, email, or an online group or community. There is no point where you can just stop working to build your audience. If you believe in your work and the value you have to offer, promotion and audience building should be an ongoing and never-ending journey.

Like what they always say, you reap what you sow.

Learn to enjoy the process and you will do great!

Sincerely,
Demi Bernice

Founder, Creator, and Head-Designer of GraphixMotion.com

CONCLUSION

Blogger at AuthorMarketingSecrets.com

Learn More About Author Marketing Secrets!

The journey in studying about author marketing doesn't end here. I will still be continuing this to be able to help more authors around the globe with their marketing and help you become best-selling.

I will be writing blogs at authormarketingsecrets.com and will be making videos in my [YouTube channel](http://bit.ly/2hREukc) (link: <http://bit.ly/2hREukc>)

I am with you on this journey as I will also be writing memoirs and travel books soon!

Love to you!