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An Aggregator is a service provider that publishes books to a variety of distributors to reach retail outlets. Examples of Aggregators are Smashwords, Draft2Digital, and BookBaby

## Aggregators

### Recommended Reading from ALLi:

- [Watchdog: Review of BookBaby](#)
- [Watchdog: Review of Draft2Digital](#)
- [How To Be Everywhere: Draft2Digital & Kobo: Mark Lefebvre & Kevin Tumlinson](#)

Authors can advertise on Amazon via Amazon Marketing Services (AMS), which can be accessed by your Kindle Direct Publishing (KDP) dashboard. You can use Pay Per Click Amazon Ads to:

- Target readers by keyword, product or interest – including related genres, titles, or authors
- Promote titles alongside similar books and authors

### Recommended Reading/Watching from ALLi:

## Amazon Ads

- [Paid Advertising: Is It Right For Your Book? : Mark Dawson](#)
- [Book Marketing: What is Amazon Marketplace and How Does It Work?](#) by Barb Drozdowich
- [The fundamentals of Amazon and Facebook Ads](#) by David Penny

<http://selfpublishingadvice.org/the-fundamentals-of-facebook-amazon-ads-david-penny/>

### External Resources:

- [From Amazon Advertising: Information about Kindle Select Ads](#)
- [Using Amazon Ads to Grow a Newsletter List](#) by Joanna Penn
- [Using Amazon KDP Ads to Sell Your Ebook on Amazon](#) by Robert Kroese

## Amazon Author Central

Amazon Author Central allows you to publish your Author Profile and feature your books that are available on Amazon. It's a **free resource** and if you sell your books on Amazon at a minimum you should set up your author profile on the US, and UK sites. Author Central varies slightly by territory (e.g. on the US site you can include an RSS feed to your blog, but in the UK that feature isn't available).

**Recommended Reading from ALLi:**

- [How and why to set up an Amazon author page by Mark Gillespie](#)
- [50 Ways To Reach Your Reader. # 2: Optimise Your Amazon Author Page](#)

**External Resources:**

- [How to set up your Amazon.com Author Central Page](#)
- [How to set up your Amazon.co.uk Author Central Page](#)
- [How to Optimize your Amazon Author Central Page by BookWorks](#)

Your Author brand provides you with name recognition and a consistent message to help you market and sell your books. It's a representation of your identity and image, and helps your readers connect with you and your books.

**Recommended Reading from ALLi:****Author Brand**

- [Book Marketing: How to Create An Author Brand – Case Study with Jessica Bell](#)
- [Book Marketing: How to Develop and Use an Indie Author Brand by Leila Dewji](#)
- [Building an Author Brand by Ali Cross](#)

“Author platform is one of the most difficult concepts to explain, partly because everyone defines it a little differently. But by far the easiest explanation is: an ability to sell books because of who you are or who you can reach.” Jane Friedman

**Recommended Reading from ALLi:****Author Platform**

- [10 Amazing Tools For Indie Authors: Build Your Author Platform & Get More Writing Done! : Paul Teague](#)
- [A Definition of an Author Platform by Jane Friedman](#)

**External Resources:**

- [Building Your Author Platform in 10 Hours a Week \(Including Writing Time!\) by Chris Robley on BookBaby](#)

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- [Build Your Author Platform: 7 Manageable Ways to Start From Scratch by Brooke Warner on The Write Life](#)
- [How to build your author platform \(starting where you are\) by Kevin Tumlinson on Draft2Digital](#)
- [4 Steps to Build a Strong Author Platform on Digital Book World](#)

An algorithm is a process or set of rules that is followed in a calculation, and book retailers like Amazon use an algorithm to calculate your book's sales ranking.

## **Recommended Reading from ALLi:**

- [Amazon Sales Rank: Taming the Algorithm by John Doppler](#)
- [Authors: How to Reach Readers in the Age of the Algorithm by Jane Friedman](#)

## **Algorithm**

### **External Resources:**

- [Understanding Amazon's Recommendation Engine by David Gaughran](#)
- [How to Reach Readers in the Age of the Algorithm by Jane Friedman](#)
- [How to Reach More Readers by Harnessing Retailers' Algorithms by Simon Denman](#)
- [Mythbusting The Amazon Algorithm – Reviews and Ranking For Authors by Cate Baum](#)

Your ARC is a book draft distributed to beta readers or book reviewers prior its publication to get feedback, reviews, endorsements.

## **Recommended Reading from ALLi:**

- [How Can Indie Authors Get Their Books Reviewed? A Reviewer Replies by Diana Kimpton](#)
- [How to Use ARC Copies to Promote New Books by Debbie Young](#)

## **Advance Review Copy (ARC)**

### **External Resources:**

- [Advance Review Copies: Why They're Used and How to Create Them by Jane Friedman at Digital Book World](#)

## **Author Bio**

Your Author Bio helps you connect with your readers and should include a summary of your books, interests, and achievements. You

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can create bios of different lengths for different purposes so that they can be used to build your Author Brand.

## Recommended Reading from ALLi:

- [How to Write the Best Author Bio by Bryan Cohen](#)
- [10 Data Sources That Self-publishing Authors Should Update Before Year End by Debbie Young](#)

## External Resources:

- [How to write a great author bio that will connect with readers by Chris Robley on BookBaby](#)
- [Writing Your Author Bio? Here Are 10 Great Examples by Diana Urban on Bookbub](#)
- [How to Write a Compelling Author Bio by Dave Chesson](#)
- [How to Write your Author Bio \(and why it matters\) by Tucker Max](#)

An AIS provides basic book details including: key selling points, a blurb, a cover image, and a brief author overview, but most importantly it includes information about your book's availability and ordering information.

## Recommended Reading from ALLi:

### Advance Information Sell Sheet (AIS)

- [How to Create an Advance Information \(AI\) Sheet for a Self-published Book by Debbie Young](#)

## External Resources:

- [Getting into Bookshops: Advance Information Sheet by Joanne Phillips](#)

# B

### Beta Readers

Beta readers don't need to be writers, but they should be readers in your genre. They give you feedback on their subjective impressions about your characters, plot, story flow (fiction), and content organization (non-fiction). Some beta readers also provide feedback on spelling and grammar, but they shouldn't be used in lieu of a proof reader. Some Beta Readers provide their overall impression about what worked and what didn't, while others go into more detail.

**Recommended Reading from ALLi:**

- [How To Find And Manage A Great Team of Beta Readers by Belinda Pollard](#)
- [How Being a Beta Reader Improves an Indie Author's Own Work by Lucienne Boyce](#)
- [How to Find Beta Readers by Michael La Ronn](#)
- [Better Your Books with Beta Readers by Joanne Phillips](#)

**External Resources:**

- [Find Beta Reader Group on Goodreads](#)
- [15 Places to find your next Beta Reader by K.M. Weiland](#)

A blog is a regularly updated section on your website and is a useful way to help you establish your subject matter expertise and connect with your readers.

**Recommended Reading from ALLi:**

- [How Often Should Writers Blog? by Debbie Young](#)
- [What Should Indie Authors Blog About? by Debbie Young](#)
- [Is Blogging Good Use of Your Writing Time? by Debbie Young](#)
- [How Starting A Blog Turned Me into a Self-published Author by Mark Horrell](#)
- [How To Set Up A Pro Author Website In An Hour Using WordPress by Paul Teague](#)
- Coming Soon: Indie Author Fringe how to use your blog to promote your Memoir

**Blog****External Resources:**

- [What Should Authors Blog About? by Jane Friedman](#)
- [3 Reasons for Writers to Blog by Joanna Penn](#)

A Blog Hop is also known as a Link Up and allows bloggers to add their blog link to a list of other blog links. The Blog Hop list can be featured on multiple sites or may just appear on the website of the blogger hosting the hop.

**Blog Hop**

Blog Hops make it easy for the audience to navigate to other blogs included in the hop, are a way for blogs to get more exposure and

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followers. Each Hop has different rules (set by the host), and when you add your blog to the list the expectation is that you visit other blogs on the list and leave comments on the blogs you enjoy.

## **Recommended Reading from ALLi:**

- [Should Self-published Authors Bother with Blog Hops? by Helen Hollick](#)

A blog tour is series of pre-arranged blog posts, usually scheduled during the months just before and just after a book launch.

## **Recommended Reading from ALLi:**

- [Why Book Blog Tours Shouldn't be About Selling Books by Barb Drozdowich](#)
- [Reaching Readers: Lessons Learned From Blog Tours by Dianne Greenlay](#)
- [Make the Best Use of Blog Tours With Good Etiquette by Gregory Delaurentis](#)
- [Reaching Readers: Case Study of a Blog Tour by Gregory Delaurentis](#)
- [12 Steps to Blog Tour Success by Joel Friedlander](#)

## **Blog Tour**

## **External Resources:**

- [7 Top eBook Blog Tour Sites by Greg Strandberg](#)

A Book Blurb a short description of a book. It can refer to both a back (or description) blurb that you write for the back cover of your book or a review blurb, which is featured on retailer sites and in your marketing materials.

## **Recommended Reading from ALLi:**

## **Book Blurb**

- [How to Write a Blurb for a Self-published Book by Fred Johnson](#)
- [10 Top Tips on How to Write the Best Book Blurb by Ben Cameron](#)
- [How to Write an Effective Blurb for a Self-Published Book by Sarah Jukes](#)

## **External Resources:**

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- [How to Write a Back Blurb for your Book by Joanna Penn](#)
- [Forget The Book, Have You Read This Irresistible Story On Blurbs? by Colin Dwyer on NPR](#)

BookBub is a free daily email that notifies readers about deep discounts on ebooks.

## Recommended Watching/Reading from ALLi:

### BookBub

- [How to Use BookBub to Boost Sales of Self-Published Books by Jane Davis](#)
- [ALLi Insights: Marketing your Book through BookBub Video & Podcast](#)
- [How to Optimize your BookBub submission by Katie Donelan from Bookbub](#)
- [How to Reach More Readers: Get Your Book Listed on BookBub by Christine Nolfi](#)

## External Resources:

- [BookBub Home](#)

A **Book Review** is a critical summary of your book written by a reader or media professional (e.g. newspaper columnist, magazine editor, blogger).

## Recommended Reading from ALLi:

### Book Review(s)

- [How To Get Book Reviews by Jim Giammatteo](#)
- [Why Readers Don't Owe Authors Book Reviews by Karen Myers](#)
- [Book Reviewing Begins at Home by Debbie Young](#)
- [Friends, Glazed Eyes & Five Stars: An Indie Author's Take on Book Reviews](#)
- [How To Get Book Reviews Claire Weiner](#)
- [Why There's More to Successful Self-publishing than Amazon Reviews and Book Sales by Fiona Cameron](#)

## External Resources:

- [How to get reviews on Amazon once you've launched your book by Milena Canizares](#)
- [The Indie Author's Guide to Customer Reviews by Daniel Lefferts and Alex Daniel on Publishers Weekly](#)

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- [The Indie Author's Guide to Paid Reviews by Daniel Lefferts and Alex Daniel on Publishers Weekly](#)

German publisher Ralph Möller devised the **Book2Look** widget, which offers samples from your book side-by-side with social links, to be a “viral marketing tool for books” in the German, English and Spanish-speaking worlds.

### Book2Look

#### Recommended Watching from ALLi:

- Book2Look: What is it? And how does it work for self-publishers?

## C

**Click-through** is the process of clicking on a hyperlink (in an email newsletter for example) or online advertisement, to the target destination.

### Click-Through

The **Click-through Rate (CTR)** is the average number of click-throughs per hundred ad impressions, expressed as a percentage.

### Click-Through Rate

**Click-Through Open Rate** are metrics used to measure the effectiveness of your email marketing campaigns and lets you know how many of emails were opened by the recipients.

### Click-Through Open Rate (CTOR)

#### External Resources:

- [CTR vs. CTOR: Which Email Marketing Metric Should You Be Using? by Kristen Patel](#)

The **Call to Action** is the part of a marketing message that attempts to persuade a person to perform a desired action. e.g. “Click here to Buy my Book.”

#### External Resources:

### Call to Action (CTA)

- What Writers Too Often Overlook: Having a Call to Action by Jane Friedman
- [Call To Action: What is a CTA? by Douglas Carr on MarTech](#)
- 21 Call to Action Examples and 3 Rules for Effective CTAs by Kathryn Aragon on Crazy Egg



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**Content Marketing** involves the creation and sharing of online material like videos, blogs, and social media posts. It doesn't explicitly promote a brand but it's intended to stimulate interest in your products or services.

## Recommended Reading from ALLi:

### Content Marketing

- [The Future of Publishing: 7 things an Author MUST Know: Jane Friedman](#)

## External Resources:

- What is Content Marketing via the Content Marketing Institute
- [Content Marketing For Authors And Writers by Joanna Penn](#)
- [Content Marketing for Authors: A Comprehensive Strategy You Can Actually Use by Mary Jaksch on WriteToDone](#)

In order to measure the success of your author advertising efforts you will need to measure how much money that new customer cost you. For example, if you spent \$100 on Facebook advertising, and you only sold two books based on that advertising effort – your customer acquisition cost would be \$50.

### Customer acquisition cost (CAC)

## External Resources:

- [How Marketers Can Reduce Customer Acquisition Cost by Steve Olenski on Forbes](#)

# D

Metadata, such as a book's title or it's description, affects how *discoverable* it is online. Your mission as an author is to make sure your readers can discover you, so that they can buy your books; metadata is at the heart of this.

## Recommended Reading from ALLi:

### Discoverability

- [How To Choose The Right KDP Categories: Increase The Discoverability Of Your Self-Published Books by Eliza Green](#)

## External Resources:

- [Discoverability, Not Discovery, Is Publishing's Next Big Challenge by Andrew Rhomberg](#)

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- [Discoverability Podcast with Kristine Kathryn Rusch](#)
- [5 Ways Authors Can Increase Their Discoverability on BookBub by Brianna Duff](#)

### Deep Linking

Deep Linking is a fancy term for linking to a web page other than your site's home page, and is used to direct your site visitors to specific web pages more easily so they don't have to navigate from your home page.

## E

Endorsements are short reviews of your book written by a well-known author, professional or personality in your author niche.

Endorsements can be placed on your front or back cover, or in the introductory pages of your book, and used for promotional purposes.

### Recommended Reading from ALLi:

#### Endorsement Quotes

- [Should Indie Authors Put Endorsement Quotes or "Puffs" on Self-published Books? by Debbie Young](#)

### External Resources:

- [A Sample Letter For Writers Requesting A Book Endorsement on Writer's Relief](#)

**ePub** is an e-book file format with the extension .epub that can be downloaded and read on devices like smartphones, tablets, computers, or e-readers.

**MOBI** is the propriety Amazon equivalent e-book file format that is used on Kindle devices.

### eBook Formats

You need to determine which eBook format versions you need to create when you plan your book distribution strategy.

### Recommended Reading from ALLi:

- [Production: Best Way to Format Your Own .epub Files for Ebooks by Christine Nolfi](#)

### email Marketing

Email marketing is the promotion of products or services via email, and this type of marketing is an ideal way for self-published authors

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to create a direct relationship with their readers. Here's some of the most common email marketing terms

- **autoresponder** – an email services that sends an automatic response to incoming emails, which helps to reduce the amount of manual email traffic you need to generate.
- **email spam** – unwanted, unsolicited email. Don't do it!
- **lead magnet** – a specific deliverable (like a free download or promotional offer) that is used to entice your readers to join your email list.

The good news for indie authors is that you can jump-start your email Marketing activities by signing up for a free account using a service like MailChimp.

## Recommended Reading from ALLi:

- [Book Marketing Ideas: How to Grow Your Mailing List with an InstaFreebie Trial by Katherine Hayton](#)
- [Book Marketing: A Quick Start Guide to Using MailChimp for the Email Marketing of Self-published Books by Paul Teague](#)
- [Camp NaNoWriMo: Write a giveaway to build your mailing list by Jay Artale](#)
- [Book Marketing: How to Use MailChimp and Bookfunnel to Grow Your Author Mailing List by Aimee Coveney](#)
- [Build Your Mailing List! 5 Ideas That Really Work by DuoLit](#)
- [50 Ways To Reach Your Reader #6: Newsletters & Mailing Lists for Indie Authors by Debbie Young](#)
- [How to ignite your email list with Joel Friedlander and Nick Stephenson](#)

## External Resources:

- [MailChimp Features Page](#)
- [Email Marketing 101 Course by Tim Grahl](#)
- [Email Marketing for Fiction Authors on ConvertKit](#)
- [7 Email Marketing Secrets Every Fiction Writer Should Know by Jason Kong](#)

# F

## Facebook Ads

Facebook Ads allow you to choose your target audience based on demographics, behaviours or contact information.

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## Recommended Reading from ALLi:

- Paid Advertising: Is It Right For Your Book? by Mark Dawson
- [How to Optimise Facebook Adverts – A Case Study by GD Harper](#)
- [Facebook Ads: One Author’s Experience by David Penny](#)
- [The fundamentals of Amazon and Facebook Ads by David Penny](#)

## External Resources:

- [5 Ways That Authors Can Use Facebook Advertising by Joanna Penn](#)
- [This Is How You Use Facebook to Sell Books by Mark Dawson](#)
- [Advertising on Facebook](#)

**Online forums** are places where people with common interests or backgrounds come together to find and share information and discuss any topics of interest. Writing can be a lonely process, and forums are a way of connecting with other writers to gain support, advice and inspiration. But forums are also a breeding ground for public opinion and a cheap and easy way to get to know your target audience better, and to learn what they’re interested in or what they think about other books in your niche.

### Forums

# G

A galley copy is a pre-release copy of your book, often not the final version, which is sent to media contacts to inquire about book reviews or sent to request endorsements. Galley copies can be either physical books or electronic files.

### Galley Copy

**Goodreads** is a social media site owned by Amazon, which is just for books. Readers connect with friends, get book recommendations, write reviews, and make reading lists.

Authors can use the **Goodreads Author Program** to claim their profile page to promote their book and engage with readers. Once verified, your author profile will include the official Goodreads Author badge, which you can use to tell your fans to follow you on Goodreads.

### Goodreads

## Recommended Reading from ALLi:

- [6 Ways for Indie Authors to Use Goodreads to Network by Barb Drozdowich](#)

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## External Resources:

- [Goodreads Author Program](#)
- [The Ultimate Guide to Goodreads for Authors by Joanna Penn](#)
- [A Goodreads Primer for Nonfiction Authors by Nina Amir](#)

Goodreads uses a Pay Per Click advertising model. You can include an image and short ad description to entice potential readers to visit your book's Goodreads page and mark it as "to-read".

## Recommended Reading from ALLi:

### Goodreads Advertising

- [Taking Goodreads to the Next Level by Patrick Brown \(Director of Author Marketing, Goodreads\)](#)
- [Getting Started on Goodreads by Patrick Brown \(Director of Author Marketing, Goodreads\)](#)

## External Resources:

- [Goodreads Advertising Page](#)
- [8 Ways Authors Can Use Goodreads to Promote Their Book by Thomas Umstadd](#)

A Goodreads Giveaway is an online book giveaway hosted on Goodreads that any Goodreads member can enter. You can give away as few or as many books as you like and run your giveaway for any length of time.

## Recommended Reading from ALLi:

### Goodreads Giveaway

- [Book Marketing: How to Run a Goodreads Giveaway and Why by Debbie Young](#)

## External Resources:

- [How to Run a Goodreads Giveaway by Cynthia on Goodreads](#)
- [Five Tips for Running a Giveaway on Goodreads by Cynthia on Goodreads](#)
- [How to do Goodreads Giveaways \(and why you should\) by Catherine Ryan Howard](#)

### Guest Blogging

**Guest Blogging:** Writing a post (or short article) for someone else's blog.

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## Recommended Reading from ALLi:

- [Publishing: How do Book Bloggers Work? Interview with Stephanie M Hopkins](#)

## External Resources:

- [How to use Guest Blogging to Promote your Book by Beth Hayden](#)
- [How Authors Can Use Guest Blogging To Sell More Books](#)

With text-based **search ads** that show up next to Google search results, **graphic display ads** that show up on websites or apps, or **YouTube video ads** that show up during videos, authors have a variety of different ways to reach their target readers using Google AdWords.

- [How I Do It: Indie Authors Share the Secrets of Their Success – This Week: John Ellsworth](#)

## Google AdWords

*So I used Google Adwords from the first day on for a few months, making sure that I had sales every day for a long stretch. I saw my books moving from the 27th page of the search results for legal thrillers up to the first page. John Ellsworth*

## External Resources:

- [Google Adwords – How it works](#)

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A professional looking photograph of yourself used for promotional purposes. It should be a high-resolution image taken within the past five years.

## Headshot

## External Resources:

- [Tips for Avoiding Awkward Author Photos by Sarah Caldwell on IndieReader](#)
- [How to Take Perfect Headshots: Six Tips by Christina N Dickson on Digital Photography School](#)

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- [10 tips to take your own author headshot by Rowena Wiseman](#)

### House Ad

A House Ad is a self-promotional ad that you run on your own website to sell your own products.

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You can use Instafreebie to provide a link for people to download your book for free. This is a streamlined way to send book copies to reviewers, beta readers or bloggers. You can also use it to run book promotions and giveaways. You upload your ebook file to Instafreebie and set the number of copies and expiration date, then generate a download link to share. They have free and paid plans, and the free plan allows unlimited giveaways and distribution but doesn't allow you to build your mailing list (for this you need a paid plan).

### Recommended Reading from ALLi:

### Instafreebie

- [How to Grow Your Mailing List with an InstaFreebie Trial by Katherine Hayton](#)
- [InstaFreebie Explosion: How To Add Thousands Of Targeted Readers To Your Email List: Paul Teague](#)

### External Resources:

- [InstaFreebie Uses page](#)
- [Distributing Free Books by Elizabeth Spann Craig](#)
- [InstaFreebie Offers Authors a Chance to Build Mailing Lists, Find Fans by RJ Crayton](#)

A name used by a publisher to identify their books. Imprints are frequently genre-specific, and a single publisher may have multiple imprints.

### Recommended Reading from ALLi:

### Imprint

- [Opinion: Indie Author Imprints Can Ensure High Quality – So Why Did Readers Object? by Fiona Cameron](#)
- [Should Self-Published Authors Create Their Own Publishing Imprints? by Debbie Young](#)

### External Resources:

- [Should Self-Publishers Use An Imprint by Helen Sedwick](#)

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- [How to Research a Name for Your Self-Publishing Imprint by David Wogahn](#)

Each time an online ad is being displayed it's counted as an **impression**.

### **Impression**

Inbound Marketing is a model that relies on the initiative of your customer to find and purchase a product. So rather than relying on ads to draw your readers to your website to lead them down your sales funnel, you use content marketing, social media marketing, and search engine optimization.

### **Inbound Marketing**

#### **External Resources:**

- Inbound Marketing for #Authors by Donna Huber
- [3 Reasons Why Authors Should Use Inbound Marketing to Build an Audience by Doug on PR by the Book](#)
- Inbound Marketing Strategies for Self-Published Authors by Liz Bauman

## J

## K

A word used to perform a search is known as a **keyword**, and when you use these to put your message or product in front of people who are searching the web using specific keywords or keyphrases, you're engaging in keyword marketing.

#### **Recommended Reading from ALLi:**

### **Keywords and Keyphrases**

- [How to Use Amazon Categories, Themes and Keywords to Sell More Self-published Books by Penny Sansevieri](#)
- How to Choose the Best Keywords When Publishing Fiction on Amazon by David Penny
- [Book Marketing: What is Amazon Marketplace and How Does It Work? by Barb Drozdowich](#)
- [Amazon Sales Rank: Taming the Algorithm by John Doppler](#)
- [Understanding Amazon's Recommendation Engine by David Gaughran](#)



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Your Book Launch event is scheduled on or around your book's publication date. Launch parties can be hosted at any location, but popular spots include bookstores, libraries, coffee shops, or the author's home. You can also host a virtual book launch online.

### Recommended Reading from ALLi:

#### Launch Party

- [One Easy Way to Reduce the Stress of a Book Launch Event by Debbie Young](#)
- [How to Hold a Book Launch Event on a Zero Budget by Jane Davis](#)
- [How to Host a Facebook Launch of Your Self-published Book by Angela Buckley](#)
- [Why Book Launches Don't Measure the Success of Self-published Books by John Doppler](#)
- [Best Timing for Book Launches by Mick Rooney](#)
- [Five Indie Author Tips For A Successful Live Ebook Launch by Orna Ross](#)
- [Creative Book Launches That Command Attention by ALLi Editorial Team](#)

## M

A **Marketing Plan** is a strategic plan that details all of the activities you need to deliver to promote yourself and your book. Your plan can include social media activities, launch parties, books signings, advertising, website content and activity and blogging.

### Recommended Reading from ALLi:

#### Marketing Plan

- [Marketing Plans Made Easy! by S.R. Johannes](#)
- [Book Marketing: How to Lighten the Load with a Checklist by Glenn Ashton](#)

### External Resources:

- [Five Essentials Of Your Author Marketing Plan by Rochelle Carter on BookBaby](#)
- [CreateSpace Marketing Central Page with Resources](#)

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Your book's metadata is all its details other than its actual text, such as your author name, the book's publisher, the book description, and its keywords.

## Recommended Watching/Reading from ALLi:

- Authors: Metadata is your Brand – get yours in shape Kathy Meis
- [Optimizing Searches on Your Book \(Metadata/SEO\) by Lori Culwell](#)

### Metadata

## External Resources:

- [The Basics of Book Metadata and Keywords by Carla King on Ingram Spark](#)
- [Why does Metadata Matter on Ingram Spark](#)
- [Self-Publishing Basics: Introduction to Metadata by Joel Friedlander](#)

Newspapers, magazines, radio shows, TV shows, online news sites, podcasts, blogs, and any other method of disseminating news about your book is known as a Media Outlet.

## Recommended Reading from ALLi:

### Media Outlet

- [Book Promotion: How to Survive Your First Radio Interview About Your Self-published Books by Rachel Amphlett](#)
- [Book Promotion: Making the Most of Local Radio Opportunities by Debbie Young](#)
- [How to Promote Your Book via Local Radio by Chrissie Parker](#)
- Write A Better Press Release – 50 Ways to Reach Your Readers #14 by Debbie Young

Your press kit simplifies the dissemination of key information to media or journalists, retailers, book bloggers, event planners, editors, or anyone who plans on writing about you and your book. Key press kit elements can include an author photo and bio, a book cover image, a full synopsis of your book, a one-sentence book description, book details, frequently asked questions, a book excerpt, and reviews or media coverage.

### Media Kit (aka Press Kit)

## Recommended Watching/Reading from ALLi:

- [50 Ways To Reach Your Reader #4: Media Kit for Indie Authors by ALLi Editorial](#)

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- [How To Create A Stunning Media Kit For You and Your Book](#) by Chris Well

### External Resources:

- [Creating Your Author Press Kit](#) by Joanna Penn
- [Book Marketing: Your Online Press Kit](#) by Joel Friedlander

### Media List

Your Media List is a collection of media outlets and contacts that you reach out to in order to increase awareness of your book.

## N

NetGalley is an online book reviewing site. Book reviewers, librarians, booksellers, educators, and media professionals request complimentary ebooks to read in exchange for their reviews.

### Recommended Reading from ALLi:

### NetGalley

- [How to Reach Book Reviewers via NetGalley](#) by Ben Cameron

### External Resources:

- [NetGalley Book Review Program: A Case Study](#) by David Kudler
- [How to Write Great Book Reviews for Netgalley \(and First to Read\)](#) by Kristen Howe

## O

## P

A Book Pre-order incentive is a marketing tactic used by authors to offer readers the opportunity of reserving a copy of their book prior to its official release date.

### Recommended Watching/Reading from ALLi:

### Pre-Orders

- [Should Indie Authors offer Pre-Orders?](#) by Elizabeth S. Craig
- [How to Set Up Pre-orders for Self-published E-Books](#)
- [How to Hit the Bestseller Lists with eBook Pre-Orders](#) with Mark Coker

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## External Resources:

- [Kindle eBook Pre-order on KDP](#)
- [How to Set-up Pre-Orders on Amazon \(for Print Books\) by Eric Van Der Hope](#)
- [Listing your title as available for Pre-Order on IngramSpark](#)
- [Setting a Future On-Sale Date As Part of Your Book Marketing Strategy by Justine Bylo](#)

## Pitch Emails

Authors use pitch emails to target media contacts to get coverage for their book. Your pitch email should include key points about the book and author.

A one-page announcement of your book release used to entice media outlets to cover your book. Your book's press release should include key information about your book, it's publication date, and any endorsements or quotes.

## Recommended Reading from ALLi:

## Press Release

- [Write A Better Press Release – 50 Ways to Reach Your Readers #14 by Bronwyn Hemus](#)

## External Resources:

- [How To Write A Press Release For A Book By Dave Chesson](#)
- [How to Write a Press Release—A Mini-Tutorial by Joel Friedlander](#)

A permafrees book strategy entails setting one book as free in order to entice readers to buy your other books. It's a risk-reduction tactic, because it exposes readers to your book at no financial risk. For example, if you have 3 books in a series, you would set your first book at zero cost to entice readers into your sales funnel.

## Recommended Reading from ALLi:

## Permafrees

- [Book Marketing: How and Why to Make a Self-published Book Permafrees by Clare Flynn](#)
- [Publishing: 5 Questions to Ask Yourself When Pricing Your Self-published Books by Debbie Young](#)

## External Resources:

## A

- [How to Price Kindle Books to FREE without Exclusivity by Mark Coker on Smashwords](#)

### **Pay Per Click and Pay Per Impression**

*See Cost Per Click and Cost Per Impression listing*

## Q

A **QR Code** is a machine-readable code that consists of black and white squares and is typically used for storing URLs. These codes can be read by the camera on a smartphone.

### **Recommended Reading from ALLi:**

#### **QR Code**

- Indie Authors: 50 Ways To Reach Your Reader. #8: QR Codes by Debbie Young
- [Five Indie Author Tips For A Successful Live Ebook Launch by Orna Ross](#)

### **External Resources:**

- [Top 4 Articles About QR Codes for Authors on BookBaby](#)

## R

### **Return on Investment (aka ROI)**

The bigger the Return on Investment the better. What this means is for the amount you spend how much money relatively are you going to earn. So let's say I buy an advert on a website like Bookbub for \$400, then to work out the Return on Investment I need to know how much money I made from this advert. If I sell a hundred eBooks in the week after the advert at \$9.99 then with a royalty rate of 70% I will earn \$699 in royalties (70% of \$9.99 x 100). So for that advert we can estimate the ROI is:  $(\$699 - \$400) / \$400 = 74.75\%$  ([example provided by ALLi member Tim Lewis](#))

## S

### **Sales Handle**

A sales handle is a one-sentence "buy me" for the back of your book, which is frequently used in online marketing.

### **Synopsis**

Don't confuse your book's synopsis with the sales copy, e.g. the kind of content that might appear on your back cover or in an Amazon description. Your **synopsis** introduces your main characters, the main conflict, and basic emotional arc of your story.

# A

## External Resources:

- [Back to Basics: Writing a Novel Synopsis by Jane Friedman](#)
- [How to write a synopsis by Glen C. Strathy](#)

The primary goal of your sales funnel is to move your online visitors from website and social media visitors into paying readers, by leading them down the path to purchase your books. Your sales funnel can be a simple one step process, or a long, complex series of steps.

## Recommended Reading from ALLi:

### Sales Funnel

- [Book Marketing: How to Use MailChimp and Bookfunnel to Grow Your Author Mailing List by Aimee Coveney](#)

## External Resources:

- [The beginners guide to a sales funnel by Martin Zhel](#)
- [How Do You Build a Funnel? Start at the End by Daphne Sidor on LeadPages](#)

A/B testing (sometimes called split testing) is comparing two versions of a something to see which performs better. It could be a website landing page, a book cover design, your ad copy or images, or the subject line in your emails. But the key is to measure the success of each to see which version gets the better reception or higher conversion rate, so that the version you're using is the most effective.

## Recommended Reading from ALLi:

### Split A/B Test

- [The Psychology of Choice by John Doppler](#)

## External Resources:

- [How To Split Test To Find Your Winning Cover With Facebook Ads by Hazel Lau](#)
- [How to Easily Test Your Book Cover Design to Sell More Books by Diana Urban on BookBub](#)

# T

## A

Although your goal may be to sell your books to everyone on the planet, you'll have more chance of increasing sales if you identify your **Target Audience**. This is the specific audience that is most likely to buy your books and is usually based off demographical information or their areas of interest. Take the time to define your target audience and you'll have more success in reaching the readers that will buy your books.

### Recommended Reading from ALLi:

#### Target Audience

- [Improve Your Book Descriptions and Audience Targeting by Jane Friedman](#)
- [Writing: How to Get to Know Your Target Readers Better and Craft Your Self-published Books to Resonate with Them by Dan Blank](#)
- [Writing for an Audience by Samantha Warren](#)

### External Resources:

- [How to Identify a Target Audience For Your Book Marketing by Diana Urban on BookBub](#)
- [5 Tips on How to Identify Your Target Audience by Colby Marshall](#)

## U

One of the biggest challenges with author discoverability is that if your book is available on multiple retailers it can be cumbersome for you, and overwhelming for your readers to find the right link to use to buy your book. **Universal links** simplify the process, so that your book customers are directed to their preferred online retailer. For example, you can set up a universal link for all of the Amazon stores, so that when your reader clicks on the link it takes them to the Amazon store in their territory.

#### Universal Links

### Recommended Reading from ALLi:

- [New Universal Links from Draft2Digital](#)
- [48 Best Writing and Self-Publishing Tools for Authors](#)

### External Resources:

- [From Draft2Digital: Universal Book Links Next-level Discoverability for Authors](#)
- [From Books2Read: One link for every reader everywhere](#)

## A

- [From Booklinker: Free Universal Short Links](#)

## V

Videos displayed on websites can not only increase traffic, but keep visitors engaged longer, which is why many authors are turning to videos and “vlogging” to replace long articles of text. We know the written word can never be replaced, but video can be a creative way of delivering information and reaping the rewards.

### Recommended Reading from ALLi:

#### Video

- [Book Marketing: How Authors Can Use Periscope’s Video Streaming Service](#)
- [Five Ways for Self-published Authors to Use Video to Promote Self-Published Books](#)
- [Why You Should Use Video Media to Market your Self-published Books](#)
- [ALLi Insights: Marketing your Book through BookBub Video & Podcast](#)

### External Resources:

- [7 Reasons Why Writers Need To Start Using Video For Book Promotion by Joanna Penn](#)

A vlog (or video blog) is a blog that contains video content. This growing segment of the blogosphere devoted to vlogs is sometimes referred to as the vlogosphere. How about mixing up your blogs content by interspersing it with some videos.

#### Vlogging

### External Resources:

- “Why Authors Should Be YouTubers” – Vlogging Advice From Lindsay Mead

## W

#### Word of Mouth

Considered to be the most effective form of promotion, Word of Mouth is when a satisfied reader recommends your book to their family, friends, or anyone else who is listening to them. “Readers trust other readers.”



## A

### Recommended Reading from ALLi:

- [8 Book Marketing Shots in the Dark by Debbie Young](#)

### External Resources:

- [5 Ways to Maximize Work-of-Mouth Marketing](#)

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## X

## Y

YouTube is a free video sharing website that makes it easy to watch online videos. You can even create and upload your own videos to share with others. Originally created in 2005, YouTube is now one of the most popular sites on the Web, and was bought out by Google. It's just one more effective way that authors can reach more readers, and at a minimum you should be hosting your book trailers on YouTube.

### YouTube

- [How to Use Book Trailers for Successful Book Marketing by Aimee Coveney](#)

### External Resources:

- [Beyond Book Trailers: 4 YouTube Strategies For Authors by Brian Feinblum](#)

## Z

[#IndieAuthorFringe Beginners guide to Indie Author Jargon @BirdsOAFpress](#)  
<http://bit.ly/2rR2SFi> Click To Tweet

**What questions or feedback do you have for Jay Artale? What is missing from this Book Marketing Glossary? Leave her a comment below, or send her a Tweet using @BirdsOAFpress and our event hashtag #IndieAuthorFringe**

