



WildMind

FOR AUTHORS

5 Unusual

**WAYS TO
SELL MORE
BOOKS**

*Little explored options to
boost your book sales*

WWW.WILDMINDCREATIVE.COM

Let's do this

You're an author. Not a marketing specialist. But if you want your book in the hands of more readers, this is a job you're going to have to undertake, no matter how daunting. The last thing you want is to see your incredibly written, captivating book sit on the shelves or online without anybody buying it, and more importantly, reading it.

You've done all the right things. Your author platform is up, you're posting on social media, your book cover has been professionally designed, your blurb painstakingly written and yet...sales are slow. It's okay, don't panic. There are plenty of other ways to market your book. Let's go through a brief list on some methods you may not have considered.

1. Book Clubs

Book Clubs are a fantastic way of promoting your book and increasing sales as well as meeting with readers, discussing what readers are seeking your genre and receiving feedback. Search out book clubs (online, in person or through group interest sites such as MeetUp.com) and inquire how their book selection process works.

Make your reading offer appeal to these clubs by:

- Offering a discount for book club members.
- Creating a book club welcome page on your author website with listed benefits of adopting your book and reasons why it is an interesting read for a club.
- Creating a list of discussion questions that can be printed out or downloaded directly from your website.
- Offering meet with the author discussion nights (these can be via Skype if you live far away or the reading club is based online).
- Autographed copies of your book.

Thriller best-seller Lisa Scottoline takes this idea one step further by hosting an annual Book Club Party for any club that reads her book. Author Marybeth Whalen has created her own online book club pulling together over 10,000 book lovers in the process.

2. Connecting with Authors

While networking with other authors is vital for moral, improving your writing and learning about the industry it can also offer valuable opportunities to cross-promote and expand your readership. Most successful authors promote and celebrate the successes (book launches, cover reveals and awards) of other authors in the same genre encouraging them to do the same when their next book is released.

Collaborate with fellow authors to run a joint email campaign, host an event, or promote a giveaway. Consider offering your book as part of a box set with their books. All authors involved should advertise it to their own email list, effectively expanding everyone's reach and readership. Likewise reach out to writing groups, encourage others and participate in events. It's a valuable support system as well as a source of potential marketing leads.

3. Virtual Blog Tour

A virtual book tour is similar to a live book tour. It's basically a series of promotions across various websites and blogs to reach new readers and connect with current fans. A virtual blog tour forms a short-term blast of book promotions across a range of different sites, including blogs, podcasts, twitter chats and social media discussion forums.

To organize your own virtual book tour:

1. Put together a list of potentially participating blogs, websites and podcasts. Search for blogs, twitter chats and podcasts that contain keywords relevant to your work (e.g. romance, thriller, ya lit). Seek out sites that encourage author generated content, have high level of interaction and a good social media following.
2. It's best, if possible, to establish a relationship with someone before requesting that they participate in your virtual tour. Follow your list of potential sites on social media and interact where appropriate (liking or commenting on their work).
3. Decide on your offering: a guest post, an excerpt, an author interview or an author Q & A session. Consider offering several options so the blogger can choose and a giveaway they can feature to sweeten the deal.
4. Email the blogger with a short, direct offer to gauge interest. Mention the opportunities for cross-promotion and that their site will be listed as part of your virtual book tour.
5. Once you have a list of participating blogs, websites and podcasts, list these along with dates on your website and social media as part of your virtual author tour. As you do the tour promote your visits to other sites across your author platform and encourage reader involvement.

Although it's difficult to gauge direct success from a virtual author tour you can track mentions of your book title and author name online with Google Alerts, or similar apps. Remember to follow up by thanking all the participating sites and continuing to build a supportive network that you can reach out to for future promotions.

4. Optimize Goodreads

Goodreads is the world's largest site for readers and book recommendations with 55 million users and 50 million book reviews. A recent survey by Penguin Random House suggests that up to 70% of readers named Goodreads as the most influential factor in deciding what book to read next. Increase your visibility by claiming your author page (it's free) and uploading your books. Add an author bio and photo, upload your book trailers and share your favourite books and recent reads. You can also use Goodreads to:

- Share book excerpts and other writing.
- Post quiz about your book or a related topic
- Announce upcoming events, such as book signings and speaking engagements.
- Use book giveaways (for a set number of days) to generate publicity.
- Lead a question and answer discussion group for your readers.
- Participate in discussions on your profile, in groups and in the discussion forums for your books.

As with social media the aim here is to connect with readers rather than blast them with information about your book. Offer your readers value and loyalty will follow.

5. Local PR

Authors often overlook opportunities for public relations in their local area. Consider:

Community newspapers/magazines

Local Radio Stations

Community groups

Local TV channels

Local Libraries

Indie Bookstores

Compile a list of public relations sources and consider what you could offer that would be of interest to them, for example a free interview, an author information session, a workshop or event night.

A community newspaper or radio may be interesting in featuring an upcoming local author, especially if you can pair it with a local event you are running (an author talk or book signing).

Be creative with your promotions. Marketing is often a system of trial and error to see what works best for you and your readers.