

**Title: How to market and promote your book
Lessons from a newbie author (Dineshrie Pillay)**

So you have written a book – congratulations and well done! But from me to you, that is just the start of your work! The harder part is to market and distribute your book. Below are some tips that have helped me taught through an acronym called F.L.A.U.N.T.

F = FOUNDATION

1. Product

- a. Focus on having an edited book, reviewed by an independent person.
- b. I had a first run consisting of 200 copies (freebies) that I gave out to my clients and potential clients.
- c. With those free hand-outs I requested for testimonials that I later used on my website.

2. Operations

- a. Think about your distribution would you like to distribute your book locally or internationally or both.
- b. Marketing agent – find someone who you can work with and someone who is accessible. There are a lot of marketing agents out there who do good work but not very accessible.
- c. Initially I approached book-stores on own asking them to take a few books to sell. After a while I realized that this was futile, time consuming and administratively burdensome.
- d. Website: secure a separate website in name of book (.co.za) vs (.com) – dependent on your distribution goals for book.
- e. What also worked for me was that I paid and developed a promotional video (5 months prior to book launch) – this video I used to get book reviews and to secure marketing agents.
- f. I implemented the conversion of my book to E-Book (Amazon – International) – work out the price of your ebook relative to other e-books on the market.
- g. I then implemented the conversion of my book to E-Book – locally in SA through Kalahari; Exclusive Books; Loot.com and Computicket.
- h. Get a database management system to manage interested clientele for books.
- i. Update other social media websites to show you wrote a published book with links back to book website / social media / blog etc.
- j. Find a local printer to print on demand – small quantities I have used Colourtech based in Johannesburg - Tel: +27 11 398 8700

3. Marketing

Only once you have focused on fixing the product and the back-end operations are you ready for the marketing phase!

U = UPCOMING (All about the build up)

1. Online social media links – I created one line motivational phrases / teasers from the book – had that pre-run for 5 months prior to launch.
2. I started identifying media for book / who could review the book / who could provide testimonials.
3. Set dates upfront: (different cities)
4. I gave free talks at various places and gave away a copy of the book to one audience participant. At those events:
 - a. I had a sign up form and
 - b. Got permission to invite to market the book to them (including invite to book launch)
5. Have professional pictures of yourself to be used for:
 - a. Pull up banners;
 - b. Brochures; and
 - c. Business cards
6. Create Website buttons for:
 - a. Physical book;
 - b. Kindle;
 - c. I-Book and
 - d. E-Book (PDF reader)

L = LAUNCH (Book Launch)

1. Do ensure that you cater light snacks and beverages.
2. Have a simple agenda consisting of you speaking about something related to the book 30 mins to 1 hour, followed by networking.
3. At the event display banners / sign-up forms for marketing and addition to database
4. Hire professional photography
5. Get extra people to assist – There is a company called Foot Soldiers who can send you extra staff at a fraction of the cost to assist with sign-up, payment and registration.
6. Request for specific photos
 - a. You with book
 - b. Book on its own
 - c. With specific groups of people (Dignitaries / Family / Friends / General Marketing / Speaking poses / interaction with people / book signing / groups – associations)
7. Think about your invite list (family, friends, event planners. Conference organizers, fellow colleagues, associations, people involved with book production, journalists, clients, potential clients.)

A = ATTENTION (Post Book Launch)

1. From the event select a few choice pictures of your book launch and include on website / social media.
2. Type up a media release (I googled a template) send to the following within 48 hours of your event:
 - a. Newspapers
 - b. Journalists (invited)
 - c. Identify these in advance)
 - d. Include on your website
3. As the press release gets published – announce it on both your own database and on social media.
4. Remember at all times to be HUMBLE and be GRATEFUL for the exposure – specific examples – tell them everything that you do – there could be future opportunities to work with those media partners.
5. Whatever exposure you are given, give it a different angle – try to avoid say the same thing at all those exposures – expand on the book in a different way – perhaps with more time you can speak on other matters that you did not have time for previously.

N = Nurture (Media relationships)

1. Show your gratitude to those media personnel / journalists / producers who have given you a break and provided you with some exposure.
2. A simple gift and a thank you note goes a long way.
3. Keep them informed of upcoming events and invite them to attend.

LESSONS ON MEDIA:

1. You are a conduit / vessel of the message – look after the vessel (you and your body) and focus on the message of the book during interviews.
2. Nurture contacts – producers / journalists – look after them / keep them updated on new stuff.
3. Include a reference of all the media exposure on your website (clippings) – this serves the purpose of marketing, a way to attract new work and provide educational pieces to your customers.

T = THOUGHT (Final thought / reflection)

What I would do differently:

1. I had a self-published run of 200 books, whilst I did this for my first round, I would not do this for a new book – it is better to edit the final version and send those out as gifts.
2. I would have written a pre-release press invite to send to media / journalists / newspapers as a way to announce the upcoming book launch and to invite people to attend.

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3. I would not do a book launch in 2 cities one day after another – whilst there was a reason for this (the dates and timing was against me and I was working with the venue availability) – this was extremely hectic!!! I would suggest having at least 1 day in between book launch dates.