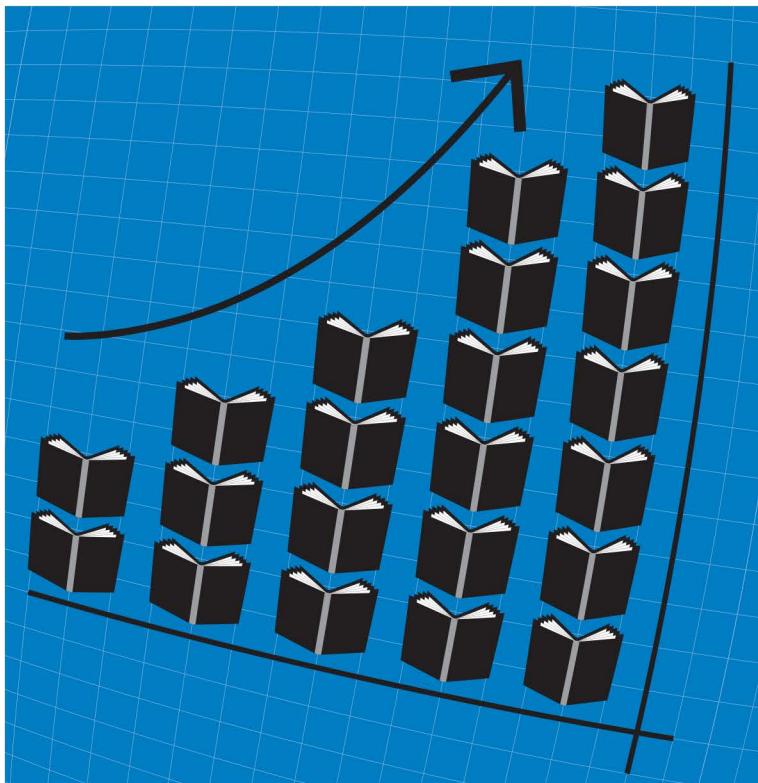


THE AUTHORITY GUIDE TO MARKETING YOUR BUSINESS BOOK



52 easy-to-follow tips
from a book PR expert

CHANTAL COOKE

“

A book on the shelf is worth two in the box.

Macalister Stevens

”

Introduction

Writing a book is the easy bit. Marketing and selling it – that's the real challenge. Unfortunately for most business authors the great advice shared in their books ends up sitting in a box collecting dust. Sales may start well but it's not long before they are limping, and finally stopping altogether. Don't worry if this has happened to you – it's more common than you may think. And the good news: there are ways to give your book a brand new boost.

If you're still in the giddy stages of writing your book, then congratulations for thinking about the marketing early on – you can never start too early. And the earlier you do start, the more likely it is that your book will sell well and continue to sell.

The Authority Guide to Marketing Your Business Book will give you lots of ideas and advice on how to market your book – whether you're at the writing stage, your book is just about to be published or your book was published some time ago. Just as it's never too early to start, it's also never too late.

I am sure you put a lot of your energy and heart into writing your book (I know I did!), so don't hide it, get it out there so it can help those people and businesses that need to hear what you have to say.

“

If your author platform is not well built, you may lose readers to an inferior product that was simply easier to find because its platform was superior to yours.

Carole Jelen
literary agent

”

Building your platform

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‘Build it, and they will come’ only works in the movies. Social Media is a ‘build it, nurture it, engage them and they may come and stay.’

Seth Godin

A large, white, stylized closing quotation mark on a blue background.

Building your platform

You may have heard a lot about the author's 'platform' and how important this is. So what does this mean, why do you want one and how do you build one?

What is a platform?

It is your credibility (or authority) and your visibility within your target market. Simple as that.

Authority: Are you credible? Do you have authority as an author? What are your credentials? Have you had articles published in relevant publications? This is particularly important for business authors.

Visibility: Are you visible? Do people know about you? Do you have a 'fan' base or followers? Do you have a PR agent or a PR strategy? Have you had articles published in relevant publications? Where does your work regularly appear? How many people see it? What relevant communities are you a part of? Who do you influence? Are you regularly booked as a speaker? Do you have a social media presence?

Target market: Is your visibility relevant? Are you reaching your target market through your platform? For example, if your book is aimed at lawyers, but your authority and visibility is with dentists... your platform may not do you much good.

When should I start building my platform?

Start now. It is never too early or too late to start. Although it is true that the earlier you start, the better. In an ideal world you'd start building your platform as soon as you start thinking about writing the book.

It takes a long time to build a platform so start as soon as you can and do little and often rather than a big splurge and then nothing.

As a business person the chances are you already have some sort of platform; people already know you and you have a reputation within your industry. Use that and build upon it. Your platform will help sell the book, the book will help build your platform; every activity you do to market the book will help to sell more copies, build your platform and increase your business. And round and round it goes.

All the ideas in this book have been tried and tested and will help to market your book (and build your platform). So start as soon as you can and don't worry that you are too early or too late – just get started. Do as many activities as you can as often as you can. Don't fret about how much you do – just get started and do something. Everything helps and something is far better than nothing. Remember you don't need to be perfect – but you do need to get started.

**Is your book
ready to market?**

“

A lot of times, people don't know what they want until you show it to them.

Steve Jobs

”

Is your book ready to market?

If your book has been traditionally published then it's pretty safe to say it's ready to be marketed. If you have self-published or worked with an independent publisher, then there are a few things you need to have in place before you can successfully start to market your book.

If you only intend to sell your book via your own website or at events, then you don't necessarily need the items below to be in place – just ensure your book has a great cover and looks high quality, and do be sure it's been proofed. Proofing errors will not do you, your book sales or your business any favours – in fact they will put many people off.

There are a number of items you must have in place if you wish to market your book as widely as possible and you also want to make it available to high street bookshops as well as digital bookstores (e.g. Amazon, Google Play, etc.).

One of these items is an International Standard Book Number (ISBN). Without an ISBN bookstores (of any kind) can't find and order your book.

Assuming your book has an ISBN it must also be registered with Niensens (www.nielsenbookdata.co.uk).

It's important to ensure that your bibliographic data are accurate as they can be difficult to change later. This information is used by bookshops (online and high street) when choosing which books to order. The more information you can give the better. More information sells more books!

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If you are registered with the wholesalers you will automatically be listed on these sites:

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- The Book Depository (www.bookdepository.co.uk)
- Lovereading (www.lovereading.co.uk)
- Tesco (www.tesco.com/direct/books)
- Amazon (www.amazon.co.uk)

A full list with URLs can be found on The Book Booster membership website (www.TheBookBooster.com).

We all have our favourite online shops, so make it easy for people to purchase from theirs. By making your book available in as many places as possible you make it easier for people to find and easier for them to buy. There is no point putting lots of effort into marketing if people can't easily buy your book.

Want to get your business book flying off the shelves?

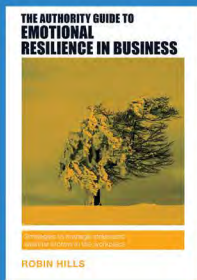
It's never too soon to start thinking about how to market and promote your book. In this Authority Guide, leading book PR and marketing expert Chantal Cooke, presents 52 tips that will make your book stand out from the crowd, build your credibility as an author, and ensure you achieve those all-important sales.



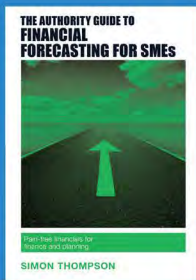
“As an author of three business books I know how challenging – and yet essential – the marketing can be. Chantal’s Authority Guide provides 52 very practical book marketing tips. They’re easy to understand, straightforward to implement and will make a real difference to your book sales. It’s a must read for every author.”

Sarah Lewis C. Psychol, Appreciating Change

The Authority Guides are pocket-sized books offering highly practical and accessible guidance on business matters of every description. Aimed at the busy business professional and business owner, each book in the series has been written by an author who is not only an expert in their field but who is working today at the coalface of their specialism.



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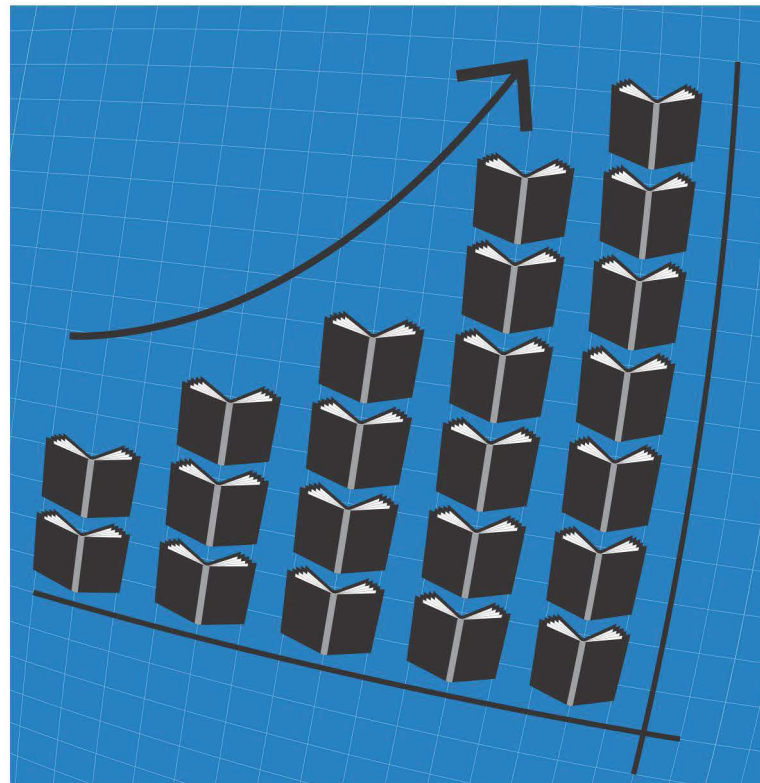
UK £9.99
Sales and marketing



Have you enjoyed what you've read so far of this Authority Guide?

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52 easy-to-follow tips
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CHANTAL COOKE

Available in paperback and ebook [here](#).

THE AUTHORITY GUIDE TO TRUSTED SELLING

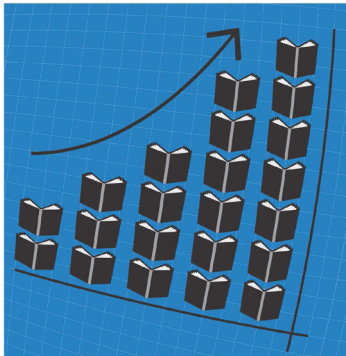


Building stronger, deeper, more profitable relationships
with your customers to create lifetime loyalty

PAUL AVINS

In today's volatile world sales professionals must know how to build trust in their company, their products and ultimately themselves in order to win the business. In this Authority Guide, sales coach Paul Avins shares his proven, 4-step system to help you contact, connect and convert more customers with less effort and no pressure.

THE AUTHORITY GUIDE TO MARKETING YOUR BUSINESS BOOK



52 easy-to-follow tips
from a book PR expert

CHANTAL COOKE

It's never too soon to start thinking about how to market and promote your book. In this Authority Guide, leading book PR and marketing expert Chantal Cooke, presents 52 tips that will make your book stand out from the crowd, build your credibility as an author, and ensure you achieve those all-important sales.

THE AUTHORITY GUIDE TO PRESENTING AND PUBLIC SPEAKING

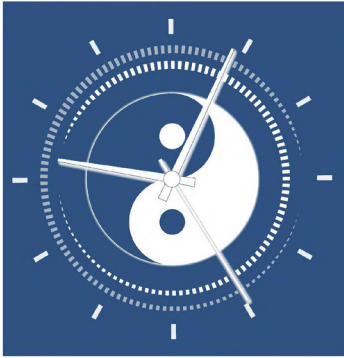


How to deliver engaging
and effective business presentations

STEVE BUSTIN

Whether it's your first presentation or you're an experienced speaker, this Authority Guide will give you the tools, tips and confidence to deliver engaging, creative and effective presentations. Steve Bustin, an award-winning business speaker, an executive-level speech coach and corporate presentation skills trainer, will teach you simple but effective techniques to keep your audience engaged.

**THE AUTHORITY GUIDE TO
PRACTICAL
MINDFULNESS**



How to improve your productivity, creativity and focus by slowing down for just 10 minutes a day

TOM EVANS

Enhance your wellbeing, creativity and vitality with mindfulness meditation.

In this Authority Guide, Tom Evans invites you to embrace the benefits of meditation in both your life and your business. With the practical mindfulness meditative techniques described in this book, you will learn how to get more done in less time. You will discover how to generate ideas off the top of your head and how to allow serendipity to land at your feet. This book opens the door to a new way to be and do.

**THE AUTHORITY GUIDE TO
FINANCIAL
FORECASTING FOR SMES**

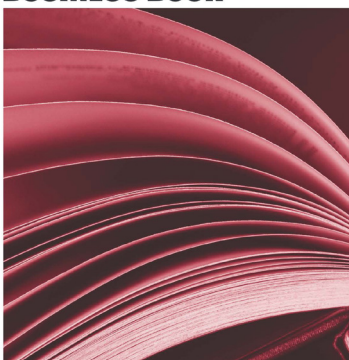


Pain-free financials for finance and planning

SIMON THOMPSON

In this Authority Guide, forecasting guru Simon Thompson shows you how to build financial forecasts quickly, effectively and cheaply through his unique, proven and easy-to-follow 10-step process. By learning how to create effective forecasts you will master the ability to understand the potential financial outcomes for your business and be able to communicate financial information in order to successfully raise investment or loans.

**THE AUTHORITY GUIDE TO
PUBLISHING YOUR
BUSINESS BOOK**



Take your business to a new level by becoming an authority in your field

SUE RICHARDSON

Publishing expert, Sue Richardson, shows you how to use your expertise, knowledge and experience to become a published authority in your field and gain the visibility you and your business needs. This Authority Guide will help you to create a plan that ensures you write and publish the right book for your business.

**THE AUTHORITY GUIDE TO
EMOTIONAL
RESILIENCE IN BUSINESS**



Strategies to manage stress and
weather storms in the workplace

ROBIN HILLS

The emotional resilience of those involved in a business will contribute significantly to the organisation's success. This Authority Guide from leading emotional intelligence expert, Robin Hills, will help you change the way you think about yourself and the way you approach potentially difficult situations. You will be able to develop your own personal resilience and understand how to develop resilience within the hearts and minds of your team and your organisation.

**New titles of the Authority
Guides to come soon.**