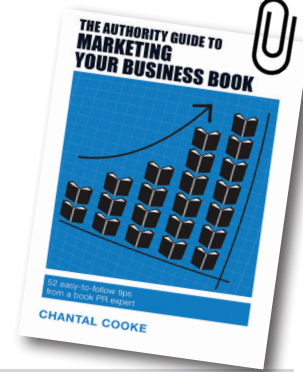


# 5 ways to be better at business

## MARKETING YOUR BUSINESS BOOK



A book can be a great way to promote your business and bring in additional income - but only if you market it. So here are my five tried-and-tested ways to get your business book marketing on track:

### 1. Start early

Start telling people about your book as soon as you start it. Tell them what you're writing about, give them progress reports, share tips and extracts and tell them when and where they can buy it.

### 2. Go offline

Tell people that you meet about your book, and get out to networking events to promote it. Take a copies with you to show and have change in your pocket in case someone wants to buy one.

### 3. Create images

Imagery really helps your message stick in people's minds, whether it's on social media, your blog or when you are giving a talk. Get creative and think about how you catch people's attention.

### 4. Write a 'White Paper'

It could be a set of top tips, or a more detailed insight into your industry. Keep it short, brand it, package it well and use it to generate interest and collect email addresses for future marketing.

### 5. Make the most of your eBook

Enrol your eBook in Amazon's 'Kindle KDP Select Programme'. Offer your book free for five days every three months for a great way to build awareness, traction and those all-important reviews.

A book fits the family-friendly working model perfectly; it works for you while you sleep, play with your children or just sit in the back garden with a glass of wine.

But only if you leverage it.

So make sure you develop a strong, clear book marketing plan. And stick to it. That way you'll not only drive book sales but you'll also start to generate new client enquiries.

Discover more at [www.authorityguides.co.uk](http://www.authorityguides.co.uk)