

7 SMART MARKETING IDEAS

for after the release hype fades

Your release is exciting, every single review, purchase or 'like' puts you on top of the world -- but it's inevitable that the momentum will slow.

But don't get discouraged, get busy!



DISCOUNTS

Discounts equal impulse buys - and one of the best ways to hook new readers.

Buyers are known to take a chance on \$.99 books, so play with limited time discount promotions to draw in readers who normally overlook unknown authors.

REVIEWS

There is no such thing as too many reviews. 100+ should be your goal. And even when you get that many, remember that current reviews carry a lot of weight too. Current reviews on an aging title show there's evergreen interest for good reason.

POP CULTURE

For non-fiction it's important to stay current, keep up with the news and find angles that tie into your book. For fiction it can take a little more imagination but it's still possible, if the news doesn't work focus on lifestyle trends, or seasonal fads. Use the inspiration for blog posts and social content.

TEASERS

Sample chapters are a great way to reduce the "risk" for wary buyers, plus it just a cool thing to do! Offer sample chapters for signing up for your newsletter or liking you on social. You can also add links to sample chapters in the back of your eBook to cross-promote if you have multiple titles.

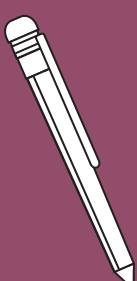
NETWORK

You announced your new release to your network hopefully, but have you followed up? Check in, remind those who bought that you'd love a review; offer a 5-chapter sample to those who haven't. Keep the line of communication open because readers are more likely to buy the stronger their connection is to you.

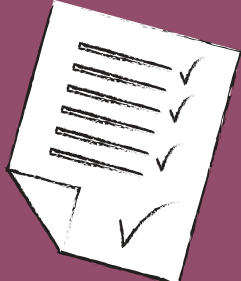
GET CREATIVE

HARO is an excellent way to get interviews if you're a subject matter expert. And if you write fiction, pitch your book to bloggers specifically for giveaways, many love free stuff for their followers. And if you have a series, be sure to offer them book one as a way to promote the latest release!

KEEP WRITING



Nothing sells your older titles better than new titles. Use the back matter to link to your entire virtual shelf. Plus, new releases give you legit excuses to reach out to bloggers and media again for reviews, features or interviews.



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