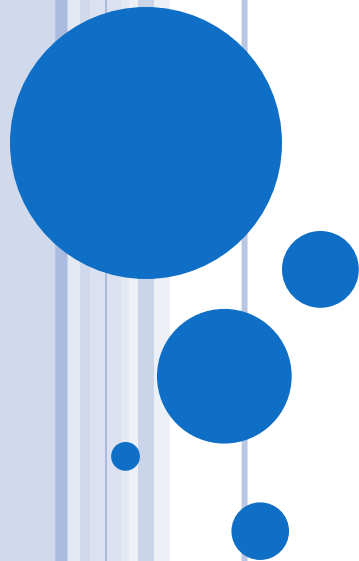


AMY'S CONTENT TIPS: 5 MINUTE BOOK MARKETING



5 MINUTE BOOK MARKETING TIPS

- Performing small actions consistently can lead to more success-without burnout or being overwhelmed.
- In terms of book marketing, you don't have to spend hours.
- Spend a few minutes 4-5x a week for more visibility and sales.
- Just be consistent.



PIN YOUR BOOK

- Find specific boards and groups dedicated to your niche, and pin fun and viral photos, quotes, and memes with a url back to your book, blog or lead page.
- Outsource if needed.
- You can easily find related boards at: <http://pingroupie.com/>
- <http://www.thepinjunkie.com/2014/02/how-to-get-invited-to-pinterest-group.html>
- Share the memes or quote images you are creating and posting to your other social media accounts.



UPDATE YOUR KEYWORDS

- Update your keywords on Kindle inside the KDP dashboard.
- Look at similar books (both in genre and in content) and see what keywords they're using.
- Use auto-complete phrases
- if you want your book to come up in specific Kindle categories, you have to have specific keywords listed.
- You can get more info from Amazon here: <https://kdp.amazon.com/help?topicId=A200PDGPEIQX41>



ANSWER QUESTIONS



- More for non-fiction writers.
- Use Google alerts or check sites each day.
- Pick 1-3 sites
 - <http://Quora.com>
 - Yahoo Answers-
<https://answers.yahoo.com/>
 - <http://answers.com>
- Building Trust and establishing yourself as an expert.
- You can have links in your profile, people can follow you, etc.



CREATE A LIST OF AUTHORS WHO ARE SIMILAR

- It's easier to connect with your fan base if you know who they are.
 - Follow on social media
 - Read their blogs
 - Target their followers:
 - advertising
 - positioning your book-for fans of...
 - blog tours



WANT MORE TIPS? FOLLOW ME

- Check out my blog:

- <http://AmyHarrop.com>

- Subscribe to my blog feed:

- <http://feeds.feedburner.com/Amyharrop>

- Subscribe to my Youtube channel:

- <https://www.youtube.com/channel/UC30BTa5BMzMvQHlcto2-JQ>

