



27 Ways to to Build Your Business with a Book

Hi there!

Thanks for downloading my *27 Ways to Build Your Business with a Book*.

My goal with this download is to provide you with the steps that have helped me the most. If you've already written or published your book, it's not too late; you can always do a book re-launch down the road if these methods help you build a brand that your book can serve.

The tips and techniques I go through here are evergreen (though some of the details on social media change, of course).

What's on this list will make the difference between you writing and releasing a book with just a few reviews and that's forgotten the next day, and you writing and releasing a book that becomes a bestseller, attracts higher quality clients and establishes you as the leader in your field. I know this firsthand, as someone who wrote six books—one a *New York Times* bestseller—and was still broke and without any sort of business. By learning what's below the hard way (the very hard way), I've been able to publish, on my own, number one bestselling books that land me on mainstream television and bring in six figures in new business. Still, the rewards aren't strictly financial or ego-building: these methods allow me to help guide and help more people than I could have ever imagined.

If what's on this list sound like an outrageous amount of work, know that I've specifically created it with the idea that many of these things can be outsourced to a team. Also, you can pick and choose what works for you. Perhaps you're already using some or all of these tools and by guiding your team or adjusting your methods, you'll get even more out of what you're doing with them.

I hope this guide serves you. But more importantly, I hope it leads to the world finding out more about you.

Anna David

NY Times bestselling author, TEDx speaker, *Today Show* and *Good Morning America* guest

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27 WAYS TO BUILD YOUR BUSINESS WITH A BOOK

BEFORE WRITING THE BOOK...

- 1)** If you don't already have a book concept or an obvious need your existing business fills, get brainstorming. Ask yourself: what do I want readers to do once they read my book? Whether that's to hire you, become a client, buy your product or sign up for your service, make sure the book serves that purpose. If you need help coming up with this concept, ask yourself: what am I passionate about? What do people ask me about? What have I overcome?
- 2)** Research your book topic. While a title can't be copywritten, it's of course better to not claim a subject that's already been covered successfully, unless your take on the topic is so unique that your book will seem entirely new. Read the Amazon reviews for similar books; the negative reviews will give you ideas for what readers want
- 3)** While brainstorming your book topic, think about how people search online. Search for phrases related to the brand you're building. If you see a "long-tail keyword" that's popular and the domain name is still available, buy it. That way, when people are searching for information on that topic, your site will be one of the first to come up (your book title doesn't need to be same as your website domain; it just needs to be related to it)

WHILE WRITING THE BOOK...

- 4)** Identify your topic's "leaders" (those who are already aligned with your brand topic). Begin supporting them however you can, whether that's joining their paid communities, subscribing to their newsletters, getting personal introductions, shouting them out on social media or doing anything else you can think of
- 5)** Search for podcasts related to your book topic and listen to them; take notes, notice what the hosts ask guests and be thinking about which ones you'd like to be on when your book comes out (the number of listeners matters less than *who* the listeners are; after all, a massive podcast where listeners aren't going to be interested in your book topic is far less valuable than a podcast where all the listeners will buy your book and then hire you)
- 6)** If you only have a business website, think about creating a "personal professional" site or adding a more personal or "branded" section to your business site
- 7)** Commit to at least one form of social media, whether that's LinkedIn, Instagram, Facebook or Twitter and then think about what you post as part of a "story" you're telling that relates to your brand and sets followers up to be interested in your book

8) If you don't already have a "lead magnet," create one that will begin attracting the sort of audience who would be interested in your book—whether that's a cheat sheet, quiz, swipe copy or short book; add a link to your lead magnet to your email signature and pin the link to the top of your social media profiles

9) Write a newsletter sequence that introduces you to new subscribers and then email your list every week with information, posts, links or tools that will be helpful to those interested in your book topic

10) Look at the world through a new lens; wherever you are, consider if a photo—of you or the environment—would contribute to your brand story so it can be posted on social media (this can be outsourced but is always going to be more effective if it's coming directly from you)

11) Think about creating a public Facebook page and running "Likes" campaigns to it. Make sure that stories, photos and videos related to your brand are posted regularly

12) Consider creating a YouTube page with videos of you speaking on your brand topic. [Marie Forleo does a great job at this.](#) (You can also release the audio of the videos as a podcast.) Include a link at the end of every video to your lead magnet

13) Sign up for [Help a Reporter Out \(HARO\)](#) to receive daily emails with queries from journalists; whenever a journalist is writing about a topic related to you or your book, email them and explain why you'd be an ideal source. Once you're quoted in one story, use that link as "social proof" to get quoted in other publications and add a section to your site with icons and links to all your media

BEFORE YOUR BOOK RELEASE...

14) Think about how your book is relevant to current events and consider hiring a publicist to pitch bookers and editors. (When my book, *Make Your Mess Your Memoir*, was released, I had a publicist pitch media to see if they'd be interested in interviewing me for a segment we came up with on how to use writing to deal with pandemic stress and [it got me on *Good Morning America*](#))

15) Even if you hire a podcast booker to get you on shows for your book release, consider reaching out directly to the hosts or producers of shows you've been listening to so you can make it clear that you're a fan; explain the value you believe you could provide for their listeners and if you're willing to promote the episode through Facebook ads or some other paid media, mention it

16) If Instagram is part of your strategy, use sites like [Display Purposes](#) to research the best hashtags for your Instagram posts. Use [LinkTree](#) on your Instagram profile so you can lead people who click on your profile to your website, your lead magnet, your other social media and eventually your book.

17) Reach out to the micro influencers you've supported a few months before your book release to see if they'd be open to sharing about or blurbing your book (note: only do this if you have been serving them and you now actually have a relationship)

18) Have an Advanced Reader Team put together a few months before your release so your book can be released on Amazon with numerous reviews and ideally #1 in multiple categories ([click here](#) for our PDF that walks you through how)

DURING YOUR BOOK RELEASE WEEK...

19) Do any media your publicist or podcast booker has arranged

20) Price your ebook at 99 cents for the first week of release and have a team member DM all your LinkedIn contacts, Instagram followers and Facebook fans to let them know they can buy it for less than a dollar for a short time

21) Nudge any leaders in your field who agreed to promote your book or mail their list about it

22) Have sections of your book re-posted on [Medium.com](#); include a link to your book on Amazon at the end

23) Schedule emails to go out to your newsletter subscribers asking them to buy and review the book and send a separate email to your personal contacts

24) Plan a book release Zoom party and invite your social media followers and newsletter subscribers ([click here](#) to see an example of one I had); after the "party," edit the video into something you could use as a promo

25) Make a "book trailer" using the app Clips ([click here](#) for an example of one I did) and circulate it to your email list and social media followers

AFTER YOUR BOOK IS A BESTSELLER...

26) Contact conference bookers (virtual or otherwise), institutions, schools, masterminds and whoever else you can think of about bringing you in to speak, always offering to send them a copy of your book. If conference bookers are interested in bulk ordering your book, contact [BookPal](#)—a company which offers bulk book orders at a discount and also reports their sales to the bestseller lists

27) If you aren't already doing any of the following, consider using your book to help you launch a coaching or consulting business. Also consider taking advantage of the credibility your book has created for you to launch events, masterminds, products, certification programs or anything else you can think of.

A final note: while [my course on Audience Building](#) expands on many of these tips, Launch Pad's main business is [helping entrepreneurs and thought leaders write and publish their books](#). Please [reach out to us](#) if you think we'd make good collaborators.