

Market Like a Boss: From Book to Blockbuster

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Special Invitation

Many like-minded individuals have gathered in an online community to share ideas, render support, and promote accountability. When I first wrote *Prosperity for Writers*, I envisioned helping numerous writers shatter the belief that they must starve to survive. I had no idea what was in store, and the result is an amazing community of 1300+ writers, authors, editors, and more!

I'd like to personally invite you to join the The Prosperous Writer Mastermind at HonoreeCorder.com/Writers and Facebook.com/groups/ProsperityforWriters where you will find motivation, daily support, and help with any writing or self-publishing questions.

You can connect with me personally on Twitter @Honoree, or on Facebook.com/Honoree. Thank you so much for your most precious resource, your time. I look forward to connecting and hearing about your book soon!

Market Like a Boss

From Book to Blockbuster

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A Note from Ben

Marketing can feel overwhelming for new and experienced authors alike. It was for me. I had a background in small business, and marketing came with the territory, but marketing books is an entirely different beast.

Remember the Courage to Learn law from *Write Like a Boss*? Well, marketing is another area where you put it to work. Book marketing is an enormous topic with hundreds of methods, each with their own learning curve. When I started, I knew zero—less than zero, actually, because the knowledge I did have didn't apply (but I sure thought it did!). It was a dangerous combination: lack of knowledge and lots of confidence. But what saved me in the long term was my greatest asset: my desire to learn.

When I started, the world of marketing looked like a mountain. I dedicated time each week to study, and I learned everything I could get my hands on. I sought for and studied articles from authors, bloggers, experts, publishers, and everything in between. I did this for the first three years. Most importantly, I never stopped. And that's the key I want you to take from this book: learning how to market books isn't a task to be completed, it's an aspect to your career. Never stop learning.

Market Like a Boss contains the foundation to any author's marketing efforts. Honorée and I have pooled our experience so you don't have to do months of research. It's right here. I hope you're

ready to build your marketing foundation and sell tons of books!

A Note from HonorÃ©e

Welcome to the third installment in the *Like a Boss* series! Marketing is possibly my favorite topic *of all time* because it's constantly changing and evolving—and I love variety. And, done correctly, marketing is a catalyst to help sell more books. But most importantly to me, by discovering a book, the readers can solve their problem. A super fun side benefit is the opportunity to connect with the readers themselves and hear how your words, in book form, have helped them! That's my favorite part of the whole book business!

In your case, you might have gotten this book because you want to solve the mystery of book marketing. Perhaps you're overwhelmed by the idea of marketing, so please keep this in mind: your book has a long life, and it will need constant marketing *forever*.

So, if you haven't been marketing, or feel like you've done something "wrong," or haven't quite hit the nail on the head the first, second, or tenth time around, all is not lost! The truth is you can keep working with your marketing recipe until you figure out what works the best.

And one more thing: just when you figure it out, it just might change! Google AdWords were all the rage once upon a time, but now we wouldn't even consider using them. Marketing is a marathon, not a sprint. You can (and should) market your book(s) until the end of time, so brew a fresh pot of coffee, grab a snack, and settle in for the long haul. This is gonna be *fun!*

Introduction

Ben here! We're delighted you are reading *Market Like a Boss!* It's the third in our *Like a Boss* series for authors.

The publishing world has changed, or, more accurately, it has evolved. In the past, writers worked on writing, and publishers worked on publishing. Writers expected the publisher to do most of the marketing. But that time is gone. Regardless of which route you use to publish (traditional, indie, etc.), you will need to know how to market.

Successful authors know how to adjust with the times, and they have learned how to roll with the tide and keep a positive attitude no matter what.

A Change in Perspective, Please

Some might argue that honing your business acumen (I used a big word, do I get extra credit?) means you are sacrificing your art. That knowing how to publish, market, and increase your word count will somehow negate the quality of your work. To those who feel this way, I'd like to pose a question.

Since when does knowledge negate knowledge?

Marketing like a boss begins with a change in your perspective about marketing itself. Marketing does not have to be the tedious facet of business work that you abhor. It can be just as exciting as your work in writing. Let me give you an example.

When my wife and I got married, we had a lot of discussions about what we wanted our relationship to be like. We saw other couples who had their own individual interests, like one husband who went golfing every Saturday morning, or a wife who went crafting with other women. While there is nothing wrong with that type of relationship, we decided we wanted something different. We didn't want parts of our lives to be separate; we wanted to share everything. This discussion led to a decision that has shaped the course of our marriage. We

decided that we would **learn to love** what the **other person loved**.

The first few years of our marriage were incredible. I learned to enjoy scrapbooking, romantic comedies, playing the piano, and other things. My wife now enjoys snowboarding, kung fu movies, and video games. (We play co-op, so it's a marriage-building activity.) Together, we've shared every part of what we love. Over time, my interests have become her interests, her interests have become my interests, and we couldn't be happier.

What should you get from this story? That you can *learn to love* something you don't think you would. Remember in *Write Like a Boss* when we talked about the power of a decision? The same principle applies here.

Few authors innately enjoy the marketing of their books, at least not at first. It can feel tedious, overwhelming, distracting, and discouraging. You might work hard and still see low sales, and that can make learning how to market a challenge. Whether you are just starting out or a veteran with multiple books, learning how to market effectively will always be a necessity. Harboring negative feelings toward marketing becomes a poison that will likely stop you from doing it and doing it well. Figuring out how to get excited about marketing and trying new tactics will serve you in a positive way.

Decide early that you will learn to enjoy book marketing, and reaffirm your decision often. Doing so will forever alter your career in a positive way, and it will set the tone of your marketing efforts.

Chapter One

What is Book Marketing, Anyway?

Hey, it's Honor's e. Before we can tell you what marketing works well and how to do it *like a boss*, it will help you to know what the heck book marketing actually *is*.

So, what the heck is book marketing, anyway?

I'm so glad you asked.

Very simply, marketing is connecting products and services to those who will buy them. Book marketing, then, is getting your books into the hands of readers who will love them. It is identifying the tactics that work the best and strategically executing them for the highest return on your time, money, and effort.

Without proper marketing, you could have the best book in the universe and it would languish in obscurity, making all your efforts futile. And that, my writer friends, would be a travesty. Further, there's no need for it!

Effective book marketing is a magical combination of knowing what your book is about, who is most likely to buy it, who is most like to *read* it (not always the same as the person who buys it—and we'll explain why), where you can and will sell your book, and finally, how you will continuously promote it.

Before you start to feel too overwhelmed, take a deep breath. Come to terms with a few facts: Marketing can (and should) be fun Marketing can (and should) be inspired Marketing can (and should) tap into your deep well of creativity Marketing can (and should) always be improved upon Marketing can (and should) be adjusted if it's not working (or if you do it "wrong") so you can reach new readers and sell more books

Ben here. I love the list you've given. While marketing can be daunting, it doesn't have to be. We can (and should) think of marketing as an appendage to our writing efforts. When we do, it becomes the new normal. And when marketing is your new normal, so too are sales.

HonorÃ©e here. Just as we stressed word count in *Write Like a Boss* and publishing a quality product in *Publish Like a Boss*, we're going to encourage you to develop a marketing habit here.

Marketing must be an everyday, consistent activity. A regular action item on your book business to-do list. If you think I'm crazy, consider this:

McDonald's has been around since 1957. I would guess every single person reading this book has eaten at McDonald's at least once (maybe more than a thousand times). Surely you know where the closest McDonald's is located (even if, like me, you wouldn't eat there today on a bet), maybe even the three closest McDonald's (if you don't, chances are your kids do). And yet, McDonald's is marketing consistently—every second, of every day, twenty-four hours a day, three hundred and sixty-five days a year *all over the world*.

Why?

Because McDonald's wants to sell more hamburgers, cheeseburgers, fries, apple pies, and milkshakes. Every day, twenty-four hours a day, three hundred and sixty-five days a year.

Today is someone's first day at McDonald's—their first visit of perhaps thousands over the course of their lifetimes. When someone says, *Where should we grab lunch?*, McDonald's wants you to suggest their restaurant. They reach new customers and *stay* at the top of your mind by being

consistent with their marketing efforts.

And so should you.

Remember: book marketing is connecting your books with the right readers who will love them. You *can* be great at book marketing, and we're going to show you how.

But first, we're going to give you some insight into *the one thing* that will ensure your book marketing success: your marketing mindset.

Chapter Two

Marketing Success Starts with Mindset

(Still) Honoré here. Being adept at marketing is a critical part of your overall success as an author. You've got to play with different options until you get as comfortable with marketing as you are with writing and publishing (even as you sharpen your writing and publishing skills!). The operative word in that last sentence is *play*.

Book marketing can feel unending, overwhelming, and, yes, tedious. Setting the right expectation and settling in for the long term are only two sides of the book marketing success triangle.

In addition to preparing yourself with the right set of expectations and gearing up for the long haul, you would be best served to view marketing as fun!

Yes, Virginia, it can be *fun* to post on social media about your points of view, or characters, or ideas. It is *fun* to attend conferences, connect with and build friendships with other authors, and grow your mailing list (over coffee, karaoke, or other shenanigans). And, it is *fun* to answer fan mail!

Ben here. I totally agree. Marketing is tremendous fun. I once had a reader message me from Iceland. I liked his name so much that I asked if I could use it in a future book. A while later I got another email expressing his shock and gratification. I made a fan for life, and marketed my books, and it was so much fun!

HonorÃ©e here. It will help to view learning and trying new marketing ideas as a fun adventure, since marketing requires consistent learning. No, I'm not talking the learning you "had" to do in school to conquer German verb conjugations or figure out complex equations. Because marketing tactics consistently change, you will have the opportunity to experiment with new ideas and learn from others. Just when a tactic seems to become stale, I'll hear about something one of my author buddies is doing and it renews my enthusiasm.

What I'm encouraging you to do is make sure you have a top-shelf attitude, because your attitude determines your level of success. Make sense?

Prepare for Success (and Failure)

Ben talked about perspective and the importance of evaluating a new marketing method. There's one other thing I wanted to discuss before we get into the meat of marketing. And that's hope. You have to keep hope alive, even when it seems like nothing is working.

Ben here. I'm glad you brought up hope, because marketing can be discouraging at times. Even when all signs point towards a successful marketing campaign, it can sometimes fail. But it can also succeed. And, over time, it is not the failures that will define your marketing efforts; it's the successes that will inspire thousands to purchase, read, and tell their friends about your books. When hope drives your work, hope drives your results.

HonorÃ©e here. Book marketing tends to have more failures than successes. That is just a fact. Everyone is marketing their books, and there are thousands of new books coming out each month. Some promotions are effective, while others fall flat. That's part of the business, so prepare yourself, recognize when it is happening, and be ready to take it in stride.

Like the inevitable first one-star review (those don't feel particularly great, either), putting time, money, and energy into any piece of marketing that flops is a bummer. Accept now that failure is inevitable, and you'll be ahead of the game. You must market, now and forever, so when something fails, you pick yourself up, dust yourself off, and try something else. Nothing less, nothing more.

Make sense?

The good news—and there is a lot of good news—is that one's marketing efforts tend to: Get better with time. The more you do it, the better you'll get. You'll be able to see what works faster and easier the longer you're doing it. Increase in their effectiveness the more books you have—if they are under the same author name or brand. This is for an obvious reason: when you market one book, there is only one place for readers to find you. When you market one book that's part of a set of ten, the other books have discoverability as well, and the ability to potentially sell multiple books will increase the impact of each marketing technique. This means that a technique that doesn't work at first might become useful later. Therefore, it's important that you learn about every technique you can, because you never know when it will become essential to your career. As you study this book I urge you to learn, evaluate, and then hope for the best!

Learning a Marketing Technique

Ben here: So far, we've touched on how to approach book marketing with a positive attitude, but I wanted to go into more detail on how to learn each new marketing method. With every new marketing technique you discover—whether in this book or somewhere else—I'd recommend you use the following process to evaluate it. **Learn.** Always be learning! You can't properly use a new technique unless you truly learn it. **Test.** Each new technique deserves a test. I usually only test one technique at a time. Otherwise, it's impossible to know its effectiveness. **Evaluate.** You have to measure your successes to determine the effectiveness of every marketing effort. What is measured, improves. **Adapt and Repeat.** Many techniques do not work the first time, or they take time to become effective. Don't be afraid to learn, change, and adapt your original marketing effort. Then test repeatedly until you figure out what works.

I use this four-step process every time I start a new marketing endeavor. As you utilize the same steps, you'll find it's easier to identify the marketing techniques that are useful, as well as those that are useless.

Define Success in Advance

Honoré here. Before you turn your laser focus to marketing, you'll stand a better chance of succeeding if you define what you want success to look like *for you*. Do you want to be a bestseller or a best *earner*? Do you want to add to your email list (by giving away the first book in a series) or sell as many copies as possible? If you want to focus on selling, how many do you want to sell—the first day, week, month, year?

When speaking with authors about goal setting, I sometimes hear, *I want to sell more books*. But if you sold five more books, would that be what you had in mind? (Probably not.)

As book marketers, we are all hungry for success and yet it can be difficult to attain, especially without well-defined outcomes. This is especially true in today's complex, multi-option book marketing environment where success and failure often live side by side. Many successful authors attribute their success to years of failure (a.k.a. "a time of learning").

The truth is, many of us don't know what success looks like because we haven't set the criteria for realizing or visualizing success. If we don't know what success looks like, how can we prove the value of our efforts?

Unless you know what success looks like for you, you cannot strive to reach the point where you can claim success. Failure to demonstrate success will result in dissatisfaction with your marketing efforts, less-than-optimized budgets and poor morale. You might even be tempted to proclaim, *Marketing doesn't work!*

Before you can start planning for success, you must first decide what success looks like.

What Does Book Marketing Success Look Like?

Marketing is the fuel behind any successful book, and great marketing acts like rocket fuel—boosting your book into the stratosphere and catalyzing book sales for a long time to come. Knowing what your book sales goals look like *before* you fuel your marketing strategy is key to actualizing success.

Authorâ€™s Note: Put the wrong kind of fuel into your marketing strategy, and you run the risk of your book going nowhere fast.

Carefully chosen book marketing tactics, given enough time to work, can equal long-term success.

What follows represents the most common markers of book marketing success: **Traffic:** You’re looking for quality—the right prospective readers who are ready to buy and read *now*. Quality traffic to your website, online retailers, or other places your books are sold is a vital first step to marketing success. Knowing the size of your potential audience is vital when setting your goals. Knowing the profile of your ideal readers and targeting them with engaging, relevant and timely ads, information, or content will help you achieve your goals. Ultimately, you want to convert quality traffic into readers. The best traffic visits often and engages with you, your books and, if you have them, other content, products and services, etc. Honorée is right on point here. Traffic can often be measured by engagement. But sometimes it’s difficult to measure how many people are responding to your posts. Remember that many few will respond, but many will read. For every individual who responds to your post/tweet/ad, there are dozens, hundreds, and even thousands who read your content.

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‘Me? Market Like a Boss?’

Contrary to popular belief, your marketing plan doesn’t need to be overwhelming, stressful, or complex. Neither does executing it. Marketing Like a Boss only requires perseverance, knowledge, and a few simple techniques--all covered in this valuable resource.

Check out what’s inside:

The first crucial question you should ask before you launch any marketing plan Wide? Exclusive? Confused? You won’t be after you check out Chapter 7 Pricing strategies can be a bugger. Not anymore

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Honorée Corder is the author of dozens of books, including *You Must Write a Book* and *The Prosperous Writer* book series. She is also business partners with *Bestselling Author* Hal Elrod, and co-creator of *The Miracle Morning* book series. Honorée coaches business professionals and authors to write and publish their book, and to achieve bestseller status.

Ben Hale is the bestselling author of the *Chronicles of Lumineia*. Within six months of launching his first book in 2012, Ben sold his business and began writing and publishing full-time. Since then, he has published dozens of titles across five different series. To date, his series has sold more than 200,000 copies worldwide.

No matter where you are in your career, or your selling skills, *Market Like a Boss* is an invaluable resource packed with cutting-edge marketing techniques as well as timeless strategies utilized by some of the most skilled marketers on the planet.

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