

Marketing Your Books

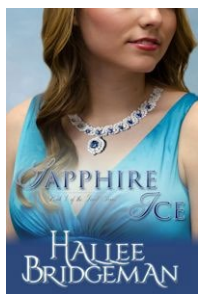
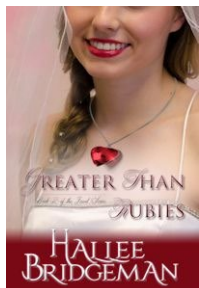
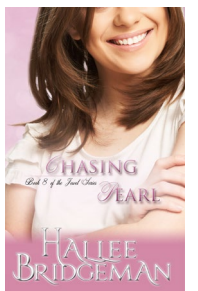
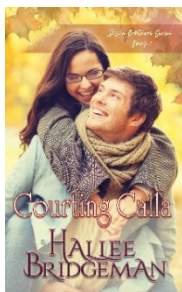
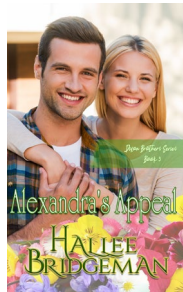
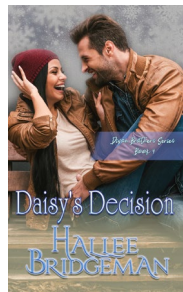
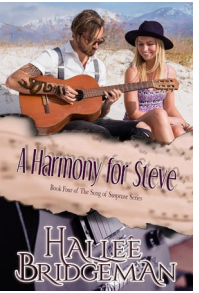
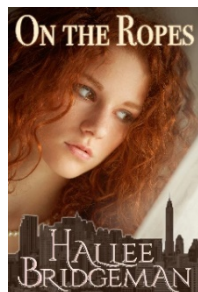
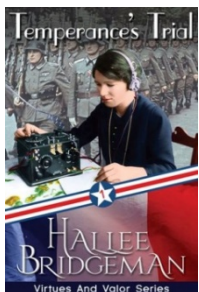
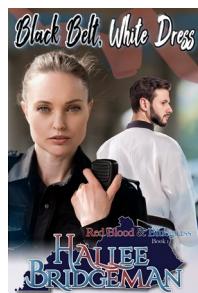
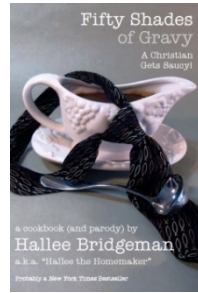
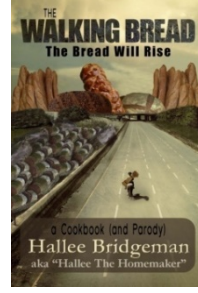
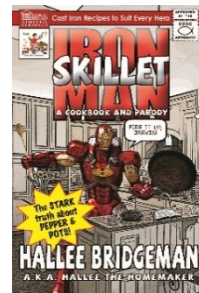
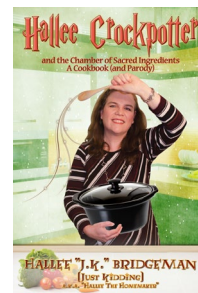
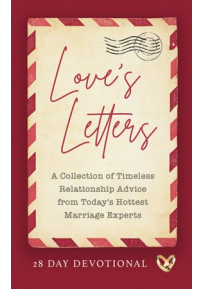
HALLEE
BRIDGEMAN



About Me

- Started publishing in 2012
- Published 34 books with almost 900,000 sales
- Have taught all over the world





What is Marketing?

mar·ket·ing

/ˈmɑrkətiŋ/ 

noun

the action or business of promoting and selling products or services, including market research and advertising.



Creating a Marketing Plan

- We are in a seriously dynamic industry
- Nothing that worked yesterday will work tomorrow
- Online marketing is a try and see what will work for you
- Some things will stay true regardless of how online marketing changes



“How to Create a Marketing Plan”

1. Write a mission statement (Set goals)



Mission Statement

To prayerfully craft
stories as modern
day parables to
uplift fellow
believers and
minister to seekers
in our fallen world.



“How to Create a Marketing Plan”

1. Write a mission statement (Set goals)
2. List or describe niche markets
3. Describe your services
4. Spell out marketing and promotional strategies
5. Create a budget – time and money
6. Identify the competition. (What are other authors doing?)
7. Monitor results



Types of Marketing





Known Author

- Social Media
- Advertising
- Amazon Author Page
- Bookbub Page
- Blog
- Newsletter



Build a Platform

So that you are heard as a known author.



What does Platform mean to me as a writer?

Writer's public visibility and reputation

Basically, it's made up of the people who will hear you when you have something to say



Social Media

- Social Media
 - Goodreads
 - Facebook
 - Twitter
 - Instagram
 - Pinterest
 - LinkedIn



Types of Marketing





PINTEREST

SOCIAL SITE
THAT IS ALL ABOUT
DISCOVERY

LARGEST
OPPORTUNITIES



USERS ARE:

32% MALE

68% FEMALE

478
MILLION
ACTIVE USERS



FACEBOOK

SOCIAL SHARING
SITE THAT HAS
2.85 BILLION
USERS WORLDWIDE

LARGEST
OPPORTUNITIES



COMMUNICATING WITH
CONSUMERS
IN A NON-OBTRUSIVE WAY



2.85
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INSTAGRAM

SOCIAL SHARING
SITE ALL AROUND
PICTURES
AND
VIDEOS

MANY BRANDS
ARE PARTICIPATING
THROUGH THE USE OF

HASHTAGS

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billion
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SEARCH ENGINE
AFTER GOOGLE



WORLDWIDE MORE
THAN 1 BILLION HOURS
OF YOUTUBE ARE
WATCHED PER DAY

2 BILLION
or 49% of
daily users are on
mobile devices



Platform: Pinterest

- Can be used as a way to visually tell your novel's story
- Can be used as a way to promote your blog posts
- Can be used as a way to connect with female readership





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Facebook

- Make it a place where people can interact with you
- This is your chance to be a real person
- Branding (coffee posts)
- Sharing personal stories
- Finding a niche discussion point (cooking, autism, Christianity)
- Live videos: Coffee Chats



Facebook

...where people can interact with

...al person

■ Branding (con...)

■ Sharing personal st...

■ Finding a niche discussion (looking for autism, Christianity)

■ Live videos: Coffee Chats

This is not about Facebook advertising

This is about platform, not marketing



Facebook

Don't let Facebook become your end all and be all.



Don't let Facebook be your end all and be all

6 FACEBOOK POPULARITY DECLINE

6 FACEBOOK POPULARITY DECLINE

Despite being the #1 social media marketing platform today, Facebook has seen declining use among all age groups **except the older (55+ age group) in 2018.**



This will continue in 2019, as Pew Research revealed that many people had changed the way they interact with the social media platform.

According to a new Pew Research Center survey,

42%  **BREAK**

say they have taken a break from checking the platform for a period of several weeks or more, while

26%  **DELETE**

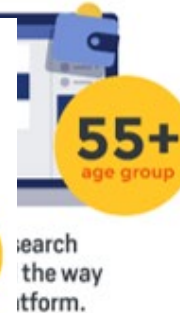
say they have deleted the Facebook app from their cellphone.



All in all, some

74%

of Facebook users say they have taken at least one of these three actions in the past year.



Digital Marketing Trends to Watch Out for 2019
www.business2community.com



Don't let Facebook be you

Facebook reported a decline of 2 million daily active users in the US and Canada

Tyler Sonnemaker Oct 29, 2020, 5:29 PM



Mark Zuckerberg security phone REUTERS/Yuri Gripas

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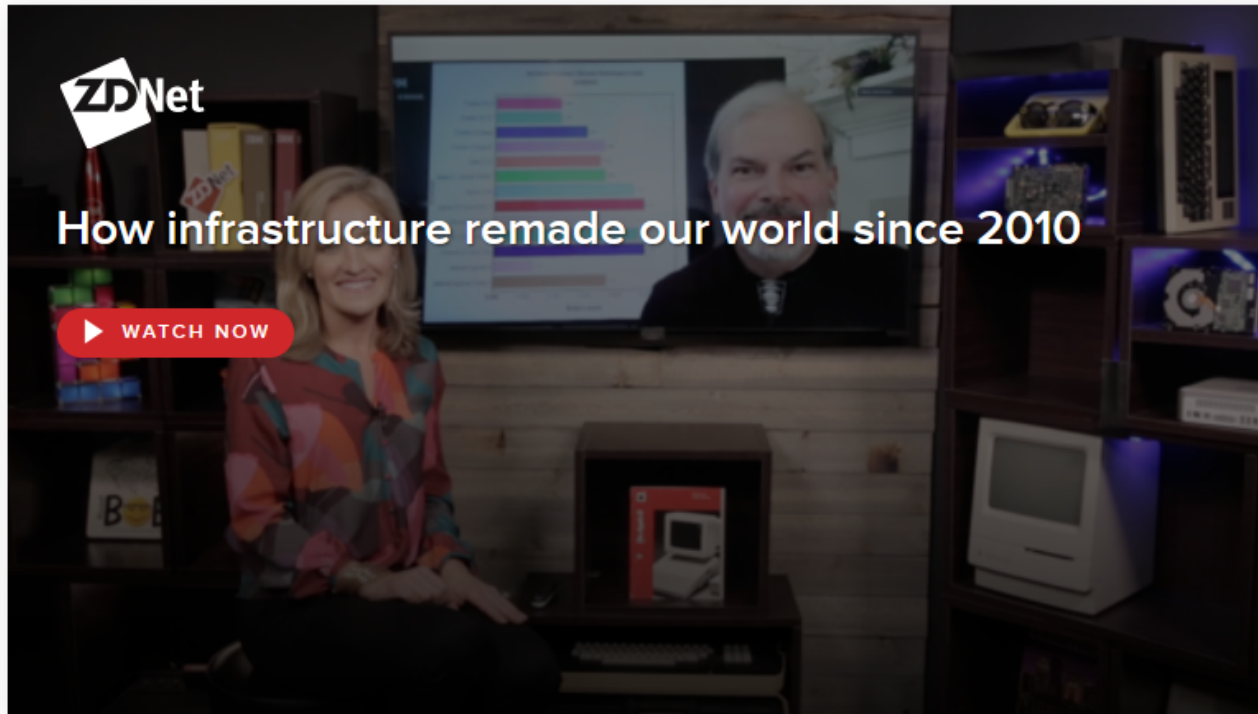
Don't let Facebook be you

The decline of social media: Facebook and Twitter leave us wanting

Social networks stopped being happy places some time ago. Some say that's a reflection of our society, others an illusion brought about by algorithmic manipulation. But both sides somehow being equal in this whole affair, isn't helping.



By [Scott Fulton III](#) | January 21, 2020 -- 19:41 GMT (11:41 PST) | Topic: [2010s: The Decade In Review](#)



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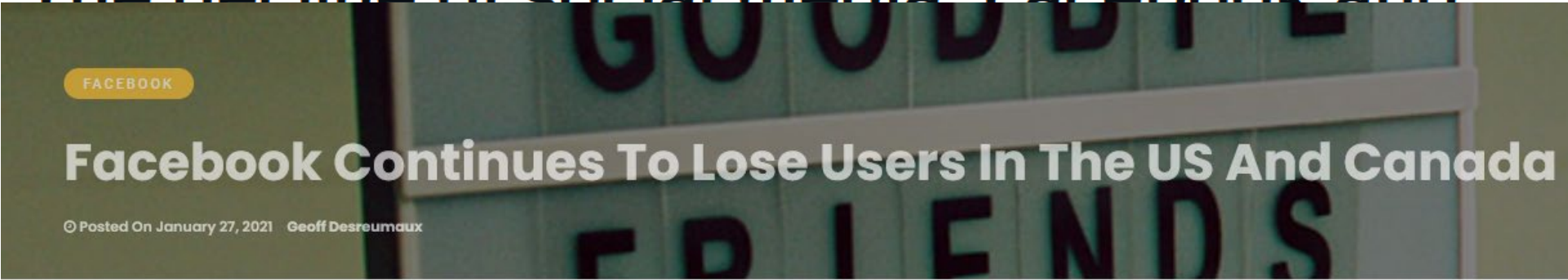
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Don't Let Facebook Be The Decline of Social Media: Facebook and you



FACEBOOK

Facebook Continues To Lose Users In The US And Canada

© Posted On January 27, 2021 · Geoff Desreumaux

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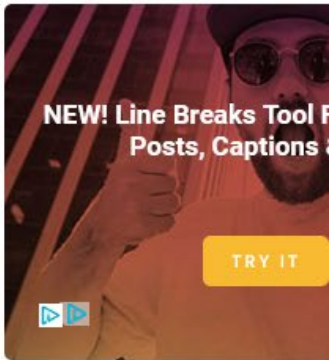
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SHARES



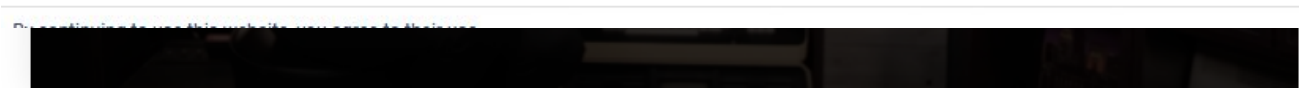
Facebook's daily active users decline for a second quarter in the United States and Canada, caused by user fatigue and growing competition.

Despite robust topline numbers, Facebook's fourth-quarter earnings show a significant slow in growth and a second in a row decline for DAUs in its main markets.

Related | [Facebook Launches Facebook News Portal In The UK](#)



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daily users are on
mobile devices



Instagram

- Younger audience is on Instagram
- Facebook ads feed to Instagram
- Entirely picture-based
- Hashtags are the key to doing Instagram properly



Instagram

Hashtags for Instagram to connect with readers:

#bookish #novel
#readmore #booksofinstagram
#bookstagram #booktastic
#amreading #readersofinstagram
#bookoftheday #booknerdigans
#booknerd #bookhaul
#bookaddict #booklove
#bibliophile #bookclub
#ilovereadng #bookworm
#shelfie #creativityfound

30 #'s max

Put in comments

Hashtags for Instagram to connect with other writers:

#writersofinstagram
#writersofig
#amwriting
#amediting
#authorlife
#indieauthors
#nanowrimo
#ilovewriting
#writerscorner
#writersofinsta
#writerscommunity





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mobile devices



Youtube

- 2nd largest search engine in the world after Google.
 - This is important
 - Make sure you fill your videos with metadata and keywords
- The more followers you have on Youtube, the more you can customize your site



YouTube

2 VIDEO MARKETING



Video marketing is one of the fastest-growing strategies nowadays, and it's showing no sign of slowing down any time soon.



82%

According to Cisco,
OF INTERNET TRAFFIC

will be through video by 2021, though you don't have to wait that long to tap the full potential of this platform in growing your business.

In fact, Even small businesses with limited resources are also leveraging this strategy, with only

24%



reporting that they relied on external agencies for business video production!



Bookbub

- 10 million users
 - The users are readers
- Grow Bookbub followers the same as the newsletter
 - Advertise everywhere
 - Use list building services like Ryan Zee, etc.



Goodreads

- 90 million users
 - The users are readers
- Drive readers to your Goodreads
- Goodreads is owned by Amazon, so the metadata inside of Goodreads will fuel Amazon
- There are ways you can leverage Goodreads to market books



Paid Ads

- Facebook
- Amazon
- Bookbub Ads



Paid Ads

- Paid Facebook/Social Media Ads
 - Set a budget
 - If it's not working, pull it and try something new
 - Select your audience
 - Use an image
 - Facebook will feed to Instagram



Marketing



Marketing



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Virtues And Valor Series



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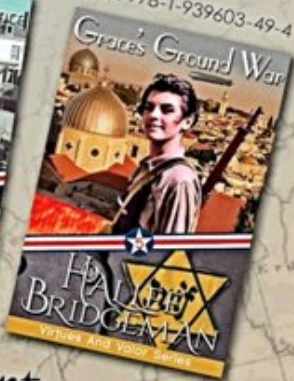


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Stripped of everything, Alex comes to Jon for help, and only then does she learn her true value.



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Marketing



Marketing



Social Media Ads



Amazon Ads

- Almost effortless
 - Set a budget
 - Select your audience
 - Price per click
- Your book cover is the image for the ad – you don't have to create one
- You can use up to 1,000 keywords, or let Amazon automatically pick yours
- The more money you spend, the more money you make.
- You can see immediately if an ad is working



Sponsored products related to this item

Page



Just released



Cherish Me: A clean, sweet, faith-filled small-town romance, where life begins at f...

Autumn MacArthur

The big 40, an ill aunt, a quirky bookstore, unruly pets, & flaky staff. And then there's Mateo... A heartwarming second-chances Christian romance!

★★★★☆ 23

Kindle Edition

\$0.99

Just released



Lethal (The Disciples Book 1)

Cassandra Robbins

What happens when the girl you took to pay a debt becomes your whole world? How much would you risk to keep her?

★★★★☆ 164

Kindle Edition

\$3.99



Yesterday's Promises: A Christian Romance (Callaghans & McFaddens Book 9)

Kimberly Rae Jordan

Broken promises. Broken hearts. Can she forgive him? Possibly. But when it's impossible to forget, trusting him with her heart once again is hard.

★★★★☆ 44

Kindle Edition

\$3.99



The Lunas

Keith R. Rees

YA coming of age love story set in majestic West Maui, where the setting is a character in itself! Includes the short story, Don't Kill the Whale

★★★★☆ 1

Kindle Edition

\$1.99

Just released



The Haunting of Bechdel Mansion (A Riveting Haunted House Mystery Series Book 1)

Roger Hayden

A paranormal phenomenon, a mysterious curse, and an unsolved murder forty years in the making.

★★★★☆ 12

Kindle Edition

\$0.99

Just released



Love Again at the Heart of Main Street (A Nestled Hollow Romance Book 4)

Meg Easton

As a single mom and business owner, her life is too chaotic for love. But adding more chaos is exactly what brings him, and love, in. Sweet romance!

★★★★☆ 12

Kindle Edition

\$2.99



The Guardian Angel

Kay Seeley

★★★★☆ 14

Kindle Edition

\$3.95



Where There's Smoke: inspirational romantic suspense (Montana Fire Book 1)

Susan May Warren

Meet your next set of heroes - the Montana Smokejumpers. Discover Epic Romantic Adventure from a RITA award-winning, USA Today best selling author.

★★★★☆ 262

Kindle Edition

\$6.99



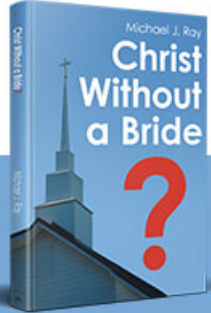
Bookbub Ads

- You can develop your own image or use Bookbub's creative
- You'll need to come up with the 60 character one-liner
- Set a daily budget and a cost per click
- Target specific authors and specific genres
- Play around until it "clicks".

The BookBub logo is displayed within a solid red rectangular box. The text "BookBub" is written in a bold, white, sans-serif font. The word "Book" is in a standard weight, while "Bub" is in a slightly bolder weight, with the 'B' being particularly prominent.

BookBub

Bookbub Ads



Michael J. Ray attempts to get people who think they can have Jesus and his salvation without the church to understand that they can't.

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a fun
Thanksgiving
romance!

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Pages

- Amazon Author Page
- Bookbub Author Page
- Goodreads Author Page



Website/Blog

- You need a website
 - Make sure your newsletter signup is prominent
 - Make sure there is an easy way to contact you
 - Make sure your social media links are easy to find
 - Have a page for a press kit
 - If you are already published, list books by series
- You might want to blog
 - Refreshes your SEO
 - Connect it to your website
 - Drive traffic to your blog
 - Looking for ideas?
 - Interviews with other authors
 - <https://www.google.com/search?client=firefox-b-1-d&q=blog+ideas+for+writers>





Known Author

- Social Media
- Advertising
- Amazon Author Page
- Bookbub Page
- Blog
- Newsletter

Newsletter
Newsletter
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Newsletter



Known Author - Newsletter



Newsletter

- The most important part of your marketing plan
- The people who sign up for your newsletter want information from you
- Choose how you want to send it out
 - Weekly/Bi-weekly/Monthly
 - Quarterly
 - Only on release days
- Use a service to manage your newsletter



- My list is 5870
 - Mailchimp: \$105/month
 - Mailerlite: \$50/month
 - MadMimi: \$42/month
 - Constant Contact: \$125/month
 - Mailjet: \$20.95/month (accessed through Ionos)

I use Sendfox – purchased lifetime through AppSumo

Newsletter services



- Offer an incentive
 - I offer a free ebook
 - One subscriber wins \$25 Amazon gift card every month

Ways to Grow List

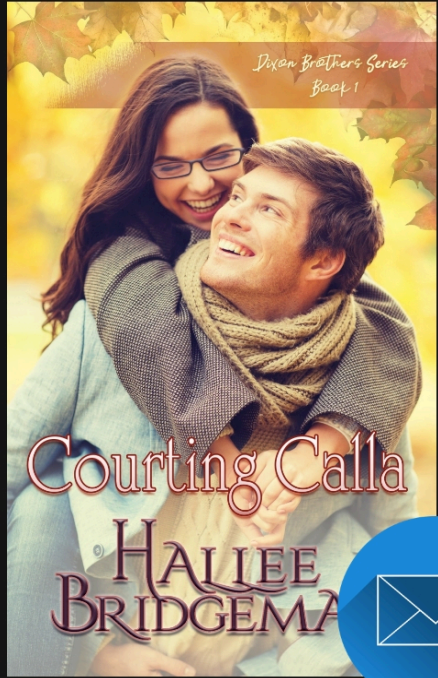


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Ways to Grow List



- Offer an incentive
 - I offer a free ebook
 - One subscriber wins \$25 Amazon gift card every month
- List your newsletter signup in the front of everything
 - Pinned tweet
 - Pinned Facebook post
 - Prominent on website
 - In the back of every book

Ways to Grow List



PINNED POST



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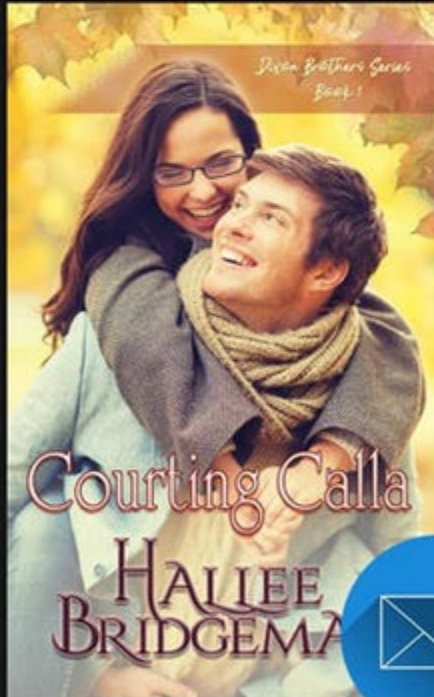
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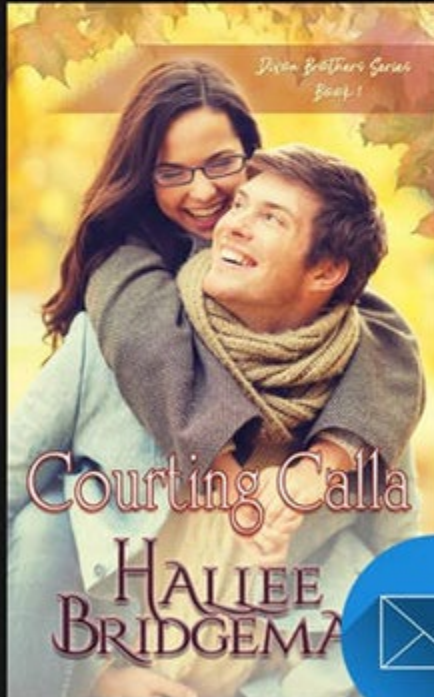
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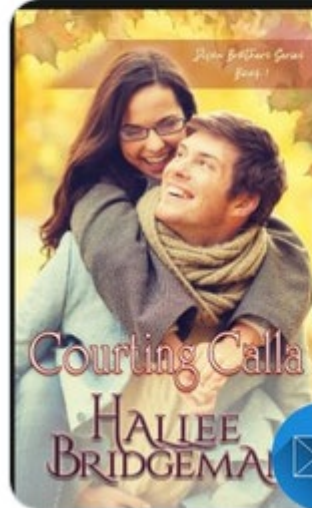
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Ian knows God has chosen Calla as the woman for him, but Calla is hiding something big. Can Calla trust Ian with her secret, or will she let it destroy any possible hope for a future they may have?

[WWW.HALLEEBRIDGEMAN.COM/NEWSLETTER](https://www.halleebridgeman.com/newsletter)



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Hallee Bridgeman

Join my
free!
[https://](https://www.halleebridgeman.com/newsletter)
#amre

BRIDGEMAN

Author of True Romance, Gripping Suspense, Real
Heroes, Genuine Faith



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[Get Your Free Book!](#)

[About Hallee](#)

[Hallee's Books](#)

[Speaking](#)

[Contact Hallee](#)

[Hallee's Brew](#)

Join my mailing list and
get *Courting Calla* free!



WWW.HALLEEBRIDGEMAN.COM/NEWSLETTER

WELCOME, FRIENDS!



I'm so happy you could visit me here. [Print](#) [PDF](#)
Take your time and browse around. In
my blog area, you'll find interviews with hundreds of
Christian authors, links to my weekly Monday Morning
Coffee and Chats, and occasional devotional thoughts.

Looking to have me come speak or teach at your
event? Try the [Speaking](#) link.

Want to sample one of my romantic suspense books? If
you sign up for my newsletter, you get a free ebook of
[Courting Calla](#)

*"I loved this Christian romance and how things
weren't trite or cliché. I liked the ups and downs
and the real ness of the characters and their journey together. I especially liked
the mission aspect. I'm super excited to continue reading this series!"*

~reader review of *Courting Calla*

Want to know more about me? You can read my bio, find my press kit, or contact my agent
in the [About Hallee](#) section.

Wanting to connect with me? Click any of the social media buttons on the sidebar, or click
the [Contact Hallee](#) link.

HALLEE BRIDGEMAN

My most recent release:



Daisy's Decision, book 4 in the Dixon
Brothers Series



- Offer an incentive
 - I offer a free ebook
 - One subscriber wins \$25 Amazon gift card every month
- List your newsletter signup in the front of everything
 - Pinned tweet
 - Pinned Facebook post
 - Prominent on website
 - In the back of every book
- Use a list growing promotion company
 - Ryan Zee, Bookfunnel, Litring, etc.

Ways to Grow List



Onboarding Process

- Automatically send a series of newsletters giving your readers a chance to get to know you.
- Don't make them sales pitches – make them personal.

<http://www.successfulchristianselfpublishing.com>



Newsletter Interaction

- You want people to open your newsletter. It looks good for the mail service, and it means your word is getting out
 - Chance to win \$25 Amazon gift card
 - Ask a question that encourages a response
 - Run a giveaway that requires a response





HALLEE'S HAPPENINGS

the official newsletter of Hallee Bridgeman

true romance, gripping suspense
real heroes, genuine faith

LIVE A LIFE OF LOVE. EPHESIANS 5:2



Happy December!

Happy holidays to you! This is a busy month for our family for celebrations. We celebrate a Messianic Hanukkah, my husband has a birthday, and we have Christmas! It's a joyous month filled with all sorts of

opportunities for family time and fellowship time. I pray that you have a wonderful holiday season.

Last month, I asked about your favorite holiday dish. The person who wins the paperback of her choice is Dee at de--vis@alphadata.net! (fill in the -'s). Email me with your paperback choice and your mailing address and I'll get it to you!

This month I'd love to see a picture of your Christmas tree or your favorite decoration. My favorite decoration is my Town of Bethlehem. I recorded a video of it a couple of years ago. You can see it on my channel on YouTube [at this link](#). Reply to this email or email me at hallee@halleebridgeman. I'll pick a random winner to win your choice of a paperback from my books.



Types of Marketing



Friend



Friend

- A group of your biggest fans
- WANT to share information about you
- Will leave reviews



Friend

- A group of your biggest fans
- WANT to share information about you
- Will leave reviews



Stay In Readers' Minds

- Branding (coffee posts)
- Sharing personal stories
- Finding a niche discussion point (cooking, autism, Christianity)
- Coffee Chats
- Birthday Club



Newsletter Exclusives

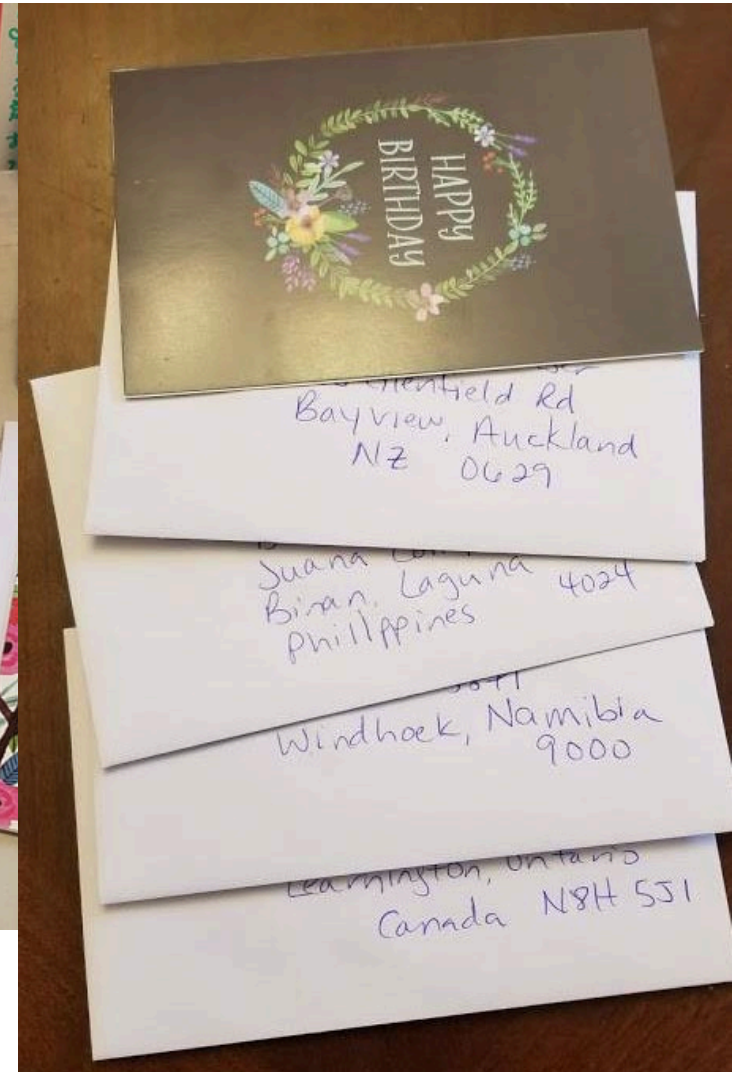
- Birthday Club
 - Currently have almost 1400 members
 - Receive a signed birthday card from me
 - 50% off one ebook coupon
 - Bookmark for upcoming series
 - **Captive marketing audience**



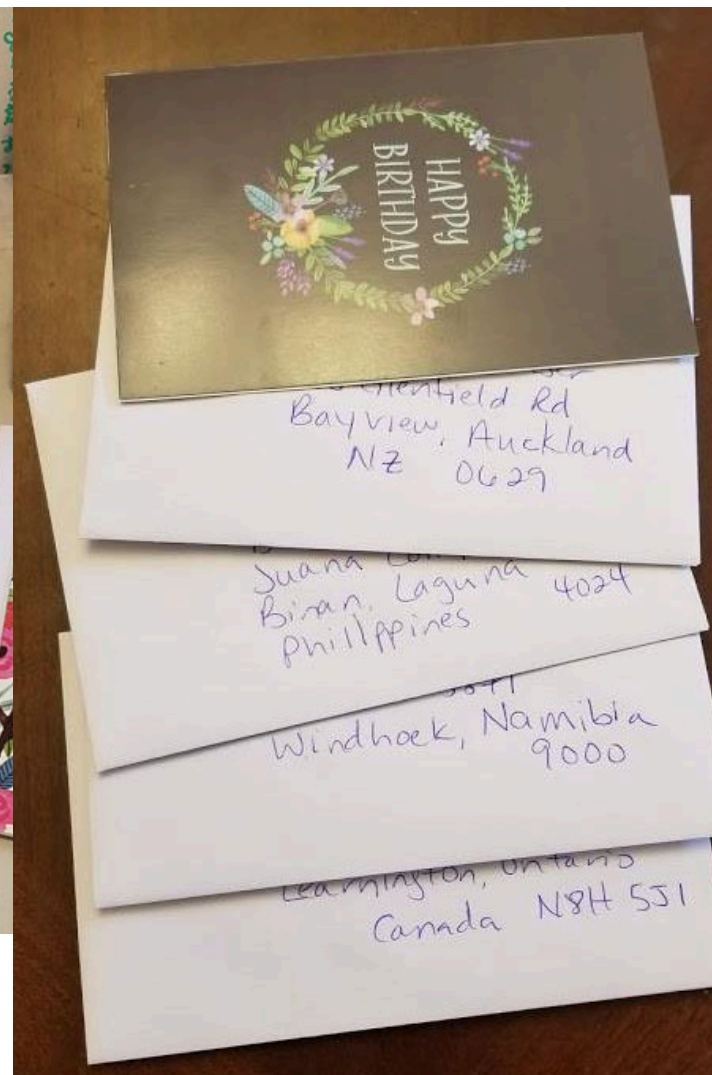
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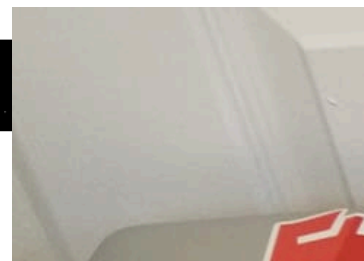
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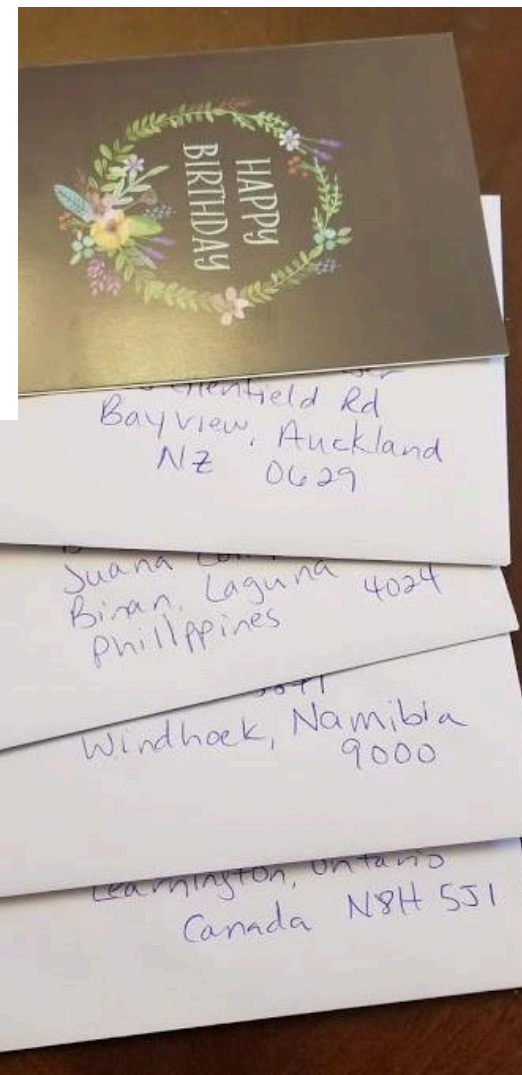


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[redacted] wow that is what makes
you a great writer you have a caring loving
spirit

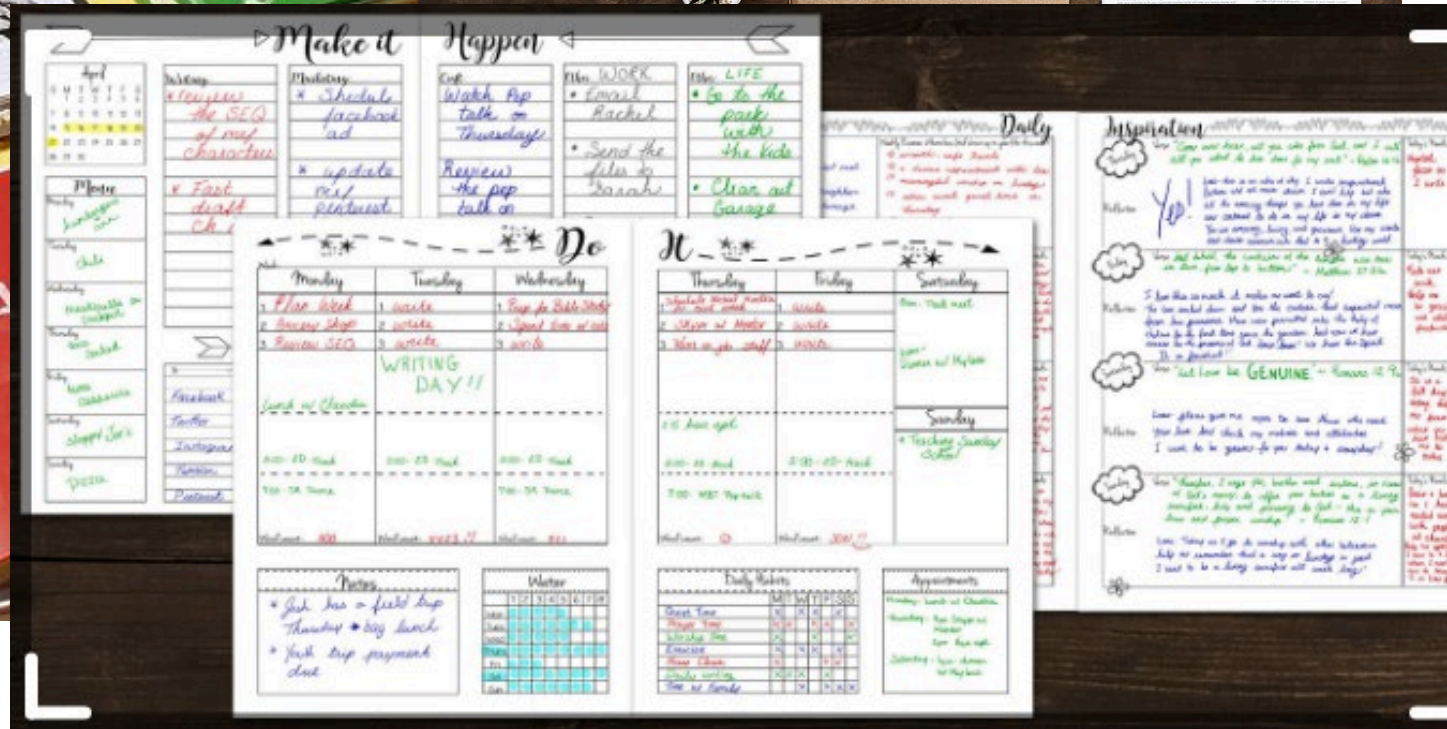
Like · Reply · 14w



Marketing Time

- Determine your writing time or production goals
 - i.e. 3,000 words a day or 4 hours
- Never let marketing/social media interfere with those goals. Nothing sells a good book better than the next good book
- Be disciplined in your time online
- Planning is key
- Create calendars/logs:
 - Social media
 - Blogging
 - Marketing ads





Book Release Marketing



Book Release Marketing



Book Release Marketing

Leading up to release day:

Goodreads

- Do a paperback giveaway of the book releasing
- Have the giveaway end 2 days before release date
- All of the people who entered the giveaway will get a release notification of the book because it's on their to-be-read list.
- Encourage beta readers to leave reviews on Goodreads before release day



Book Release Marketing

Leading up to release day:

Bookbub

- Start Bookbub advertising
- Send out a pre-order alert
- Apply for a Featured New Release at Bookbub
- If other books are in the same series, apply for a Featured Daily Deal at Bookbub for one of the other books in the series
- Encourage beta readers to leave reviews on Bookbub before release day



Book Release Marketing

- Paid review sites (Bookcrash, Net Galley)
- Street team
- Beta readers



Book Release Marketing

Leading up to release day:

Facebook and Instagram:

- Count down to the release starting about a week out.
- Make your headers on social media about the release.



Book Release Marketing

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"Wow! Sometimes you get to the end of a book and just think, "WOW". Daisy and Ken...move right into your heart and take up residence. " ~reader review



5
days

<https://www.halleebridgeman.com/daisy>



Book

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"Wow
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review

5 days



"Wow! Sometimes you get to the end of a book and just think, "WOW". Daisy and Ken...move right into your heart and take up residence."
~reader review

<https://www.halleebridgeman.com/daisy>

[geman.com/daisy](https://www.halleebridgeman.com/daisy)



Book Release Marketing

- Press release
- Readings/Book Signings
- Interviews
- Blog Tours
- Online Launch Party (Facebook)
 - Partner with authors of similar genre
 - Give away prizes
- Real Life Launch Party
 - Eat cake
- Facebook live / Instagram live streaming parties with giveaways and Q&A's about the book that's launching



Book Release

- Press release
- Readings/Book Signings
- Interviews
- Blog Tours
- Online Launch Parties
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Pulse **V**

THURSDAY, NOVEMBER 7, 2019

Fort Knox author writes about faith, romance

By BECCA OWSLEY
The News-Enterprise

Fort Knox author Halilee Bridgeman recently celebrated the release of her 30th book.

She started writing her first book on New Year's Day 1999. She finished it in six weeks and wrote nine more in two years. But after a divorce and new marriage, she pushed aside her writing and fed her creative urge by writing a homemaking blog called Halilee the Homemaker.

In 2011, she was ready to write books again.

"When all of my children were potty trained and -- for the most part -- sleeping through the night, I pulled my books out and started going through them," she said, adding they all needed to be rewritten. "I had learned a lot about writing and they were unedited books with great stories but really immature writing."

Several of her books were suspense novels and she said they needed to be brought up to date in a post 9/11 world.

Bridgeman published her first book on March 26, 2012. In total, her books have been downloaded more than 600,000 times, she said.

"I am local to the Elizabethtown area, but have spoken all over the world," she said. "I love being in a room full of readers and hearing what worked and didn't work in a story."

Her most recent book, "Valerie's Verdict," was released Oct. 22.

"It's the story of Valerie Flynn, who was violently attacked by her fiancé," Bridgeman said. "As the date for his prison release draws closer, she relocates from Savannah, Georgia, back to her home in Atlanta and there, she reconnects with Brad Dixon."

In the story, Flynn's parents died when she was 3 and she was raised by her uncle who was Dixon's father's best friend, she said. Flynn lived in the guest house on the Dixon property and grew up with the family. Dixon had been in love with her but never expressed his feelings, Bridgeman said.

"When she moved to Savannah and then moved in with her eventual attacker, it broke his heart," she said.

The story continues as the two recognize their feelings for each other and have to reconcile things before they can be together, she said.

Her books are categorized as Christian romance and romantic suspense and include a faith arc in each story.

"When I get an email or a letter from someone whose faith was positively affected, whose relationship with God was strengthened or whose relationships improved due to something he or she read in one of my books that inspired or convicted the individual, I am overwhelmed with joy and my work and the path of my work is affirmed," she said.

She belongs to several romance writing groups, general market writing groups and Christian writing groups.

"What I get out of the Christian groups is a like-minded mission -- to write for God or about God or intentionally writing to have an impact on God's kingdom," she said. "As much as I enjoy being with writers in other groups, the Christian groups come with a sense of fellowship and community."

She has some tips to those who are starting out as writers.

Because writing and publishing constantly is changing, she said to make sure any advice is relevant to today.

"Whether you're seeking traditional publication or planning to independently publish, always hire a professional editor," she said. "And, most importantly, a real publisher will not charge you to publish your book -- never pay a publisher for the privilege of publishing your work."

Bridgeman's e-books can be found at amazon.com. Paperbacks and audio books can be found at most bookstores, she said.

For information about Bridgeman and her books, go to halleebridgeman.com.

Becca Owsley can be reached at 270-505-1740 or bowasley@thenewsenterprise.com.

Halilee Bridgeman is a Christian romance writer who lives on Fort Knox.

"Valerie's Verdict," which is Halilee Bridgeman's 30th published book, was released two weeks ago.



with giveaways and



Release Day Marketing

- Social Media Announcements
- Social Media Paid Ads
 - Twitter, Facebook, Pinterest, Instagram, etc.



Release Day Marketing

- Social Media Announcements

- S



The book cover for 'Daisy's Decision' by Halle Bridgeman features a man and a woman in a romantic pose. The woman is wearing a red beanie and a brown jacket, and the man is wearing a brown sweater and blue jeans. The cover also includes the text 'Daisy's Decision', 'Halle Bridgeman', and 'Daisy's Decision Series Book 1'.

★★★★★

"I loved it, I hated it, I laughed, I cried. I grinned at it. I walked away, I rushed back for more. The characters are real, the story is true to life. The love is tangible. The tragedy is heart-stopping. I'm blessed to have read it."

<https://www.halleebridgeman.com/daisy>



Release

- Social Media
- S
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"Beautifully written"



"The characters are so real and believable."

Daisy's Decision

available at

amazon

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by

www.halleebridgeman.com/daisy



Release Day Marketing

- Social Media Announcements
- Social Media Paid Ads
 - Twitter, Facebook, Pinterest, Instagram, etc.
- Request Signal Boost from Street Team/Friends
 - Ask for sharing Facebook posts
 - “liking” Facebook page posts



Book Release

- Be organized
- Be prepared
- Set aside a week to build your release
- Have the release go for a full week



Book Release Checklist

Book Name/Release Date: _____

☒	Create:	
	Dedication	Note from the Author
	Recipes	Study
	Generate ISBN's	Contact Library of Congress for LOCN
	Generate Book Bible	Create Pretty Links
☒	Create:	
	Website Page	Fiction Finder page
	Goodreads page	Square Store page
	Add to Bookbub Listing	Add to Bookfunnel // Paypal
☒	Contact Christian Indie Publishers Association	
	Press release: Email the above information with the request for "Christian Retail eBlast" in your subject line to cipa@christianpublishers.net	
	Bookcrash reviews	
	Add to Publisher's Weekly Book Life	
	Submit to Book Life for review	
	Contact radio and podcast sites as listed on CIPA site: follow guidelines on site. https://cipa.podia.com/courses/list-of-over-100-radio-and-podcast-media	
	Add to Christian Indie Publishers Consumer eBlast: To reserve a spot in an upcoming Consumer eBlast, email your request with "Consumer eBlast" in your subject line to cipa@christianpublishers.net . Follow guidelines on site.	
	Submit Christian Media PR Blast: create press release via instructions on site.	
	Contact local radio station and newspaper (https://www.quicksie983.com/) (https://www.thenewsenterprise.com/site/forms/)	
	Contact B&N for new release promos (need about 8 weeks lead time)	
☒	Upload Ebook:	
	Amazon	Draft 2 Digital
	B&N	AppleBooks
	Smashwords	GooglePlay
	Kobo	PublishDrive

☒	Upload Paperback:	
	KDP first, order draft	
	Lightning Source	
	Bookshare	
	Upload Audio	
☒	Website	
	Cover reveal	Week after release day - What Reviewers Are Saying
	Preorder on column widget	Autographed paperback pre-order
	Coming Soon - first chapter or preview with preorder	Release Day
☒	Social Media:	
	Hootsuite posts for the week of release	
	Create video on Ripl	
	Generate countdown headers for social media sites	
	General countdown images for Instagram	
☒	Newsletter	
	To main group release day	
	To Allies the day before	
	Add to OKP newsletter monthly	
☒	Allies	
	Create signup for special team	Newsletter release day - remind to share and do reviews with links to all sites
	Create group for special team	Live Facebook main group
	Live Facebook in special group	
	Update Book Bible	
	Mail copy of paperback to Library of Congress	
	Submit to Bookshare.org	
☒	1 week out: Put book on sale \$1 off in Paypal	
	Write blog post	Send newsletter



BOOK LAUNCH

- ❖ Launch team
 - group created on Facebook
 - Create a text file with text for tweets and facebook postings
 - Post there once or twice a day encouraging the team
 - Do deadlines, countdowns, encourage talking about the book
 - Create a separate mailing list in Mailchimp for all launch team members
 - Notify all launch team members
 - Include link to Facebook group
 - Include list of options to spread the word
 - Mail bookmarks to all launch team members as soon as team is announced.
 - Live video on launch day with special team
- ❖ Facebook live party
 - Generate schedule like sample
 - Plan live videos
 - Do we want this Tuesday or Thursday?
- ❖ Hallee's Allies
 - Live video on launch day
 - Create a folder inside the Facebook group that has all of the graphics and memes
 - Create a text file with text for tweets and facebook postings
 - Encourage photos with the book, reading
 - Make this a contest. Offer some cool reward.
- ❖ General social media
 - Develop several memes with several quotes
 - "Tuesday Teasers" with a long quote from the book
 - Starting October 18, daily posts
- ❖ Blog
 - Weekly post about writing book
 - Launch week: daily post – maybe character interviews, maybe highlighting reviews, etc. along with the video post from launch day
- ❖ Launch day
 - Newsletter
 - Blog post
 - Inspy romance blog
 - Facebook live videos
 - Main page
 - Special launch team that morning to encourage sharing, etc.
 - Zoom meeting with Hallee's Allies that evening
 - Social media posts starting morning, mid-day, late evening until Friday, then go back to once a day until October 29, then add it into the normal schedule with all other books
- ❖ Contact Barnes & Noble and Word of God Bible & Gift Store in Etown about scheduling a book signing

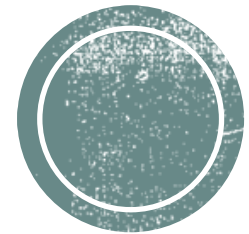


Book Release

- Utilize street team
 - Give them the prepared materials
- Readings/Book Signings
- Blog Tours
- Interviews
- Online Launch Party (Facebook)
 - Draft script/schedule – you can preload all of it
 - Plan and stage – include graphics
 - Recruit guests
 - Assemble prizes
 - Facebook Live during party
- Real Life Launch Party
 - Cake



Ongoing Marketing



Ongoing Marketing

Keep your website updated

- Buy Links with Affiliate Codes
- Book Cover/Marketing Images
- Tag Line/Blurb
- Snippet/Excerpt
- Blog posts
- Have a way to sell paperbacks directly

[Hallee's Website](#)





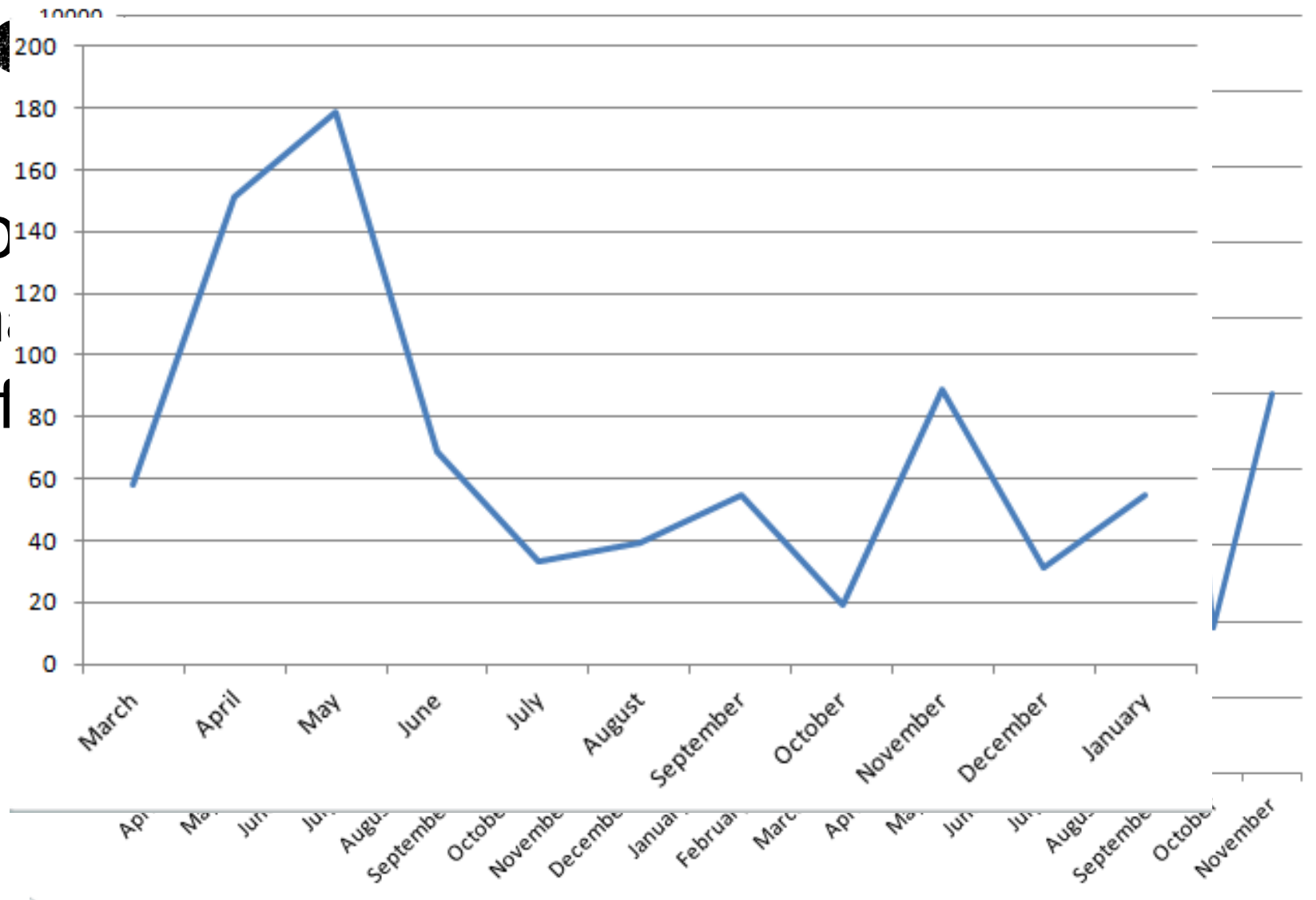
Ongoing Marketing

- Book Specific Web Presences
 - Goodreads
 - Library Thing
- Social Media Presence
 - Twitter, Facebook, Pinterest, LinkedIn, Tumblr, Instagram, Twitter, etc.
 - Utilize tools like Hootsuite, Tweetdeck
- Amazon Author Central Page ([link](#))



Ongel

- Give b
- Perm
- Sale 1

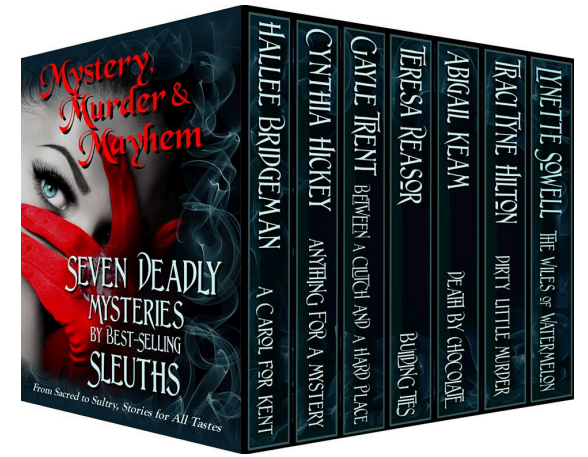
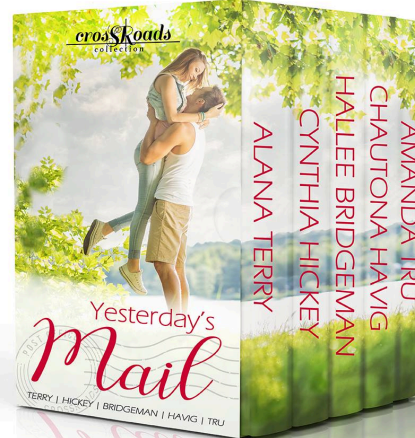
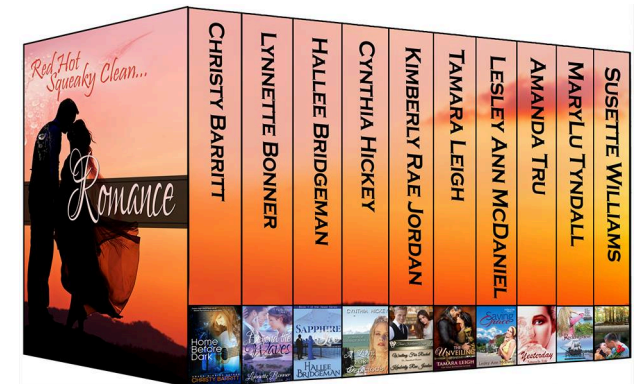


Ongoing Marketing

- Join box sets with other authors



Ongoing Marketing



Ongoing Marketir



Amazon Author Rank beta

The most popular authors. Updated hourly.

- All Books
- Kindle eBooks
- Biographies & Memoirs
- Business & Money
- Health, Fitness & Dieting
- History
- Literature & Fiction
- Mystery, Thriller & Suspense
- Religion & Spirituality
- Romance
- Science Fiction & Fantasy

Most Popular Authors in Religion & Spirituality

1. Leah Atwood



Most Popular Books in Religion & Spirituality



Snowflakes and Mistletoe: A Collect...



After the Rain (Brides of Weatherto...



A Chance for Love (A Historical Wes...

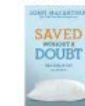


Hearts of the ' Christian His...

2. John F. MacArthur



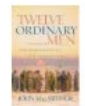
Most Popular Books in Religion & Spirituality



Saved Without A Doubt: Being Sure o...



The MacArthur Study Bible, NASB



Twelve ordinary men Workbook: How L...



Twelve Extra Women: How

3. Lynette Bonner



Most Popular Books in Religion & Spirituality



Snowflakes and Mistletoe: A Collect...



Hearts of the West: A Christian His...



Much Ado About Love: A Contemporary...



Frontier Heart Historical Chr...

4. Kimberly Rae Jordan



Most Popular Books in Religion & Spirituality



Snowflakes and Mistletoe: A Collect...



Home Away from Home: A Christian Ro...



Home Is Where the Heart Is: A Chris...



Love Makes a Home: A Chris...

5. Hallee Bridgeman



Most Popular Books in Religion & Spirituality



Snowflakes and Mistletoe: A Collect...



The Jewel Series (3 Book Series)



Song of Suspense (3 Book Series)



Home for Chri Seven Heartw...

6. Lesley Ann McDaniel



Most Popular Books in Religion & Spirituality



Ongoing Marketing

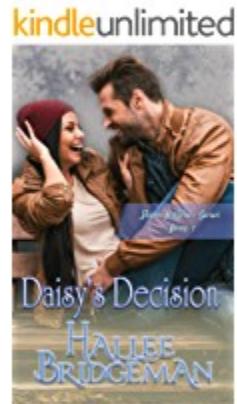
- Join box sets with other authors
- Run sales on your books



Ongoing Marketing

Best Sellers in Contemporary Christian Romance

#1



Daisy's Decision: A Christian Romance (Dixon...

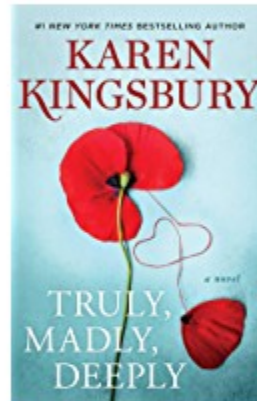
› Hallee Bridgeman

★★★★★ 43

Kindle Edition

\$0.99

#2



Truly, Madly, Deeply: A Novel (The Baxter Family)

› Karen Kingsbury

★★★★★ 2,126

Kindle Edition

\$1.99



Ongoing Marketing

- Join box sets with other authors
- Run sales on your books
- Run sales on paperbacks
- Do promotional opportunities with other authors
 - Newsletter swaps
 - Blog interviews
 - Facebook parties
 - BookFunnel Promos



Social Media

	Sun 8/7	Mon 8/8	Tue 8/9	Wed 8/10	Thu 8/11	Fri 8/12	Sat 8/13
						5 Messages (Click to view all)	
5pm				5:00 - 5:05 6 Messages (Click to view all)			5:15 - 5:20 6 Messages (Click to view all)
6pm					6:00 - 6:05 6 Messages (Click to view all)		
7pm						7:00 - 7:05 6 Messages (Click to view all)	
8pm							8:00 - 8:05 6 Messages (Click to view all)
9pm							
10pm	10:15 - 10:20 6 Messages (Click to view all)						
11pm		11:15 - 11:20 6 Messages (Click to view all)					



Questions



PDF of Powerpoint can be found here:
<http://successfulchristianselfpublishing.com/BRMCWC/>