

Marketing Tips for Self-Publishing

Authors

1. create an author homepage, if you don't have one yet. There are many free modular systems where you can upgrade for professionals later.
2. create a bibliography with your works. Link the works to relevant shops. If you publish on Tredition, set the link to Tredition's shop, not Amazon! Intermediaries also want their share, so your margin on the publisher's direct sales is higher. It's also paid out faster there. Especially at the beginning there is nothing to give away.
3. for whom do you write? Define your target group.
4. be authentic. Don't bend to please!
5. be reachable for your fanbase. Social media helps.
6. inform about your projects already during the development, involve your fans. Provide excerpts and get feedback. Thank for it and use it. Interaction is the key to success.
7. link your projects in your social media channels and in your email.
8. coordinate yourselves! Check out podcasts from speakers and coaches: Christian Bischoff invites Laura Seiler, she's Tobi Beck's guest, Tobi Beck pushes Yvonne Schönau, Klara Fuchs talks to Marilena Berends, and many of them you'll find at Dr. Stefan Frädrieh's Gedankentanken. Always pushing each other nicely, costs nothing and increases awareness. Simple and ingenious.
9. get feedback from known people and publish these testimonials on your website (ask permission!).
10. use press quotes!
11. ask bloggers for reviews, provide free samples.
12. Publish your book in three formats: Ebook, paperback and hardcover.
13. Use an individual cover, proofreading and proofreading. You can only do without this if you publish the book free of charge. If the book is a marketing tool that you distribute free of charge to

underpin your expertise, then you still have to include at least one editing and one proofreading.

Quality has its price, there's plenty of junkware on the net.

14. include fans in the choice of the cover.

15. blog and/or run a podcast. You can also give readings there. You should feed a podcast every week. You should create a short story in time.

16. Pay attention to an individual and authentic book description.

17. Use good and relevant keywords in title, subtitle and book description.

18. Please rate the book.

19. place in the Shop a reading sample at the disposal. For non-fiction books, the table of contents is also included.

20. list your other books at the end of the book. Keep the lists up to date.

21 Youtube can not only be used for videos with you. You can also post samples of audio books or a book trailer there.

22. quality is reflected in the price. Don't sell yourself away!

23. events readings!

24. Use as many of these measures as possible!

25. vote the measures with your personality. Are you a task-oriented or relationship-oriented person? Are you more introverted or extroverted? Work with your strengths, weak points you should delegate or rarely use.

26 Under no circumstances use one of these measures if it does not suit you! The shot will backfire. If you hate photos and cameras, don't sit in front of a camera for Youtube. Then a podcast will have to do. If a newsletter overwhelms you, let it go.

I wish you much success with your project!



Matthias Rieger