

How to Make The Most out Of Your Book: Selling and Promoting



So you've finished the hard bit, you've written your book, all the finishing touches have been added and it has been sent off to the printers. If you want to sell your book however, the hard work doesn't stop there. Marketing and promotion can seem a bit daunting, especially if you are a first time author, but this is really where the fun begins! A book is only as successful as its author makes it. Generally a good book will sell itself, but with hundreds of thousands of books on the market currently you need to get your book noticed. Fortunately there are some very simple steps you can take to achieving this.

1. Make sure the synopsis of your book is short yet detailed and punchy. A long synopsis that gives away the whole story can be tedious, it is important to create a bit of intrigue in your prospective readers.
2. You really can judge a book by its cover. Make sure you pick one which is eye catching and also reflects what your book is about.
3. Put together some promotional 'blurb' (including the synopsis) and send it out to local newspapers, magazines or anywhere you think relevant. This is the quickest way to getting people to notice your book.
4. Get your friends, family, colleagues etc who've read your book to write reviews on Amazon and other sites. Amazon is highly influential!
5. Get yourself on the airways by offering yourself for interviews on local radio stations. Creating a debate around your new book will get people's attention.
6. Create a website for your book. This can include a blog, free sample chapters and where the book can be bought. Then you can just send the link out to people!
7. Everyone is on Facebook, so what better place to get everyone's attention! Create a Facebook page for your book with upcoming events, synopsis, pictures and a wall for people to write their views. This way people can 'like' your page, and all their friends will be able to see it too. Possibly the easiest and quickest way to getting your book found.
8. Advertise! Sites like Facebook and MySpace sell advertising space relatively

cheap. Alternatively newspapers and magazines can be used.

9. Go to events and festivals and set up a stall with your book. For example if you are trying to sell a new book on organic food, look out for fairs and events related to food, cookery, 'green' issues and organic produce.

10. Do it the old fashioned way – book signings bring in a lot of readymade customers. Alternatively hire a venue and create a launch party for your book, selling signed copies and giving a talk on what your book's about. If it is not too much trouble for J K Rowling, you can do it too!

If you are publishing with Melrose Books then we will help you market your book, from setting up events and attending them with you to creating your own website. Contact: r.hutchinson@melrosebooks.co.uk for more information.

Good luck!