**A Marketing Plan**

Caveat: I accept being wrong about any item(s)

Caveat: I actually haven’t worked my way thru everything

Caveat: most are advice from “experts” but some are my opinion

Caveat: like any plan, I expect to modify it as I claw my way up the learning curve

**Commitment:**

[ ]…decide on your commitment level (they’re all good):

 …can range from occasional short story, a book, several books, writing career

 …with vastly different levels of time, money, effort

**The book:**

[ ]...decide on editing:

...go with content editing if possible ($$)

…at least try for line editing ($)

...trade editing services if financially strapped (but not with someone you're emotionally attached to!)

[ ]...decide on a formatting plan:

...do it yourself (I'm using Scrivener for eBooks and Joel Friedlander’s templates for print books)

...hire it out (no suggestions but WM did have a speaker on this a few years ago)

[ ]...decide on cover:

...do it yourself (only if you're financially strapped...maybe with Canva)

...hire it out (if at all possible!)($ to $$)

...once you have a cover, post it on Pinterest (along with any images that you've already posted related to your book), order business cards with cover image, etc

…multiple ideas?...try an online poll (SurveyMonkey)

**Marketing:**

[ ]…determine your audience

[ ]…decide on eBook, print, or eBook and print

[ ]…decide about Amazon

 …Amazon only or Amazon plus other outlets (Kobo, iTunes, Google-whatsit, etc)

 …I’m tending towards Amazon KDP Select initially along with Amazon CreateSpace print books

 …author page: https://www.bookworks.com/2016/02/how-to-optimize-amazon-author-central-page/

[ ]…set up a reliable e-mail account (…as in it ain’t gonna go “poof”…)

 …may not be a good idea to tie yourself to a specific Internet provider

 …in case you move (or Google actually gets around to entering the Portland market)

[ ]...set up (WordPress) website/blog

 …hint: start a 3-ring binder with screen shots of all setup pages (and not just for WordPress)

 …the window thru which the word “sees” you

 …decision: https://en.support.wordpress.com/com-vs-org/

 …WordPress.com

 …www.FirstLast.WordPress.com

 …can easily “upgrade” to www.FirstLast.com later ($)

 …no plugins, limited themes

 …WordPress.org

 …rent your own URL (www.FirstLast.com for around $10/year forever)

 …rent a hosting service (up to $10/month forever)

…your hosting service is likely to have e-mail forwarding

 …First@FirstLast.com

 …usually easy to forward to your “regular” account

 …download WordPress software

 …www.FirstLast.com

 …huge number of plugins and themes

 …collect e-mail addresses (using a plug-in)

…learning curve: buy a book (↓), take a class (google “Lorelle VanFossen”), or go to YouTube

 …YouTube is your friend (when it comes to figuring things out)

[ ]...blog on your research or anything related to your genre/setting/etc.

 …I’m trying Medieval Life/Technology/Politics

 …post excerpts on Social Media sites (initially only to educate & entertain) with links to blog

[ ]...connect with "influencers" on social media (comment, repost, whatever...).

 …experts on your life in your era, on technology used in you book, etc

 …bloggers on your (sub-)genre

[ ]...join groups (Facebook) and communities (Google Plus) that overlap with you novel/blog/interests. And interact (comment, respond, repost, "like" or "plus") with those groups/communities.

 …Other options: Twitter (no clue how to use), Pinterest (seems popular), etc

 …careful about the rules (I got kicked off one site…and I have no idea why…)

 ...interaction, not advertising

[ ]...build e-mail list by setting up a landing page on your website to give away free content in exchange for addresses.

...decide on an e-mail service (such as MailChimp)

...decide how to exchange e-mail addresses for free content:

...on a landing page or with a landing page provider (they handle the messy activities of sending the e-mail addresses to MailChimp, sending the "free" file to the followers). I'm still figuring this out. Can be expensive. Easy for followers.

...services that provide coupons (such as BookFunnel). Also still figuring this out. Less expensive...but a bit more work for your followers.

...manually. No expense. Time required. Followers need to know how to manage eBook files.

...Note: lots of advice out there stating that it's important to keep the e-mail signup process seamless to potential followers (not all of whom are necessarily computer literate wrt eBooks).

…free content can be short stories, character backstory, aged scotch, etc

…decide how best to tempt potential readers with free stuff

 …survey how others do it

 …one (untested) idea: include landing page link when posting blog excerpts on Social Media

[ ]...(once the book has been edited/formatted/covered) request reviews

...from people with credentials either in your field (non-fiction) or in any topic referenced by your fiction novel

...from bloggers who do reviews in your genre

...an option: suggest exchanging reviews with other authors. (Takes time. Also: you may find that you don’t like their work!)

…when reviews come in, reformat cover (on print book) with reviews

…modify Amazon description with reviews if already posted

 [ ]…decide on ISBN’s & Publishing name

 …Amazon/others will put their own ISBNs on your book

 …one ISBN=$125, ten=$300, a hundred=$600 (occasionally on “sale”)

 …these are tied to your Author and Publishing name (so ya can’t sell the extras…)

 …your name as a Publishing name may appear “indie” to skeptical readers?

[ ]…develop launch plan

 …finalize launch date

 …reviews

 …cover contest

 …advertising plan

 …email message(s) to be sent

 …(modify or build) website page

[ ]...a few weeks before the launch, send message to e-mail list announcing date of launch

…up to now, you've only been giving away content...now you've earned the right to "ask"

[ ]…decide whether/how to use FaceBook (careful of its rules) and/or FaceBook ads

 …send to your landing page for give-aways in exchange for e-mail addresses

[ ]...expand contents of e-mail to include “buy my book” but:

 …maintain more than 90% providing education & entertainment

 …only including less than 10% “buy my book”

[ ]...evaluate existing activities/decide on further options:

...give your first book away (especially if you have a second coming out soon…but free has limitations on Amazon) or reduced price. If you're unknown, this may be necessary whether you have one or many books.

...buy ads (ie, Facebook)

...participate in book club give-a-ways or reduced-prices on distribution sites (such as BookBub – which, I understand, is very difficult to be accepted by…).

...offer your book to your e-mail list at free/reduced price. Use coupons through services such as BookFunnel (which I just heard about).

[ ]...if you're into talking or tabling, send inquiries to book clubs, fairs, etc (…I ain't...!)

 …but probably a good way to collect e-mail addresses

[ ]…libraries?

[ ]…start pondering Recorded Books (split royalties or $$$ upfront)

 …myself, I mostly “consume” books on recorded media

[ ]...drink/inhale! (…when all else fails…or even if it doesn’t…)

Email newsletters:

[]…my list for advise by way of email newsletters:

...Joanne Penn aka J.F. Penn (general self-pub)

...Joel Friedlander (covers and templates)

...Jane Friedman (general everything)…will be keynote speaker at WWC2016

 …http://www.thegreatcourses.com/courses/how-to-publish-your-book.html

...Mary Rosenblum (my content editor) (general everything, especially indie)

...Joseph Michael (Scrivener training)

...Lorelle VanFossen (WordPress training)

 ---walt, March 2016