

The Proof Angel Summary of

Book marketing: June 2014

Should you market your book in Germany?

Any marketing specialist will tell you that you need to target your efforts to get the most effective results. Usually you can work out your targets based on your own knowledge & experience, or by talking your ideas over with a friend.

Other ideas are less predictable, but still worth considering. Like [marketing your book in Germany](#).

Book marketing ploys

Here is a batch of book marketing links:

- How to [work a PR miracle](#).
- What you can learn from a [car salesman](#).
- [Making book sales happen](#).
- How to create the perfect [book marketing email](#).
- Is there an [urgency to your book marketing](#)?
- The secret to your [marketing pitch](#).
- [Customer service](#) for book sellers.

How many followers do you need before doing a book launch?

I'm sure most of us know this is an unanswerable question, but this post brings up some useful questions. It never does any harm to have a different perspective on fundamental events like [book launches](#), does it?

How do people find books?



If you have followed the basic business course known as watching The Dragons' Den, you will know the importance of market research.

The Proof Angel is the trading name of Sarah Perkins, freelance editor and proofreader.

You need to know who your customers are, what they need, and what they want, which is often subtly different.

How they shop is also a useful piece of information. Find out how [people find books here](#).

Is your author event a success?

When you organise an author event, do you measure its success? It can be very hard to do so, but if you don't, it can be difficult to know how to focus your efforts to improve. Other than a gut feeling, how can you tell what worked?

[Here is one author's view](#).

Working with your local book shop

When you are selling hard copies of your book, it doesn't take much thought to realise that your local book seller could be an ally. Nor does it take much brain power to work out that they should know you before you go in to ask if they will promote your book.

The preparation for this book selling visit is a little more than visiting the shop regularly & being nice to the staff. This post explains how to get your [local book shop on your side](#).

Pricing ebooks

Pricing is a difficult decision. For ebooks there are various theories, but the market is relatively new.

This post analyses the [prices paid for ebooks](#). The contrast between the UK market and the British scene is useful information. It always pays to know your market.

Book marketing on a budget

Are you an author with only a little money to spare for publicity? We see plenty on the web about how you can get results by putting in time yourself, but exactly where should you invest your hard earned cash?

Unfortunately, there is no one size fits all right answer. This is partly a good thing, because all books are different, and some are very different!

But if you want to spend your small budget wisely, what should you do? Here are some ideas about [how to spend \\$100](#).

How to do a blog tour

Blog tours can be a good way of generating interest in your platform. But as with everything else, it is important to know how to approach it.

Here is a useful post on the [etiquette of blog touring](#).

Is it good to give books away?

Some say that people don't really value what they receive for nothing. Others say it is always good to widen the audience for your work.

We know we should try to measure the impact of any form of marketing, but it isn't always straight forward.

Here are the thoughts of one author on the question, is it good to [give books away?](#)