

The Proof Angel Summary of

Marketing for authors: December 2013

What an author needs to know about publishing on social media

Many of us self publish these days in all sorts of small ways, including on websites & blogs. But are we really aware of the consequences?

It is easy to get carried away with the ideas of sharing information and taking control of our own destiny. The flip side of that is often that we are using facilities provided by someone else, often for free. And there is something in it for them.

The problem is that most of us don't bother to read the terms & conditions on these sites. Even the tiny minority who do are not necessarily keeping up to date with changes.

This post is a good summary of the consequences of publishing on social media:

<http://ow.ly/sPgEl>

What do book festivals do?

Ever wondered what a book festival actually does? Wonder no more:

<http://ow.ly/sPgKW>

Using Facebook for marketing

Facebook can be a very useful tool, but finding what you need to know in help can be a bit of an ordeal:

<http://ow.ly/sPh0v>



Another perspective on book marketing strategy

A marketing strategy is such a delicate thing. So many fine points to think about, so difficult to know what to do for the best. So another point of view on the marketing process never does any harm:

<http://ow.ly/sPhtB>

How to make a book trailer

There is a lot of talk these days about how multi media gets attention on-line and enhances the experience of visiting a website. So we all need to get smarter with types of media don't usually think about creating.

This post has some ideas about how to create your own book trailer. It includes some examples and some useful links:

<http://ow.ly/sPVJg>

How to market a book on a budget

Here is an interesting interview with an e-book marketer, who explains some ideas for effective book marketing:

<http://ow.ly/sPhCQ>

And here is a success story:

<http://ow.ly/sPhId>

Using Twitter to build a platform

We hear a lot these days about building a platform in social media. Here are some interesting thoughts about using Twitter:

<http://ow.ly/sPhQ8>

Some authors tweet as one of the characters in the book they are marketing. If you decide to do this, make sure that your strategy is clear. Twitter will block the account if they think you are a spammer.

What an author should know about visits and events

Visiting schools & taking part in events is a good way to get noticed, so it should be part of any author's marketing strategy. This post explains the benefits:

<http://ow.ly/sPi2P>

Before you launch yourself into your first tour, you should also read this about how to protect yourself:

<http://ow.ly/sPi8b>

How to sell more books

This sales technique isn't rocket science. But you can say that of most good ideas. They are simple.

The sales funnel is something that has sucked us all in, and everyone who has written more than one thing can use it. You may need to think carefully before applying it to your work, but that is one of the reasons this post goes around the houses a little. If you don't grasp the full impact of the concept, you can't get the best out of it. Stick with it to the end of the post:

<http://ow.ly/sPj7F>

Things you need to know about book selling, and book sellers

Many of us have an image of a good book shop. It is a comforting place to go & have a mooch round. It is a window on the world. It is a source of information, inspiration...

It is a business. It provides people with an income. It needs to survive. Ideally, it needs to grow.

This post sets out the implications of the real world of book shops for authors:

<http://ow.ly/sPiLi>

Using apps to make your book stand out

Book promotion. Always important to authors. Always an area to stay ahead.

Easier said than done. This post explains an app you may not have seen:

<http://ow.ly/sPiT6>

Getting yourself noticed

Some thoughts on the tricky art of getting the attention of your readers:

<http://ow.ly/sPje0>