

## **Transcript, Session 9**

### **What Next?**

### **Nurturing the Life of Your Book**

Now That I've Launched the Book Am I Done?

Congratulations! You've finally launched your book into the world. After months of planning and work leading up to the release of the book, you've crossed the finish line and your book is now finally selling. For you as an author, it's a major relief to get to this point. You might be asking, "Am I finally done?"

You're not done.

But, the reality is that you are really just entering a new phase. The next season of the book's life is just beginning.

Your book is now out in the world, and there is a lot of new activity. People are beginning to buy the book and respond to it in various ways, but word is still just starting to spread. This is the early phase in the life of your book, and, for the next 2-3 months, this will be a unique time when the book is brand new to everyone but you.

As you move into this phase, you'll be very active in book promotion. This is the time to focus your efforts on spreading the word as far and as wide as possible.

#### **Early Life of the Book**

One of the most frequent activities you'll be engaged in during the first 6 months of your book's life will be publicity. This is the time when publicity tends to be most intense – immediately after your book has released.

Stick to your plans, and don't get off course by trying to come up with all kinds of new promotion ideas now that your book is out. There will be time down the road for every promotion you can think of.

For now, stay active, but don't overschedule yourself. And be sure to leave time for that all-important publicity work.

Once your book is out, this period of high activity is typically about 8-10 weeks long from the point of release. It will be busy, but it's often rewarding, and it's a critical time to begin getting the word out about your book.

#### **Ongoing Life of the Book**

After the book has been out a few months, the activity level begins to die down a bit and things get less intense in terms of book promotion. The book has been launched, and the early phase of the book's life is behind you, and now you begin the ongoing life of the book.

Every book has its own story in terms of how the market responds to it, but in general the first 12-24 months of a book's life are the most fruitful time it will see. During this season most of the hard promotional work is all behind you, but you'll want to do what you can to keep the book in the public eye.

As the book establishes itself with readers, there are still many ways that IVP will continue to support the book. Publicity will continue on, as well as social media, newsletters, catalogs, and a constant lineup of conference sales. IVP will need to focus the bulk of its efforts on the latest batch of new releases, but it will do whatever it can, whenever it can to promote your book as opportunities arise.

As an author, what's important for you to remember is that continuing to actively promote well into the life of the book is something that will make a big difference. Your ongoing support can keep a book in front of your audience and help it to find new readers. So, don't give up too soon. Your book could still use your help.

As you think about ongoing marketing for your book, you need to know that there is NO MAGIC FORMULA that will guarantee the eventual success of your book. You've found a great topic to write on, networked with an audience, worked hard to promote and launch your book, and you have to believe that all those things will work together to yield results for your book. As you move forward, there certainly are no guarantees, but there are some things you can do to help your book thrive.

As you choose where to put your efforts remember: put your energy into things that fit YOU.

Don't worry about things that you aren't good at. Instead, focus your efforts on things that you are good at and feel comfortable with. By playing to your strengths, you'll see the benefits come over time.

Remember, it's important for you to stay active during this time, usually the most fruitful in the life of a book.

### Key Areas of Promotion

While there are many things you can do to promote your book, there are three key areas that we believe are the best things you can consider in the ongoing life of the book.

Those three areas are simply this:

Speaking

Writing

and Social Media

## Speaking

One of the best ways to drive sales for your book is to speak to an audience on the topic of your book.

Use your network to book speaking engagements.

If you are able, book several events close together and create a mini-tour. Once you've done that, you can tell everyone in your contact list the dates/locations of your events. This is great buzz, and some people will help you share about it on social media.

Bring your book along if you can, and people will often buy the book on the spot. Or, work with IVP to have your books sent to the event so they can sell it.

## Writing

Aside from speaking, one of the other best ways to promote your book is to continue writing on topics from the book. As you talk about themes related to the book, people gain an interest in what you have to say and may decide they want the whole book. Writing can drive sales well after a book has been released. Here are a couple of basic suggestions you should consider:

Magazines are always looking for fresh articles. Your book doesn't have to be brand new for you to talk about its content in an article.

If you have an idea be sure to connect with IVP's publicity team so they can help you pitch articles to magazines.

If you have a blog, you likely used it to promote your book around release. As time goes on its fine to circle back and do some more posts on the book. Maybe even a series of posts. As long as you don't overdue it you should be fine. But, don't think that you've already posted and therefore can't post again. Utilize this as best you can.

Beyond your own blog (or, if you don't happen to have one) remember to connect with other bloggers and offer to give them a guest post for their blog. Most bloggers are eager to have a guest post and it gives you great exposure to an audience you normally can't reach.

If you want to go even further with this, don't just land one guest post but line up several posts in a short time period with multiple bloggers. That creates a mini-tour, and you can post about it on social media to both publicize and to draw more attention to the book.

If you haven't written a discussion guide to go with the book, then now might be a good time. Once you have it, offer it to your networks as a companion piece for the book for both individuals or for groups. It's just another way to talk about the book and gives people another reason to consider it.

All these are just some of the ways you can continue to use writing to promote the book. The point is simply to keep the writing practice up and use it to keep the book in front of people for an extended period of time.

## Social Media

One of the easiest ways of all to continue to promote your book is through social media. Most authors find this a natural thing to do. As long as you are careful about the frequency of your posts its one of the best ways to still feature your book. Here are a few suggestions to get you started:

Plan a series of posts around the book content that will run fairly early into the life of the book. If you did this around launch time then wait awhile and then run another small series of posts several months down the road.

Facebook "Live" is an easy way to post on your book and is becoming more popular with authors. If it suits your personality consider doing a few posts to talk (briefly) about themes from your book. Remember to keep these short and focus on just one single point. Being concise is always best. IF you want some coaching on this just connect with your marketing manager and they will help you with this.

Another easy way to promote the book on social is to ask your marketing manager to run a price discount on the ebook edition. This is guaranteed to drive sales for your book. Be sure to promote it widely ahead of time via your social channels.

If you are on Twitter an idea you might want to consider is holding a Twitter chat either as a one time thing or if it goes well perhaps monthly for several months. It's a great way to interact with readers.

Think about starting a Goodreads account where you can interact with readers about your book. This is a great way to find readers and to get others to promote your book for you. Goodreads is a great place for people to discover books so it's wise to get your book in front of people there.

If you've been receiving emails from readers you may have a few testimonials from them about how the book helped them. You may want to think about getting those testimonials and sharing them on both your website and your social media channels.

Another idea is to poll your readers on social media about something related to the book and then share those answers/results through your channels. Readers love to be involved with an author so this is a great way to engage them.

These are just a few ideas to consider when it comes to social media. The reality is that there are many other possibilities. The main thing to note is that it's helpful to continue to use social to promote your book over time. Remember, you are trying to keep your book in

front of people. That's the big goal. The frequency of your activity is lower in this stage of the book's life but you still want to have occasional promotional activity. You put a lot of work into producing the book so you want to continue to support it over time.

### Creative Promotion

Well, we've talked about the main three things to focus on in terms of ongoing book promotion – Speaking, Writing and Social Media. If you focus your energy on those you'll be doing fine in supporting your book. But the truth is, there are all kinds of ways to support your book. Keep looking for new ways to promote it.

The reality is that there are endless ways to promote your book. So, allow yourself to be creative. If it excites you, then consider doing it.

A few quick examples of more creative ways to think about promotion are to do things such as contacting your alma mater alumni dept. and offering to do an interview on the theme of your book

Offer to do a reading at your local library (or even other libraries in nearby towns). Most libraries are thrilled to host authors and they'll even help promote for you.

You can always run giveaways of your book online or at events you attend.

Those are just a few ideas to get you started. Take a few minutes and brainstorm your own ideas and you can come up with a short list that will work for you.

### Books Can Have a Long Life

Well, we've been talking about book promotion a lot and given you a lot of ideas. As you think about ongoing promotion of your book we hope we've given you a sense of direction in how to approach things. Many books get published every year. If yours is one of them you should feel proud. You achieved something significant. Some books disappear fairly quickly, but others stick around and have a long life. Ultimately the readers decide, but a little promotional effort beyond your book launch can help a book sustain a longer life.

One axiom that's good to remember is this: "Every book is new to someone who has never heard of it before." This is a good reminder that continuing to promote your book is worthwhile. So, keep at it.

Remember, you are the best marketing resource for your book

Keep investing in your book and the results may surprise you.

May your book have a long and fruitful life.