



Top Tips To Successful Marketing .

Tip #1 – **Update your email signature** with links to your web pages where people can easily buy your books

Tip #2 – **Post a notice on your web site or blog** – give your reader's news about your books , and any news related to them

Tip #3 – **Contact your friends, family, co-workers and fans about your books** – start the ball rolling with a mail out to all your friends and family try to make the email as easy to understand as possible with a big clear buy link.

Tip #4 – **Post a notice to your social networks** – make sure the message comes over loud and clear , write on the walls/notice boards of all the social media networks you are a member of and remember those buy links .

Tip #6 – **How to reach readers with Twitter** – Use Fast Prints new Twitter service, we will update news about you and your book as well as buy links to our thousands of twitter followers

Tip #7 – **Publish more than one book to create a multiplier effect** – the publishing business loves it if you publish more than one book especially if they are a series or closely related in subject or genre

Tip #8 – **Advertise your other books in each book you publish** – be careful to use the front pages of your books to advertise your other books as well .

Tip #9 – **Make it easy for your readers to connect with you** – M-y Books offer a special Facebook Web page service which gives you all the functions you could wish for in a website including give away sample chapters, authors biography, Buy links, video and many other services at a fraction of the cost of a normal website.

Tip #10 – **Issue a press release on a free PR wire service** – M-y Books offer a professional Press release service, which will be the most important text you use in selling your books online or in shops. Trust a professional to create a brief introduction to your book that draws people in from the opening sentence , it will professionally deliver the information shops and readers need , it is so important that we feel in almost all cases its the best and first marketing investment to make .

Tip #11 – **Join Fast Prints Press marketing service** which links journalists looking for stories or sources to talk to with authors and their books.

Tip #12 – **Encourage fans to purchase** and review your book

Tip #13 – **Write thoughtful reviews** for other books so that your name and web presence grows. Book read the review service form M-y Books is always looking for new reviewers.

Tip #14 – **Participate in online forums** – Join chat rooms related to your books subject matter , genre or location.

Tip #15 – **Experiment with coupons** – offer readers discount on direct sales from your website or authors facebook page.

Tip #16 – **Write a blog** – this will help you gain new readers , get your message across and by linking to your webpages you will improve your Google rating .

Tip #17 – **Write guest columns for blogs** – exchange Blog Space with other authors so you can both gain readers.

Tip #18 – **Invite other authors** to post to your blog

Tip #19 – **Do Q&A interviews** of other authors on your blog

Tip #20 – **Join the conversation** on blogs

Tip #21 – **Use Google Alerts** to discover where the conversations are taking place regarding your subjects.

Tip #22 – **Create you tube interview** videos about what you do, and what you write about

Tip #23 – **Print up business cards /flyers /**

Tip #24 – **Encourage your fans** to become affiliate marketers of your book

Tip #25 – **Create a reader's guide** at the end of your book

Tip #26 – **Insert sample chapters** from your other books – at the end of your existing books.

Tip #27 – **Do a sample chapters swap** with another author –use the web as a community , other authors are in the same boat , the more places your books are on sale the better and that goes for chapter give always also.

Tip #28 – **Invite other authors** to join you at your Facebook page.

For a no obligation chat about how M-y Books can really make a difference then call **Jonathan Miller** on 01992 586 279 or 07790035484