

Marketing Your Book Step by Step: A Guide for Authors

When writing your new book

Think about these questions: What is your expertise? What problems is your book solving? What are the key Dharma teachings that you focus on? What is its key message? Who is your target audience?

Three months before publication

- Start thinking about how you are going to reach your target audience. Distribute promotion posters, flyers and leaflets. We can create these for you.
- Announce the publication date of your new book on your website and social media. Post up pictures of the cover. We can give you a file of the cover image.
- Spread the word. Get friends, family and co-workers on board. Do not underestimate the power of word-of-mouth publicity.
- Offer some kind of free content related to the book on your website, e.g. an excerpt of your book or guided meditations.
- Create some good quality promotional material, e.g. a promo video, introducing your book's key ideas. We can help with this.
- Think about what you want included in your press pack and create a list of publications and websites to pitch your book to for reviews and interviews. We will put together the press pack and send it to your contacts.
- Do an interview with us about the exciting new things that your book is going to offer. We can then send this copy to publications and use it for our own promotion.
- Write articles related to the content of your book online and contribute to relevant blogs.
- Start planning your launch tour. Leave time to do local promotion in each place. Send us your dates as soon as possible so that we can start contacting local press for you. Also think about organising retreats on topics related to your book.
- Link with other groups and activities that support your cause and appear as a guest speaker at their events. Attend conferences and make connections in your field.

On the book's publication and beyond

- Announce the publication of your book online and in your email signature. Keep up your online presence by offering some new content related to the book at least every few days, e.g. latest news or a video / interview snippet.
- Make sure that someone records / takes pictures of your launch talks / events. Post these online, and send them to us so that we can re-post them.
- Offer signed copies of your book as prizes.
- Ask your readers, friends, students and family to rate and review your book, firstly on the Windhorse Publications book page and secondly on Amazon. Emphasize that a review and rating would be best, but if they haven't got time then at least a rating.