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Post-Publication Book-Marketing Actions

Below is a checklist of things you can do after your book is published, and a suggested sequence in which you can do them. This is not meant to be an all-inclusive or exact time line, but a general guide to help you market your books more successfully. For more information on any topic contact BrianJud@bookapss.org

- Continue to prospect for and contact buyers in non-bookstore markets
- Update your website
- Continue eCommerce activities
- Monitor search-engine ranking (SEO)
- Get active in APSS and your local chapter (www.bookapss.org)
- Continue social networking
- Update your strategic marketing plan (<http://tinyurl.com/l4zyabe>)
- Compare actual results to budget quarterly
- Obtain additional endorsements from readers and industry leaders (add to literature)
- Contact other syndicated columnists
- Contact magazines with long lead times
- Plan more tradeshow and book fairs to attend (<http://tinyurl.com/b8tk5t5>)
- Create new sales-promotional items
- Send to niche and post-pub book reviewers
- Apply to award competitions
- Send books to post-publication reviewers
- Rewrite and update your literature
- Create podcasts
- Participate in chat rooms, forums and discussion groups online
- Direct marketing – snail mail and email
- Build your “pitch pack”
- Send a proposal package to retail distributors
- Take media training (<http://tinyurl.com/mxgvzm2>)
- Contact associations for cause marketing; membership premium (www.weddles.com/associations)
- Phone call follow-up media
- Mail brochures/flyers to prospective buyers
- Phone follow-up to all prospective customers
- Conduct a mobile marketing campaign (Apps, texting, QR codes, etc)
- Conduct virtual tours
- Participate in book fairs and trade shows (BEA, ALA: <http://tinyurl.com/b8tk5t5>)
- Sell foreign rights
- Continue marketing on sites such as www.shelfari.com, etc.
- Line, brand and author extensions (BrianJud@bookmarketing.com)

- Prospect for corporate buyers on www.manta.com
- Work your personal networking lists
- Conduct retail-store events
- Conduct virtual media tours
- Blog regularly
- Conduct library tours
- Create contests and/or sweepstakes
- Write a script to use in telephone marketing (www.bookapss.org)
- Update your elevator pitch and voice-mail message
- Start a regular newsletter
- Create a package insert
- Use creative sales-promotional items (guy@msgpromo.com)
- Purchase counter displays (www.bookdisplays.com)
- Back-of-the-room sales at speaking events
- Update metadata for online retailers
- Conduct seminars and webinars
- Sell your books as premiums and ad specialties (www.premiumbookcompany.com)
- Have associations use your book as a fundraising item (www.premiumbookcompany.com)
- Write and present proposals for large-quantity sales (www.premiumbookcompany.com)
- Start and participate in affiliate programs
- Support all distributors and wholesalers
- Monitor your attitude
- Change your strategies for life-cycle stages
- Bundle various products
- Market at local craft fairs and events
- Appearances on more TV and radio shows
- Start own fan club (Facebook or other)
- Evaluate discounting strategies
- Evaluate unit sales, revenue and profit relative to goals
- Create new hooks as attention getters
- Practice the 3Vs of media events (Verbal, Vocal, Visual)