

Book Promo 101

Basics of
Book
Promotion

By Nikki Leigh

My Background and Experience in Promotional Work

I've been working in promotions and marketing work for over fifteen years. When I got a contract for my first novel, I knew that I had to learn how to promote my books. Most types of promotion are similar although each product or service is a little different. So, I knew a background in marketing would be a big advantage. At that point, I needed to learn the ins and outs of promoting books.

The Book Promo 101 series is a way for me to share the things I've learned. Many authors I know don't really want to take the time away from writing to promote, but what's the point of having your work published - if no one gets to read it?

Book Promo 101 is the first book in a series that I plan to write. Book Promo 101 is about the basics of book promotion. It will give you information about many times of promotion. In the upcoming books, I will focus on a specific type of promotion in much more detail.

The book is written to help authors learn. There are review questions at the end of each chapters. I've included promotional tips from a wide variety of friends throughout the book. Their comments are interesting and add diversification. You will also meet my Muze in the sections called "Muze's Musings". Visit www.muzesmusings.blogspot.com

Some of the topics that are discussed in Book Promo 101 include:

How Do You Develop a Marketing Mind

When Should You Start Promoting

Design Your Book with Promotion in Mind

Should You Hire a Publicist

Creating a Marketing Plan

What Goes in a Press Kit

Writing and Distributing Press Releases

Utilize Book Reviews

Designing an Author Website

Use Promotional Items

Selling Books in Book Stores

Other Places and Ways to Sell Books

Blogging About Your Book

Use Email and Signature Blocks to Promote

Use Forums and Message Boards

Expand Your Area of Influence

This information is just the beginning.

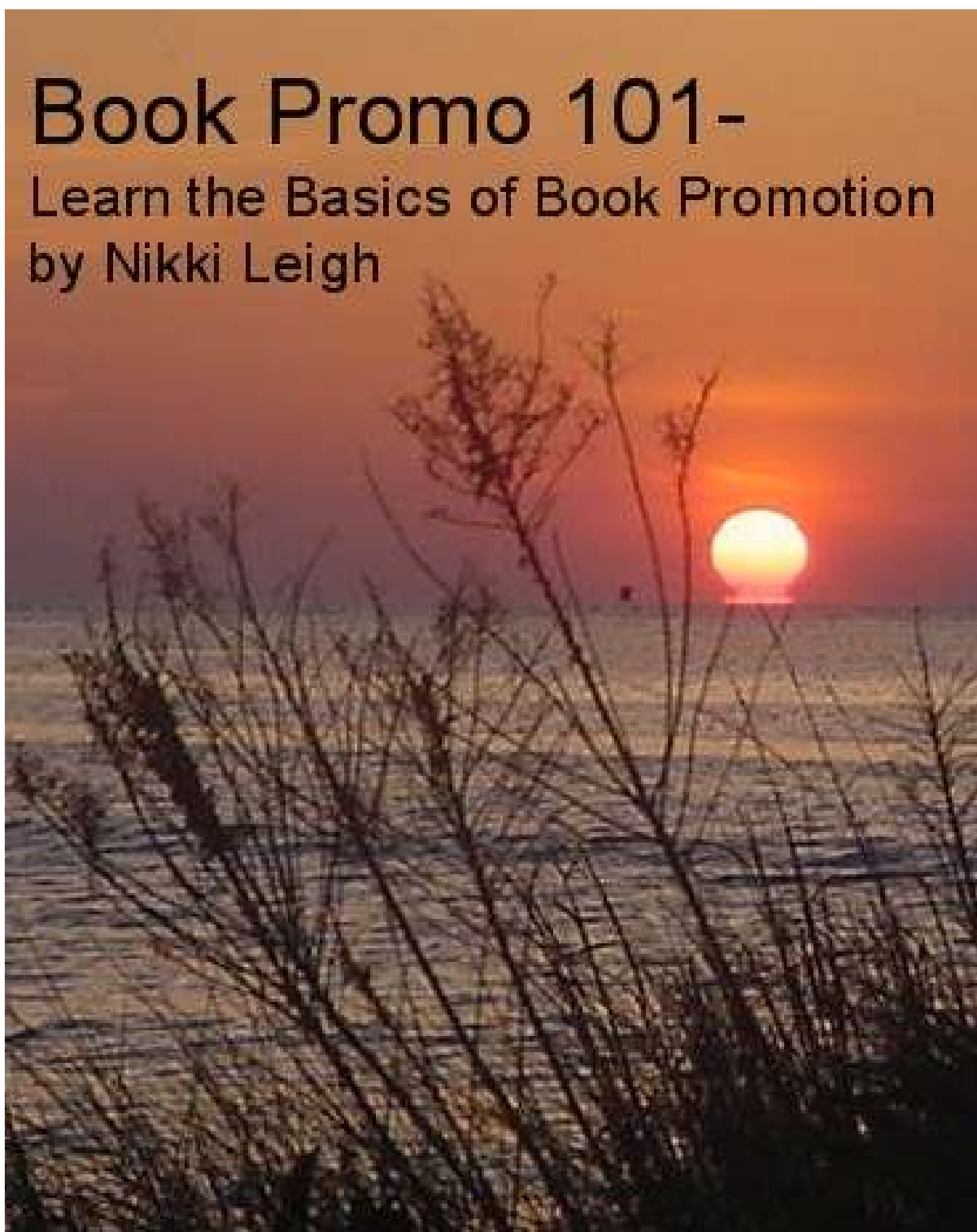
Book Promo 101 is available in ebook and print formats. For full information, visit

www.nikkileigh.com/book_promo_101.htm

www.nikkileigh.com – Contact Nikki Leigh at - nikki_leigh22939@yahoo.com

Book Promo 101-

Learn the Basics of Book Promotion
by Nikki Leigh



Introduction to Book Promotional Basics

My pen name is Nikki Leigh and within the pages of the *Book Promo* series, I'll be wearing my author and my teacher's hat. In the chapters that follow I'll help you learn how to promote your book.

I've been working in promotions and marketing work for over fifteen years in a wide variety of industries. These include: video rental and sales, a franchise pizza business, furniture sales, a chiropractic office, home improvement office, and my business consulting and web design company.

When I signed a contract for my first novel, I had to learn how to promote my books. Most types of promotion are similar although each product or service is a little different. So, I knew a background in marketing would be an advantage. At that point, I needed to learn the ins and outs of book promotion and online promotion. There was no doubt the internet offered a lot of possibilities and I needed to learn how to use those options and the search was on for free and inexpensive ways to promote my books.

The *Book Promo 101* series is a way for me to share the things I've learned in the last fifteen years. Many authors I know don't really want to take the time away from writing to promote, but what's the point of having your work published - if no one gets to read it? From the things I've heard, most authors don't have a promotional background. I hope that putting the information I've gathered and learned in a book that's easy to understand will be helpful.

Book Promo 101 is the first book in a series that I plan to write. *Book Promo 101* is about the basics of book promotion. It will give you information about many kinds of promotion. In the upcoming books, I will focus on a specific type of promotion in much more detail and especially online promo options.

My able bodied feline assistant, Muze pops in to share some additional promotional thoughts. Muze is my almost constant companion while I'm writing and working on promotional efforts for my books, so it seemed to include him in the book. You'll find 'Muze's Musings' through the book. These are points Muze wants to make

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sure are clear to you. He really is very helpful. Muze also has a blog and he welcomes your thoughts, comments and questions. We'll both share our thoughts and answers with you on the blog at: <http://muzesmusings.blogspot.com/>

Let me tell you a little about myself and my background. I started writing seriously in the summer of 2002. At that point I wrote on weekends and vacations from work. (The vacations were few and far between.) I completed the draft of my first book in 2003. Of course, I edited it for the longest time and started my second book. In the summer of 2004, I signed my first contract and the book was released in March 2006. In the mean time, I polished the second book and it was contracted by another publisher and released in January 2006. At the time this book is released, I have four novels in print and four business books in print.

In the summer of 2005, I quit my day job and dove into freelancing fulltime (not the best idea) and I began writing non fiction that fall. I ghostwrote four marketing manuals for a variety of businesses and three other books. These projects were reasonably simple with my background in business management and promotion. These ghostwriting projects included a marketing manual for massage therapists, marketing for e-book authors, the benefits of joint ventures for therapists and a promotional book for ice cream shop owners.

I won't lie to you - promotion and marketing are enjoyable and frustrating endeavors. That's why we all continue to learn and hone our promotional skills, just like we continue to learn and hone our writing skills. This is especially true with internet promotion since the options are always changing and new opportunities present themselves.

Promotional work is something that anyone can learn. It can seem kind of mysterious and intimidating, but you **can learn** to promote your books. My goal with this series of books is to give you a variety of promotional options to market your books. Not every idea will work for you. It's better to read through the ideas and make a list of the things you think are right for you. If your list is really small, I'll suggest that you start to push outside your comfort zone. Give yourself the freedom to try new things and push the boundaries.

Be honest with yourself about what you can do. If you decide to try every single possibility, you'll be spread too thin. Try several things that seem simple, then move on to more complicated options. At that point, try something that's a bit harder. If you try a promotional option and you can't do it or you aren't getting results, move on to something else.

As your promotional abilities develop, it's good to review the promotional options for a second time. Things are always changing in promotional work and as our abilities improve, more things are possible. That's one of the things that make promotional work interesting for some people and frustrating for other people.

Within the pages of this book, I'll share tips and suggestions from some of my friends. These sections are titled "Professional Promoters Share Their Tips". I've rounded up some great promotional tips. I also included some promotion related quotes from some of my favorite sources.

At the end of each chapter, there are a series of questions. Some are very easy and you'll find the answers in the chapter. However, some are meant to make you think and find ways to apply what you learned to your promotional work. The idea is to help you spread your promotional wings and find new ways to promote yourself and your books.

My books are published with an e-publisher and I have e-books and POD (print on demand) print books. So, I understand the difficulties that POD and e-book authors face everyday. There are many suggestions in this book for e-published, traditional published and self published authors.

Additional books are planned for this series. These books will go into more detail about internet marketing, details about creating an effective website, how to use the internet to promote and how to use blogs for promotion, how to become a promotional guru, the various ways and places to generate book sales, how to identify and market for your target market, common mistakes and how to avoid them. These topics could change. If there's a specific topic you'd like to learn more about, feel free to drop me a note at bookpromo101@excite.com.

Nikki Leigh Fiction Website – www.nikkileigh.com

www.nikkileigh.com – Contact Nikki Leigh at - nikki_leigh22939@yahoo.com

Book Promo Web Page – www.nikkileigh.com/book_promo_101.htm

Non Fiction and Business Website – www.sandcconsulting.com

Contact me – bookpromo101@excite.com

Muze's Musings Blog - <http://muzesmusings.blogspot.com/>



This is Muze – He offers promotional tips in each chapter.



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Nikki Leigh began as an idea in a teenager's mind. At about 14, she wanted to be an author and she wanted to write under the name Nikki Leigh. It took over 20 years, but she eventually "became" Nikki Leigh. She is from the Shenandoah Valley of Virginia.

"I want to convey time, place and character details to my readers. I choose my settings carefully and want people to understand the setting and history contributes to the story."

Her love of the coast, history and lighthouses is apparent in her stories. On a trip to Cape Ann with her brother, Chris, she found the location for the Misty Cove series. The rugged land, hard working people and rich history were too compelling to ignore. Cape Ann and Gloucester, Massachusetts are featured in Stormy View, Widow's Walk (Book One), Lady Lightkeeper (Book Two) and Stormy Shores.

"My first mystery, Lilah and the Locket, is set along the Outer Banks of NC and literally at the base of Cape Hatteras. There is extensive local history and color woven into the story. I did that to help convey the time and place to readers. Other local events will be featured in upcoming books in the Outer Banks series."

She owns a consulting and promotional business under her real name. Shri has 21 years of business management and 15 years of marketing experience. This knowledge was used to create books and articles for business managers. This experience is valuable to her business and promotional clients. She has four business and restaurant books in print. Visit http://www.nikkileigh.com/biz_books_4_sale.htm for full details. Her business website is www.sandcconsulting.com

Book Promo 101 – Basics of Book Promotion is Nikki's latest book. She created it to share her promotional background with authors. It includes tips and suggestions to help the beginning book promoter or the more experienced promoter. There are review questions at the end of each chapter to help the author to learn more. For additional information about promotion and Book Promo 101 feel free to visit Nikki blog – Muze's Musings. The link is: <http://muzesmusings.blogspot.com/>.

Nikki recently launched a new blog tour site and you are welcome to visit – <http://virtualblogtour.blogspot.com/>. This site offers promotional opportunities for author, all members and businesses (as site sponsors). Feel free to check the site for more information and contact Nikki with questions – nikki_leigh22939@yahoo.com

Coming in Late 2008 - Book Promo 201 – Learn the Basics of Online Promotion - for much more information about promotion, visit www.nikkileigh.com/promo.htm

www.nikkileigh.com – Contact Nikki Leigh at - nikki_leigh22939@yahoo.com

Promotional Resources From Nikki Leigh

Self Promotion Articles - <http://virtualblogtour.blogspot.com/2008/04/learn-to-promote-your-books-yourself.html>

Promotional Interviews - <http://readersstation.ning.com/group/promotionalauthorinterviews>

Promotional Services - <http://www.nikkileigh.com/promo.htm>

Book Promo 101 - Learn the Basics of Book Promotion - http://www.nikkileigh.com/book_promo_101.htm

Book Promo 201 - Learn the Basics of Online Book Promotion (Coming in 2008)

New Blog Tour Website - www.virtualblogtour.blogspot.com

To Be Added to My Mailing List - e-mail me at nikki_leigh22939@yahoo.com - Please put "Mailing List" in the subject line of your message.

Free Promotional Blogs For Any Published Author - <http://virtualblogtour.blogspot.com/2008/04/free-promotional-options-for-author.html>

For more information about novels by Nikki Leigh, visit www.nikkileigh.com. The tagline I use for my novels is "Coastal Suspense with a Touch of Romance". I offer "samplers" for each of my book series. These provide quite a bit of information about the series and I'd be happy to send these to you. I can send all four, or only certain ones if you prefer. This is the complete list.

Misty Cove Chronicles - Novels set along the Cape Ann coast of Massachusetts

- Stormy View - Contemporary Romantic Suspense (currently out of print, limited copies)
- Widow's Walk - Historic Romantic Suspense (Part One of Lizbeth Sullivan's story)
- Lady Lightkeeper - Historic Romantic Suspense (Part Two of Lizbeth Sullivan's story)

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Cape Hatteras Series – Novels set along the Outer Banks of North Carolina

- Lilah and the Locket – Cape Hatteras Series 1954 – Mystery

Book Promo Series

- Book Promo 101 – Learn the Basics of Book Promotion
- Book Promo 201 – Learn the Basics of Online Book Promotion (coming late 2008)

Business Books Released Under the Name Shri Henkel

- 365 Foolish Mistakes Smart Managers Make
- How to Open a Financially Successful Pizza & Sub Restaurant
- The Non-Commercial Food Service Manager's Handbook
- Successful Meetings: How to Plan, Prepare, and Execute Top-Notch Business Meetings