



Publishing Nonfiction Books on Spirituality  
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MODULE 5  
PROMOTING YOUR BOOK

Workbook A  
Marketing Plan Workbook

This marketing plan workbook will help you draft a well-rounded book promotion campaign.

Your Point of View

Let's ground yourself in exactly what you want to convey of yourself and your book first. Your point of view is going to be the public persona you want to share with others, the persona that will help you sell your book because it is what connects you with your target audience.

Three Adjectives to Describe You (and Your Book)

Think of three adjectives you hope your target audience would use to describe you. Then use these three words as guidance to ensure that all that you put out there in terms of promoting your book and you as an author could be described by any one of these words. Before you do anything, before you put anything out into the public sphere, go back to these three words and ask yourself: could what I want to do and put out there into the world be characterized by "...", and fill in that blank with the first adjective below. Answer for yourself yes or no. Do the same inquiry for the second adjective and the third. Every little thing that you do that goes out into the world as a representation of either your book or you as an author need to be characterized, even implicitly, indirectly, or subconsciously, by these three words.

1.	
2.	
3.	

**After a reading your book, what do you want your target audience to feel?**

If you had to choose only one sentiment that you leave your target audience with, what should that sentiment be? Do you want a reader of your book to feel empowered? Do you want that individual to have peace of mind? Do you want your target audience to feel like he or she can trust all that you have said? Do you want to imbue that person with greater self-confidence? Choose only one and work tirelessly toward that goal. Make that your one point to achieve for every single endeavor you undertake toward promoting and marketing your book.

I want my target audience to feel \_\_\_\_\_

**IMPORTANT NOTE:** Every facet of your branding for book promotion must be able to be described by the three adjectives you've selected. Every facet of your branding while promoting your book and how you present yourself and your book on social media needs to convey the word you filled in for the above sentence on how you want to make your target audience feel.

**What message do you want your "brand" to send?**

Yes, you and your book together are a brand. Whether you like it or not, you also represent the professional community upon which the subject matter of your book is based. So what is the message you want to be able to convey through your persona as an author and through your book? Don't skip this step just because you can't think of a good statement. Don't be lazy. For your author platform, it's important that you have a clear idea of what your brand and what your message is. Everything you put out there that is related to your book has to convey this message, this brand.

Blank space for writing the brand message.

## YOUR ELEVATOR PITCH

You should be able to explain what your book is about and give a hook that compels people to read it and do so in under 30 seconds. That is called an elevator pitch. In the time it takes an elevator to go from the bottom floor to the top, you can pitch your book in a way that convinces someone to buy it. Draft out your elevator pitch in the space below. Read it aloud and time yourself. Can it be delivered in under 30 seconds? Tweak the pitch until it meets these parameters, and then commit that pitch to memory. Don't say I didn't warn you that you're going to be put in positions where you need to regurgitate this pitch, over and over. Most of the time it will be in expected places, like during an interview or at a conference, but you're also going to get asked about your book when you're on vacation or at a dinner party. "You don't say, Sally! You wrote a book? Well what's it about?" That's your cue to deliver the pitch.

## What do you want to be known for?

No one else needs to see your answer to this question. It can remain confidential. Don't let a fear of what others might think of you (or even what you might think of yourself) inhibit you from answering this question directly. *What do you want to be known for?* Be specific. Think big. Be ambitious. Do not tell yourself you won't be able to achieve that recognition before you've even voiced what your dream is. After all, whether you've acknowledge it or not, a big reason why you wrote your book is so you can be known for *this*. Now it's time to say it out loud and identify what *this* is. What do you want to be known for?

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Dovetailing on the previous question (i.e., what do you want to be known for), identify two notable public figures who are known for that thing you want to be known for. For each public figure, list out two qualities, traits, achievements, mannerisms, or conduct that you've observed from that individual that convey that desirable image to you.

<i>Name of Public Figure</i>	<i>Observation #1, which conveys that desirable image.</i>
	.....
	<i>Observation #2, which conveys that desirable image.</i>
	.....

<i>Name of Public Figure</i>	<i>Observation #1, which conveys that desirable image.</i>
	.....
	<i>Observation #2, which conveys that desirable image.</i>
	.....

Now think about how you can embody these qualities as well. Study these role models. How do they carry themselves? Observe their comportment. Study how they handle criticism and negativity. Study how they handle praise. What can you learn from them? Try to channel these public figures throughout your own book promotion campaign.

## Understanding Your Market

### Your Target Audience

Revisit Workbook A and Workbook C. Let's reiterate who your target audience is. Pinpoint a specific profile (hence the word "target"). Around how old is this person? Where does this person live, city,

suburbs, or country? He or she? What does this person do for a living? What is his/her socioeconomic background? Describe your target reader in one sentence.

### Locating Your Target Audience

Let's get specific. Go online and do some research so you can answer these prompts. Where can you find your target reader? Your target reader is likely to visit a particular Facebook group, maybe a particular discussion forum, certain websites, subscribe to certain YouTube vloggers or read certain blogs. Local target readers are likely to patron certain locales. If your book is on spirituality, then you can probably find your target reader at local metaphysical and New Age shops. If your book is on Buddhism, note any Buddhist monasteries in your region. Note any churches, ministries, or local civic clubs, organizations, and groups that your target reader would be a member of.

#### ONLINE

*Facebook Group #1*

*Facebook Group #2*

*Facebook Group #3*

*YouTube Channel #1*

*YouTube Channel #2*

*YouTube Channel #3*

*Blogger Site #1*

*Blogger Site #2*

*Blogger Site #3*

*News Aggregate Site #1*

*News Aggregate Site #2*

*News Aggregate Site #3*

#### LOCAL

<i>Local Bookstore #1</i>	
<i>Local Bookstore #2</i>	
<i>Local Bookstore #3</i>	
<i>Public Location #1</i>	
<i>Public Location #2</i>	
<i>Public Location #3</i>	

Once you have identified these locations, both online and regional, find a way to gain exposure there! Reach out to the online sites for interviews, book reviews, or for permission to post promotions. Also reach out to the local brick and mortar places. Walk into the bookstores and ask if you could speak with the person there who handles author events. Introduce yourself as a local author (and bring a copy of your book) and ask about holding an event at that bookstore. Try to get yourself exposure at all the locations you've brainstormed above so that at least one person at every one of these locations will lay eyes on the name of your book and your byline. After this brainstorm, transfer all information here to the Handout, "Log of Media Contacts" and use that template to help you keep track of your queries.

## Your Marketing Plan

### BOOK REVIEWS

In the marketing plan that you will submit with your book proposal, note which magazines, newspapers, or national websites you anticipate querying for prospective book reviews. Do your research now. Look up each magazine one by one, look for the masthead or editorial board, and note which editor to contact about a book review and note the contact information, e.g., an email address or mailing address, in your marketing plan. This will convey to the publisher how serious you are about doing your share of promotions and publicity. Use the space below to brainstorm prospective magazines. In the "Misc. Notes" column, indicate why you would want to contact this publication.

<i>Publication Name</i>	<i>Contact Information</i>	<i>Editor Name</i>	<i>Misc. Notes</i>
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**ONLINE CAMPAIGN – Part I**

Brainstorm Internet websites with high traffic and viewership, which might be interested in spotlighting you as an author or your book. Use the space below to brainstorm. In the “Misc. Notes” column, note the angle you will use when approaching this website about your book.

<i>Website Name &amp; URL</i>	<i>Contact Information</i>	<i>Misc. Notes</i>


**ONLINE CAMPAIGN – Part II**

If you have a strong social media presence, note it in your marketing plan. Publishers of the 21st century understand the power of social media. An author with a demonstrable online following can bring in strong book sales. So be sure to highlight this point if it applies to you.

<i>Media Type</i>	<i>Your Username</i>	<i>Total Subscribers</i>
Facebook		
Instagram		
Twitter		
YouTube		
Other		

**BOOK TOUR**

Book tours are less about sales and more about publicity. If you do not have the budget or time for a book tour, I don't think it's the end of the world. There are alternative ways to gain publicity and much better strategies for generating actual book sales. A book tour really is just about getting your name out, seeing your name and author photo on hanging posters at your local bookstore, and doing meet-and-greets with fans who have already bought your book (hence, doesn't really generate actual sales). Nonetheless, publishers like to see authors who are willing to do book tours, so if you're such an author, make note of it in your marketing plan. Use the space below to generate a list of bookstores in your local area that you intend on approaching about in-store author events.

<i>Bookstore</i>	<i>Location (Address)</i>	<i>Contact Information</i>	<i>Misc. Notes</i>




### CONFERENCES

Note any national conferences relevant to the subject matter of your book. If you have attended these conferences before, spoken at them, or have inside contacts with the conference organizers, note this to the publisher.

<i>Conference Name &amp; Website URL</i>	<i>Location of Conference</i>	<i>Date of Next Event</i>

## ENDORSEMENTS

Endorsements are the blurbs from published authors, experts in your field, media personalities, or public figures that you find on the front and back covers of a book, the front pages, on the sales sheet, or as part of the book’s marketing materials. In your marketing plan, you’ll need to prove to the publisher that you’re ready and willing to approach these individuals for endorsements. Don’t worry if you don’t actually know them. Brainstorm a list of figures who you’d like to see offer endorsements of your book. Then research their contact information online and generate a list to present to the publisher. Under “Notability,” write out their book publications, what that individual’s “claim to fame” is, and why you’re contact that person for an endorsement.

<i>Name</i>	<i>Notability</i>	<i>Contact Information</i>

## UNIVERSITY MAILINGS

For nonfiction and literary fiction, your book could fit well into the syllabus for a university course listing. One way professors and instructors hear about new books that fit into the course material they’re teaching is through university mailings. Spend a day researching the departments of various universities and assessing whether your book could fit into the syllabus for any of the course listings. You’ll definitely want to contact your alma mater, professors you’ve had, and make a personalized note of that when reaching out to those contacts. *Holistic Tarot* found its way onto the syllabuses of a few occult literature classes, with university bookstores ordering direct from the publisher, so this is definitely worth looking into. Memorialize your research in the space below. Under “Misc. Notes,” include why you think your book would fit into the syllabus or reading list for that particular course.

<i>University &amp; Department Mailing Address</i>	<i>Course Name</i>	<i>Professor Name Professor Email</i>	<i>Misc. Notes</i>


**OTHER MEDIA**

Think about local radio stations, local television stations, podcasts, and other forms of media that you could reach out to for publicity and promotions. For the column “Media Type,” note whether it is television, radio, an internet podcast, blog of a well-known blogger, YouTube channel, etc. For “Misc. Notes,” make note of why you think your book would be relevant to that media outlet’s target audience.

<i>Media Type</i>	<i>Name of Media</i>	<i>Contact Information</i>	<i>Misc. Notes</i>


## Publicity and Promotions Brainstorm

Under this section, “Publicity and Promotions,” we’ll address both marketing and advertising. Marketing is how you generate awareness and excitement about your newly released book. Publicity is a form of marketing that is free, meaning you don’t have to pay any money out of pocket for publicity, but you do have to invest a lot of your time and energy. Doing a book tour and speaking engagements at bookstores, interviews with media personnel, and marketing through social media platforms are all forms of publicity. Advertising is paid. It is money you shell out so you can get space on a public forum to generate awareness about your book. Not all advertising requires money, however. For example, there are many online forums that you could conceivably post adverts on that you wouldn’t have to pay for.

**In one sentence, why should people care about your book?**

**In one sentence, what problem have you solved that you now explain in your book?**

The preceding two sentences you drafted should go in every letter you send out for publicity queries.

### Checklist of Drafted Documents

The following are documents you need a boilerplate template draft of in your arsenal, ready to go. Each template, of course, needs to be personalized on a case by case basis, every time you sent one out, but have a template ready to go so you're not constantly reinventing the wheel.

- One-page query letter to media that summarizes your book details, contains the above two drafted sentences, and makes reference to a media kit you either enclose as an attachment or agree to send later upon request.
- A media kit that includes all the publicity and promotion details of your book. See the "Preparing Your Media Kit" workbook.
- A professional looking author's letterhead that you can use for all mailings. Even the emails you send out should contain the letterhead (or at the very least, for the emails, a signature block that contains your author contact details).
- A log that tracks media you've contacted, communications with those contacts, and resulting publicity from each query. A sample "Log of Media Contacts" is provided for you.

### **Social Media Plan**

Consider free giveaways of your book on social media and those who enter agree that if they win, they will publish a review of your book, or to be eligible for winning the book, they have to post

campaign advertises about your book on their own social media platforms. Use social media to generate buzz about your book and implement strategies that will get people to *talk about* your book on social media.

An example might be a monthly drawing and to be eligible for winning something from you for that month, entrants must post some sort of content on their social media and then tag you or include a particular hashtag that references your book. Also, give to receive. Forget promoting your book altogether and just be active on social media. Comment on other people's posts *about their* posts and don't even mention that you have a book. *But* on your *own* profile account, write that you are the "Author of \_\_\_\_" and include a link to your author website. In that "soft sale" format, you can generate quite a bit of indirect buzz about your book. The people whose posts you've commented on and shown genuine interest in will be excited that a "public figure" like you, a bona fide author, is commenting on their content, and in kind, spread the love on their own volition.

### Articles Brainstorm

Think about submitting articles for publication that are offshoot topics from the topic your book is about. Then, in the biography paragraph that is always at the end of an article, you'll include references to your forthcoming book and a link to your author website. For example, my book *Holistic Tarot* is about learning to read tarot cards. So perhaps one of my article ideas is how to use tarot creatively to outline your next novel. Or how to use tarot to plan a vacation. Or an article about mainstream media representations of tarot and what you think about that.

The best article ideas are going to be targeted at someone who is only mildly interested in your subject matter. Hear me out here. You want to pitch article ideas that are rooted in part in the subject matter of your book, *but* are more practical, meaning will speak to a much wider audience. How can an everyday lay person integrate what you have to teach in a practical way *immediately* into their daily routine? How can the everyday Joe benefit from the ideas covered in your book? Write an article about one facet of that.

Article Idea #1:

Article Idea #2:

Article Idea #3:

Article Idea #4:

Article Idea #5:

## Newsletter

Of course you'll revisit this section throughout the year to update ideas for future newsletter issues. But for now, try your best to brainstorm ideas for all newsletter issues you'll release in the same year that your book is released. Think about possible content, structure, images you'll want to use, etc. The above assumes quarterly newsletters, but you can set the frequency however you like.

In these newsletters, get juicy and get personal. Share the "behind the scenes" stuff about writing your book and even publishing your book. Share interesting experiences about your book tour or as an author. This is a great way to strengthen the foundation of your fan base. Those who bothered to subscribe to your newsletter are already, at least, a little bit interested in you. Now, close the deal. Let your newsletter be a place for such people to really get to know you and really solidify their love for you. How? You've got to get personal and be more revealing than you're probably comfortable with. If you're not sure you want to share it because it's a bit too personal *and* the thing you're sharing wouldn't actually *hurt* anyone or make anyone *else* look bad except for maybe yourself, then guess what—that's probably something that's *totally* worth sharing in your newsletter that will amplify your buzz.

MailChimp, which is free, is probably the go-to newsletter service that tarot professionals use for their mailing lists.

**Newsletter #1: First Quarter**

Let's say your book will be released in the Second Quarter of the year. In Newsletter #1, talk about how excited you are that your book will be released next year. Reveal what a dream come true this is for you, and the long road you walked to get to this point. What were some of the actual incidences of blood, sweat, and tears that went into putting this book together? Don't just share the pretty, shiny stuff. Also, be willing to share some of the ugly stuff. Be raw and you want to be real.

**Newsletter #2: Second Quarter**

Let's assume your book has officially launched in the second quarter. Share photographs of your launch party. Or share how it was a quiet, totally "everyday" evening at home on the day of your book launch and reflect more personally about the event. Also share some of the places you'll be touring to promote your book.

**Newsletter #3: Third Quarter**

Share a personal story that relates directly to a chapter in your book.

**Newsletter #4: Fourth Quarter**

## The Author Website

The following is a simple checklist to help you get started on putting together a comprehensive author website.

- Main page (or landing page)*: Introduction and welcome message. Summarize your brand point of view or author platform here on the main page and include time-sensitive information about your newly released book.
- About the Author*: Present your author biography and some personal background to establish rapport. Does your author biography need to include a high-resolution photograph of you? I am going to say "yes" here. Yes, you must have a photo of yourself. A photo of yourself helps readers to connect more personally with you. They can visualize you in their heads and in doing so, feel closer to you, more drawn to what you're all about.
- Books*: There should be a separate page link to each book you've published. The page link name should be the title of your book.



- Description.* Provide the jacket description for your book.
- Endorsements.* List out your book blurbs.
- Excerpts.* You'll want to provide excerpts that people can read and get a general idea about your book's point of view and your tone.
- Reviews.* Here you can link and feature reviews or interviews relating to your book.
- Errata.* Most authors will also include an errata page that includes updates, revisions, and corrections for the book.
- Author Appearances:* Include a schedule of all your author appearances for your book tour, past, present, and future.
- Media Kit:* Offer an easy downloadable media kit for press personnel in case they lose what you gave them. This way, they can go to your website and get that information with relative ease.
- Contact:* This is up to you whether you want to include a direct contact page where readers can write to you.
- Products or Services:* Assuming you create a business model around your book, you'll want to create easy-access page links to your products or services that relate to your book topic.

## Promotions Calendar Checklist

The following is, obviously, for suggestion only. It's a general checklist for what you might want to ensure you've completed within the deadline dates given. If you keep up with this checklist, then you're on your way to implementing a robust PR strategic plan.

### Six Months Before Launch Date

- Produced and published your book trailer. (*See: Commentary: The Book Trailer.*)
- Sent out a book launch and pre-order announcement to your mailing list.
- Polished at least one chapter from your book into its own independent, publishable article. You'll want to submit this article to various magazines, periodicals, and venues for publication.
- Completed both Workbook A and Workbook B.
- Printed author business cards that you will take with you wherever you go so at any time, you can seize the opportunity to share information about your book.
- Reviewed and scrutinized your website, and are confident it's up to professional par.
- Assembled your Log of Endorsement Queries and have begun querying established authors for book blurbs.
- Assembled your Log of Media Contacts, arranged in the order of First Tier, Second Tier, and Third Tier.

- If you decide to do a book tour, then now is the time to schedule, map out, and plan your book tour.
- Maintain regular and public social media activity to begin increasing your subscriber count and following. That way you are continuing to raise your own author platform.
- If your book will be traditionally published, then talk to the in-house publicist at the publishing house to split publicity duties and figure out who will be doing what.
- Write and complete at least five (5) articles relating to your book's topic that you can submit for publication to magazines, journals, or popular online media platforms. Publishing articles as an indirect way to promote your book is highly effective, because after reading your article, most readers will check out the bio paragraph, see the link to your book, and check out your book.

### Three Months Before Launch Date

- Complete your Media Kit.
- Begin querying the First Tier of Media Contacts for reviews, interviews, etc.
- Before the month of your launch date, you should have completed at least 5 (five) published interviews.
- Send your book galleys out and secure at least 3 (three) published reviews of the book prior to launch date.
- Brainstorm ways your book can be considered “newsworthy” and pitch these angles to media personnel in your query letters.

### Month of Your Launch Date

- Continue media queries and if you've completed querying your First Tier, then move on to your Second Tier, and keep going through the tiers of queries.
- Host a giveaway or some kind of inducement for your subscribers to spread the word about your new book for the chance to win a prize.
- By the month of your launch date, you should be doing at bare minimum 1 (one) new interview or securing 1 (one) book review per week.
- By the month of your launch date, you should be sending out 5 (five) media queries per week (just to give you a sense of how active your promotion strategy needs to be).

### One Month After Launch Date

- Continue media queries. You should be sending out at minimum 5 (five) media queries per week.
- In terms of progress, set as your goal a bare minimum of 1 (one) interview or author appearance per week and try to secure 1 (one) book review published per month.
- Actively promote your book trailer and online media that market your book.
- Send out a weekly newsletter to your subscriber and be routine and consistent about the newsletter.
- Track and log your book sales weekly.

## First Three Months After Launch Date

- Continue media queries. You should be sending out at minimum 5 (five) media queries per week.
- In terms of progress, set as your goal a bare minimum of 1 (one) interview or author appearance per week and try to secure 1 (one) book review published per month.
- Begin thinking about supplemental income and how you can set up offshoot business models from the professional platform you're building with your book publication.
- Continue to track and log your book sales weekly.
- If you are traditionally published, then check in with your assigned in-house publicist once per week, e.g., before end of business day on Friday, write up a status report on all things publicity and promotions to let the in-house publicist know what you've been up to and what you've accomplished in terms of publicity that week.

## Six-Month Milestone After Launch Date

- Actively pursue the offshoot business models based on your book.
- Continue media queries. You should be sending out at minimum 5 (five) media queries per week.
- In terms of progress, set as your goal a bare minimum of 1 (one) interview or author appearance per week and try to secure 1 (one) book review published per month.
- Throughout the year, incorporate soft sale pitches of your book at every opportunity that you can.
- At this point you can pull back and log your book sales on a monthly basis, rather than weekly as you had been doing before.
- Consider applicable book award programs or competitions to submit your book to. If you are traditionally published, talk to your publisher about submitting the book to book award competitions.
- Keep up with HARO (Help A Reporter out) postings and when a reporter posts a pitch that relates to your area of expertise, write back to that reporter with your credentials to try to offer a few quotes. Let the reporter know you are an author and the premise of the book you've written. Then, when you do get quoted in an article or news story, the reporter will introduce you as the "author of \_\_\_" and that's amazing free publicity!

## One Year Anniversary After Launch Date

- The one-year anniversary after launch date is an opportunity for a new surge in book sales. Launch a second book promotion plan at this time.
- Consider what your next course of action will be. Is it a second book? Is it to further develop your business models?
- Keep up with HARO (Help A Reporter out) postings and when a reporter posts a pitch that relates to your area of expertise, write back to that reporter with your credentials to try to offer a few quotes. Let the reporter know you are an author and the premise of the book you've written. Then, when you do get quoted in an article or news story, the reporter will introduce you as the "author of \_\_\_" and that's amazing free publicity!

## Ongoing Promotions and Publicity Plan

- Track your book sales on a monthly basis.
- Continue maintaining an interactive relationship online with readers and subscribers.
- Continue developing your offshoot business models based off your book.
- Keep your radar on for conferences and events that relate to the topic of your book and submit proposals for presenting at those events.
- Think of a one-hour presentation idea on a topic that would be of interest to the general public, that tangentially relates to the topic of your book. Prepare a full one-hour talk and then query local public libraries and local universities to see if you can be a feature guest. This is also when your media kit will be handy. Promote free local events where you present on a topic that will interest a general audience. Then at the event, have copies of your book for sale and pamphlets or marketing materials that attendees can take home with them for free to remember you by. This is a great way to raise your author platform and gain greater local name recognition.