BOOK PROMOTION  
A DECISION-MAKING STRATEGY

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You have three resources (and so do we) when it comes to book promotion: time, money, and energy. Every author has a different balance of these. Book promotion activities should be supported by an author’s strongest resources and not draw down limited ones.

**Time**

*Waiting*

Sometimes, books take years (yes, literally, we have watched it happen) to catch on.

*Investment*

Successful book promotion means investing minutes, hours, days, weeks, months, or years, depending upon your reservoir of time and other demands on your time. Aim for at least one contact with readers via your social media or other platform at least once a week. If you have a little more time to invest, then write two posts a week – and share the second with another blog (you can send to a different blogger each week to spread the word – and share them with us; we will be happy to re-post).

If you can find time to write a guest post for us, super.

If your forte is more along the lines of workshops or presentations, make a schedule to do one a month or one a quarter.

If you run ZOOM webinars periodically that are open to anyone, let us know. We will help spread the word.

*Scheduling*

Time spent wisely is time that is consistent and predictable. If you have time only for one marketing strategy and decide that your forte is X/Twitter, then tweet once a day, something very short, a reminder about your book. Set it up on automatic for the same time every day. If you have time for something more extensive, write a weekly blog post for your blog – on the same day each week. Readers come to expect posts on a schedule.

**Money**

Financial resources can buy you time from a publicist, which can be a good ROI (although equally often not so); there are many variables and variations involved.

You can run e-blasts (you may need the financial support to purchase an email list or pay to participate on someone else’s list).

You might try an advertisement in one or another publication or catalogue to see if anything “takes.” Advertising is generally quite expensive, requires graphics work, and rarely brings a good ROI for the kinds of books that MSI authors write. (Advertising used to be cost-effective—until the costs skyrocketed, at which point, we had to rein in our advertising and definitely cannot afford to advertise any book that is under water in terms of revenue.)

Look for good ROI opportunities—a stand at local fairs and festivals, for example.

**Energy**

Energy is different from time. You may have a fair amount of time, but you have only so much energy to spend on any one project. If you have a lot of energy, you might seek out opportunities that do not require a lot of time or little money such as interviews (many podcasts are looking for people to interview, and if you are quite familiar with the topic or an expert on it, the time required is somewhat minimal). You can, of course, seek out book clubs and other ways to interact with readers. Find local organizations that might be interested in your book, e.g., Rotary, library. Make bookmarks and find places that will hand them out for you with a purchase of their product. Hold coffee klatches at our local coffee shop weekly or monthly. Get involved with your old networks and join some new networks; participate in the meet-and-greets. There is no end to the ways you can invest your energy.