**MARKETING OLDER BOOKS**

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Some of our oldest books are among our best sellers. However, other older book simply fall by the wayside, and that does not have to be. After all the effort put into writing it and, assumedly, marketing it when the book first came out, it is a shame when older books are allowed to languish in the boneyard. If you want to re-launch your older book, there are things you can do short of hiring a publicist (and yes, you could also do that if you need/want that sort of more high-powered help).

**What you can do**

Do *something*, anything. If you forget your book, it is likely others will, too, and new folks will not find out about it. So, whatever tickles your fancy, do – talk, write, share. Write an article; mention your book. Write a column for a local newspaper; become the local guru on books or on the subject matter of your book. Give local interviews; it can be about your book but with an older book will most likely be about a current topic related to your book—and, of course, you get to mention your book as establishing your authority. Conduct a webinar about the topic of your book; you can do it yourself, but if you are without a mailing list or access to one, you might see if a local or national organization that does webinars would like to include you or sponsor you; do not overlook your local library for hosting a webinar or an in-person event. Even a photo in the “out and about” section of a small-town newspaper where your book is mentioned or just casually held in your hand can bring reminders. And there is always the county fair! There is also always the opportunity to write a blog post or, even better, series of blog posts for us (repeat mentions are more powerful than one-time mentions), and we will socialize them to all our social media platforms.

If your book is backlisted, chances are it is no longer available through Amazon. That can be remedied by paying the annual $48 Amazon fee. It is a pass-through from you to us to Amazon. It is worth having your book available on Amazon, but if your book is earning net revenue less than $48, we cannot afford to keep it on Amazon, Barnes & Noble, etc. (Once it is out of distribution, none of the online book sellers will have it, but even if you do not care about online booksellers, it will be available online through our webstore. Note: the vast majority of books—not just ours, all books—are sold online and through private events/organization and not via brick-and-mortar bookstores.)

Give yourself and us something to new to advertise—an award (there are legacy award competitions), a book trailer, or something you make like your own youtube presentation.

Relaunch your book. Find something to celebrate. Perhaps it is an award or some other kind of recognition and take some of the steps you took with your book launch on a modified scale and keeping in mind that it is not a launch, but a relaunch. Perhaps you could include something special, like a booklet that updates something in your book that you sell along with the book—or some nicely produced photographs. Include bookmarks that advertise your book (we can provide guidance if you need it); hand them out even to the people not buying your book; they are always a hit and they remind people about your book. You could give leftover bookmarks for handing out to your library, coffee shop, or pizza hangout. (You could also do a book giveaway at any of those local places as well.)

Gather together some local author friends and hold an event. Perhaps you could together do a writing clinic, or present readings, or….(use your unlimited imagination).

Find the closest book club (or make your own book club) where readers might want to take on your book for their next reading project.

Write another book on a similar topic. Make the older book the first in the series--everyone wants to read the first book. (Writing another book on any topic helps with selling older books, but series are more powerful than a group of books related only by the author.)

*Whatever you do, let us know. Send information. Send photos.   
We can help move the action from local to (inter)national.*

**What you can expect**

If you do nothing, then chances are your book will remain stagnant. Once in a while, however, an Influencer finds the book, and it takes off after a decade or more of languishing. Yes, that has happened.

Bit by bit, more attention will be garnered for your book. You can, indeed, bootstrap your book back into life, especially if it wins a legacy award.

We will help you if we know what it is you are doing. Our help can also pull in more sales. Working together adds value.