

Book Marketing PRIMER

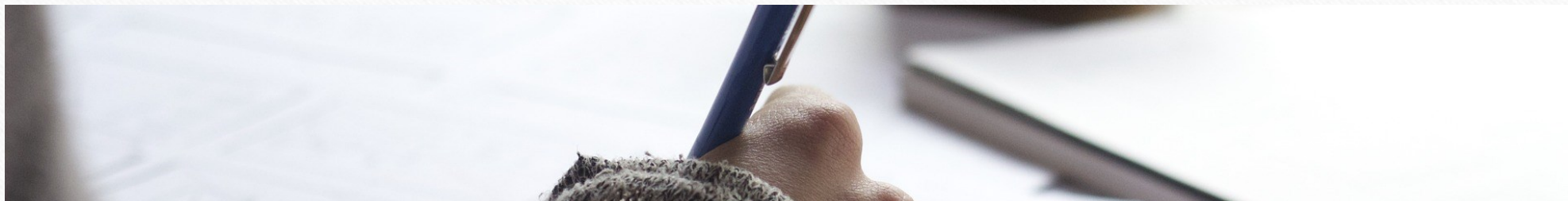
- *Get Known*
- *Grow an Audience*
- *Sell more Books!*



QUANTUM DOT PRESS
— HELPING BRING YOUR BOOK TO THE WORLD —



Chapter 8: Course Wrap-Up



Today's Topics

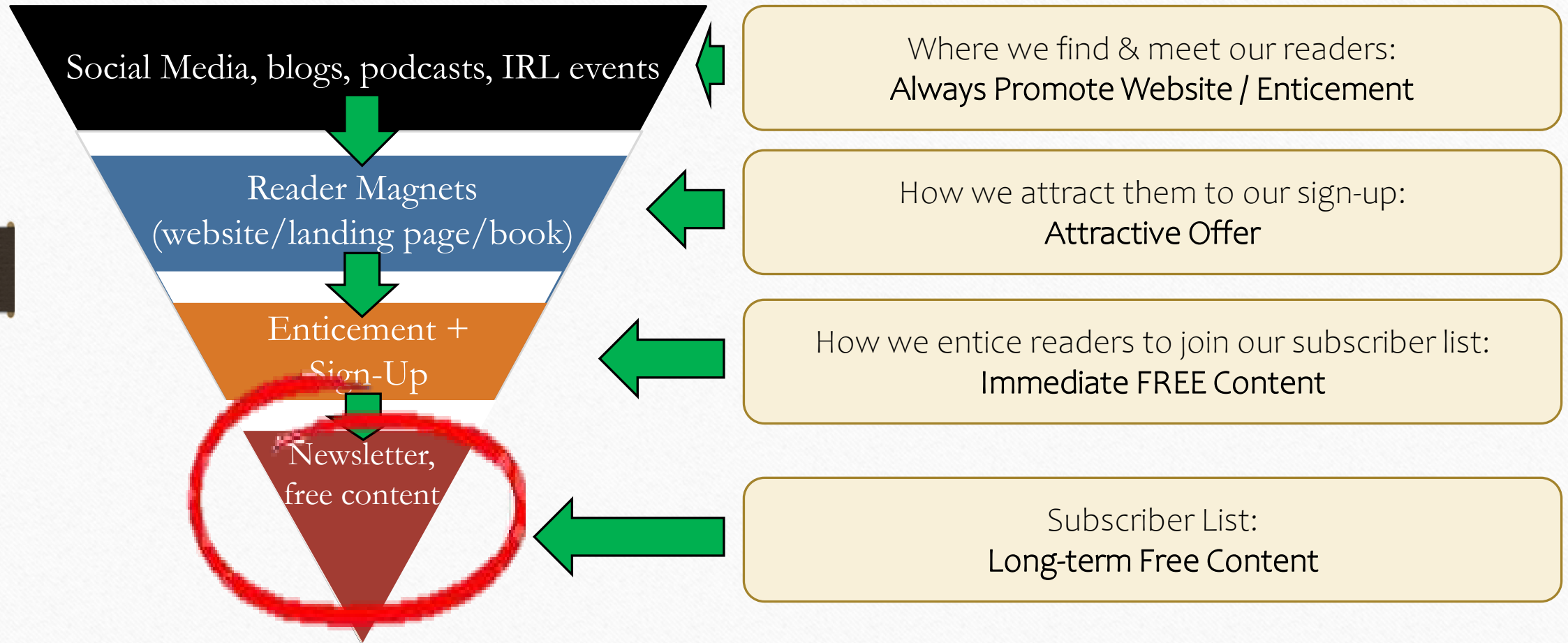
*The Key to Success is Action,
and the Essential in Action is
Perseverance.*

- Sun Yat-Sen

- Remember:
 - Focus on the Basics
 - Optimise your funnel
- Useful Tools
- Actionables for moving forward

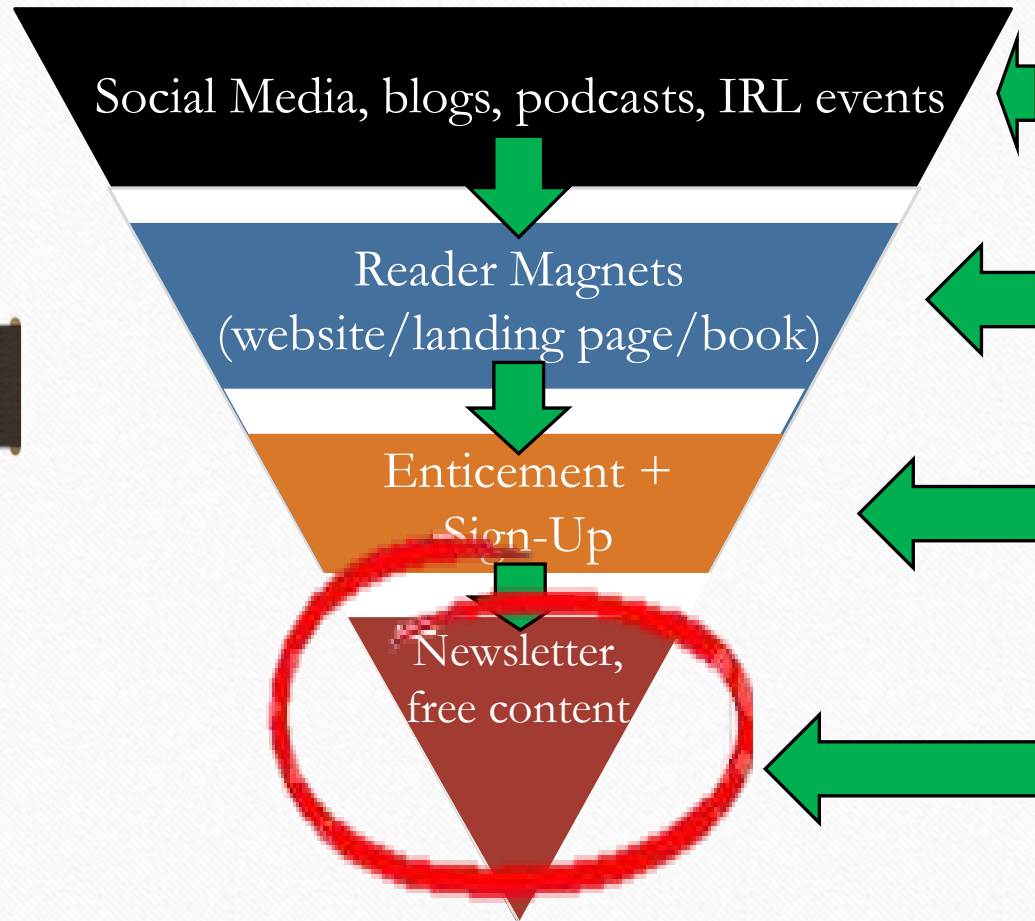
Remember: Focus on the Basics

Book Marketing Funnel



Remember: Slow and Steady

Book Marketing Funnel



1-2 Social Media Platforms (FaceBook, Instagram), if you can.
Or, focus on real-life events (slower development)

Tweak occasionally as your image creation skills improve and
your needs dictate, and as your enticement changes.

Update as your backlist grows. Ideal is the first book of a
series so readers get a taste of your voice.

Stay regular (1/month is fine)
Can automate some, although personalised is better.

Remember: Optimise

Social Media



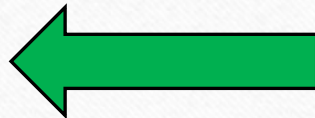
Develop consistent voice and posts so followers know what to expect and look forward to it

Sign-Up



Tweak wording of reader magnet, create attractive magnet image, and use a landing page to focus sign-up

Book Covers



As you develop, don't be afraid to go back and redo your book covers, especially to create a consistent feel for 'your brand'.
Your Cover is the first thing a reader will see.

Book Blurb



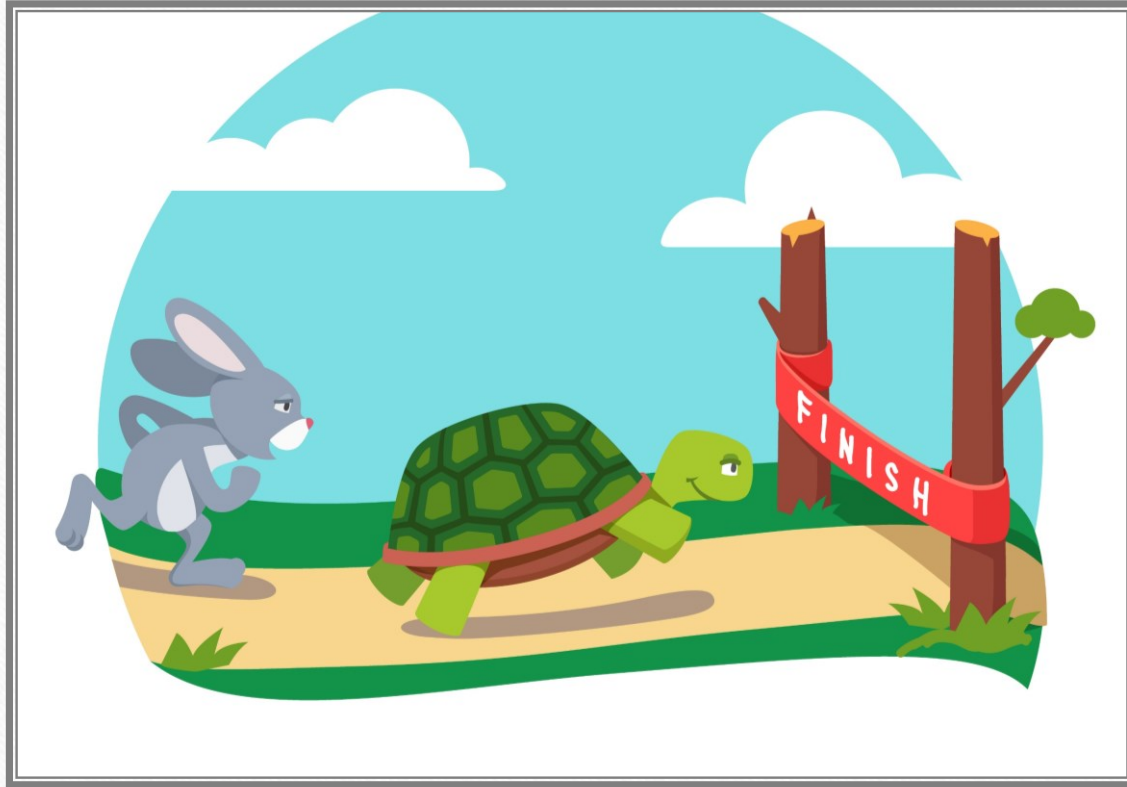
Optimise your book description/blurb. This takes practice as will be part of the development process. Using generative AI options to help, may be useful (more later).

First 3 Pages



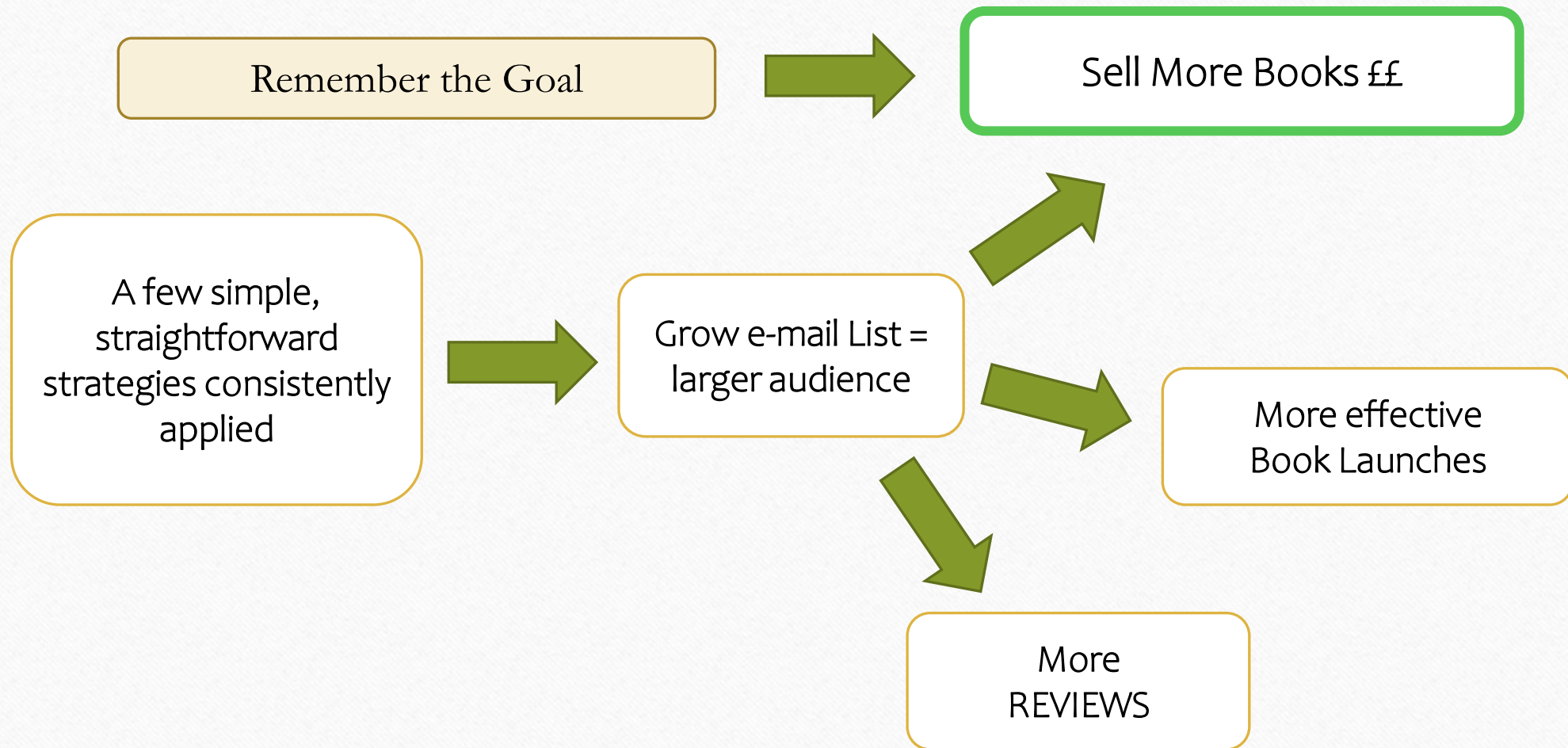
Optimise the first 3 pages (ideally, first 3 chapters). This is the Amazon 'Look Inside' and the final thing readers will look at before deciding to buy.

The Path to Success



- Slow and Steady
- Create a routine to do the things you need to do, and you will succeed.
- The pace is up to you
- Measure and monitor progress over 4-6 months.
- Experiment
- Tweak or change if nothing seems to be happening

Remember: Slow and Steady



Useful Tools

Kindlepreneur – Book Description Generator

The screenshot shows the Kindlepreneur website's Book Description Generator. The left sidebar contains various tools categorized under 'PREMIUM AUTHOR TOOLS', 'SALES CALCULATORS', and 'PUBLISHING TOOLS'. The main content area includes a list of steps for using the generator, a formatting panel on the left, a text input area with a character count, and a 'Generate My Code' button. A red circle highlights the 'APPS' dropdown in the top navigation bar. A red arrow points to a button that says 'Once you finish your description, click here to see if AI can improve it!' located at the bottom of the text input area.

Kindlepreneur

PREMIUM AUTHOR TOOLS

- Publisher Rocket
- Atticus

SALES CALCULATORS

- Amazon Book Sales Calculator
- Audible Book Sales Calculator
- KDP Royalty Calculator
- KENP Calculator

PUBLISHING TOOLS

- ReaderScout
- Bar Code Generator
- Formatting Templates
- QR Code Generator

4. (Optional) If you want AI to improve upon your book description, select the button that says “Once you finish your description, click here to see if AI can improve it!”

5. When you've got your book description [looking the way you want](#), click “generate my code.”

6. Paste the code into the platform you're publishing on.

amazon Book Description

amazon Editorial Review

BARNES & NOBLE Book Description

Rakuten Kobo Book Description

Select font size

H1 H2 H3 H4 H5

H6 Normal

Select font style

B Bold I Italic U Underline

Paragraph Style

☰ Numbered List ☰ Bullet List

Icons style

✓ TM ★ ⚠ ♦ ♥ ●

① ② ③ ④ © ®

3084 characters remaining

Death used to be a game. Now it's real.

The Deathmatch is the most vicious, brutal game in history. Rapid cloning, advanced weaponry, and a host of extraterrestrial species have paved the way for gladiatorial combat the likes of which the universe has never seen. And that's the way the Apocalypz Cowgirlz like it!

This year, DaemonS and the Apocalypz Cowgirlz are confident they can make a run for the cup. And why not? Standing in their way are only some of the greatest teams in history. Although they're underdogs, when the Deathmatch takes a dark turn and the fate of the world is at stake, The Apocalypz Cowgirlz might just be the

Once you finish your description, click here to see if AI can improve it!

FREE NONFICTION & FICTION BOOK DESCRIPTION BLUEPRINT

CLICK TO GET ACCESS!

Generate My Code

Tutorial on the Book Description Generator and

Kindlepreneur – Book Description Generator

Mine

Death used to be a game. Now it's real.

The Deathmatch is the most vicious, brutal game in history. Rapid cloning, advanced weaponry, and a host of extraterrestrial species have paved the way for gladiatorial combat the likes of which the universe has never seen. And that's the way the Apocalypz Cowgirlz like it!

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Although they're underdogs, when the Deathmatch takes a dark turn and the fate of the world is at stake, The Apocalypz Cowgirlz might just be the only ones who can set things right.

But will they have to sacrifice everything to do it?

Strong characters and a vibrant world keep this action/adventure Sci-Fi story racing forward. Fans of first-person-shooters with strong lore will love this.

AI – Assisted Modification

The stakes have never been higher for the Apocalypz Cowgirlz as they enter the most vicious, brutal game in history: the Deathmatch. In a world of rapid cloning, advanced weaponry, and a host of extraterrestrial species, the Cowgirlz must brave the battlefield and fight for the fate of the universe. But when the game takes a dark turn, it will take more than their bravery to set things right. With powerful emotions and a fast-paced adventure, readers will be enthralled as they journey with the Cowgirlz on their quest for victory.

If you enjoyed books like Ready Player One and Ender's Game, you'll love Deathmatch. Buy now before the price changes and experience the ultimate action-packed adventure!

Useful Tools – 1/2

Link Generators

- [Share Link Generator](#)
- [BookLinker](#) (Amazon Universal Links)
- [Books2Read](#) (Universal Book Link)

Author Sites and Promotion

- [AllAuthor](#) (free)
- [AuthorsXP](#) (free)
- [Goodreads](#) (free)
- [CopperBooks](#) (free)
- [KDROI](#) (paid)
- [AuthorMarketingClub](#) (paid)
- [EBookBooster](#) (paid)
- [FreeBooksy](#) (paid)

Publishers for Going Wide

- [Draft2Digital](#) (this is my referral link) (free)
- [StreetLib](#) (free)
- [PublishDrive](#) (subscription)
- [Reedsy](#) (free/paid, author services)

Digital Selling, independently

- [PayHip](#) (free)

E-book distribution

- [Bookfunnel](#) (paid)

Kindlepreneur Free Apps

- [Book Description Generator](#) ← (also with AI)
- [QR Code Generator for Authors](#)
- [Amazon Sales Rank Calculator](#) (Sales/Rank)

Useful Tools – 2/2

My Book Marketing Gurus

- [Nick Stephenson](#)
- [Tim Grahl](#)
- [Joanna Penn](#)

Fan Support Sites

- [Subscribe Star](#)
- [Patreon](#)

Indie Author Support

- [Alliance of Independent Authors](#)
- [Support for Indie Authors](#) (free)

Giveaways

- [Kingsumo](#)
- [Rafflecopter](#)
- [RafflePress](#)

Social Media Images / Reader Magnets

- [Canva](#) (free, templates) (my referral link)

Book Cover Design

- [Canva](#) (free, templates) (my referral link)
- [DIYBookCovers](#)
- [The Book Cover Designer](#) (paid)
- [100 Book Covers](#) (paid)

Stock Images

- [Pixabay](#) (free)
- [Pexels](#) (free)
- [Shutterstock](#) (paid)

DIY Cover Promo Graphics (3D mockup)

- [DIY Book Covers](#)
- [Cover Vault](#)

E-mail managers

- [Mail Chimp](#) (free to 1000)
- [MailerLite](#) (free to 1000)

Actionables

Determine

- Which Social Media Platforms you'll use
- Your Social Media Content Strategy
- If not using social media, determine how you will gain subscribers to your list

Discover

- Influencers (bloggers, podcasters, radio, ...)
- Festivals or other events
- Multi-Author avenues you can use
 - BookFunnel
 - FreeBooksy
 - FussyLibrarian

Create

- Routines/Schedules for:
 - Writing
 - Marketing / Outreach

Thank You!

This was the final week, but you can always contact me at:

info@quantumdotpress.com

“May your dreams be
larger than mountains and
may you have the courage
to scale their summits.”

HARLEY KING
author and poet

