

Organic Marketing for Authors: How to Sell Yourself and Your Book

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Online Marketing:

Your Newsletter is your best marketing device.

- Free(ish)
- Total control.
- Widely considered the best marketing tool.
- I promise you are interesting enough to have a newsletter.

People like interactive activities.

- Make it visual – catches the eye.
- Little games are popular, stuff like “Your birth month gives you X superpower.” Just theme it off your books.

Bring value to your community.

- If all you ever do is pitch your books, folks quickly will tune you out.
- Engage genuinely with your community. Become a part of the community, bring value, and they will ‘follow you home.’

Look into guesting on podcasts.

- Podcasts are very popular.
- Very popular podcasts are probably hard to get on.
- Look for places where podcasts are looking for guests, like reddit on r/podcastguestexchange.

People love memes.

- Keep in mind lots of authors share book/author memes already (they do it for a reason, sure). But you want to stand out!
- Try to be original. Example: my series has a possum in it, so I share possum content.
- You can make your own memes! Seize the memes of production!

In Person Marketing:

Become a panelist – workshop presenter.

- Gives credibility.
- Folks will follow you home.
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Explore passive advertising.

- This can be things like yard signs, stickers, bumper stickers.
- Keep expectations low, unless you want to pay a lot of money.

Do subtle promotion at other events/spaces.

- Do you participate in non-author events? Do you have an office at work? Who says you can't have your books there. Folks will see them and ask questions.

Use a free....something.

- For authors the three most common are bookmarks, business cards, and stickers.
- Bookmarks – awkward shape, but very on brand for an author.
- Stickers – people love stickers.
- Business cards – most sensible, but people frequently lose them.

Get weird with it!

- Being creative is great. But there are billions of creative people.
- What's going to separate you from the pack is using your creativity to get noticed.

Top Take Aways:

- Be genuine and kind.
- Bring value, not just pitches.
- Be creative with your marketing.
- Blind luck is always a factor.

Go to talesbybob.com for follow-up questions, or to download a PowerPoint presentation with examples covering this topic.