



- 1 Optimize Author Central
- 2 Join HARO (Help a Reporter Out)
- 3 Create a signature w/ link to your book on Amazon
- 4 Get multiple Book Reviews
- 5 Build a List
- 6 Get Newspaper Coverage
- 7 Do Radio Interviews
- 8 Facebook Ads
- 9 Mentions on FB
- 10 Craft and send emails to contacts
- 11 Consider an audio version
- 12 Organize a book signing
- 13 Deliver a speech (and sell copies in the "back of the room")
- 14 Do something newsworthy and have the journalist that covers it mention the book
- 15 Team up with somebody else (another artist)
- 16 Fly a banner over a city (or event)
- 17 Speak at your church
- 18 Raffle off copies
- 19 Give copies to a romantic store (e.g., flower shop) to prominently display and give away
- 20 Get testimonials
- 21 Offer a limited time discount with a countdown timer
- 22 Get your library to display a copy prominently
- 23 Advertise via Amazon
- 24 Make it available for free for a limited time
- 25 Send copies to influential people
- 26 Get people to follow you on Amazon
- 27 Start a blog and website (I believe you already have this, don't you?)
- 28 Create a newsletter (electronic or print)
- 29 Get blurbs from reputable authors in your genre
- 30 Reach out to Amazon "Top Reviewers" and send them a free book
- 31 Partner with a songwriter & have a song written about the book (or the experience)
- 32 Utilize word of mouth
- 33 Have local merchants display a copy of it in their store(s)
- 34 Partner with a local community college's English or music class
- 35 Have a student write a book report on it
- 36 Pitch it as a holiday book
- 37 Run writing contests drawing people to your event
- 38 Print bookmarks
- 39 Print business cards w/ the book cover on it