

Marketing Your Book

Courage Under Siege Vol 7 – Session 6

Tuesday July 9, 2024

PH by PeggyLee Hanson



Welcome



Agenda



Marketing Avenues

Explore various channels to promote your book



Promotional Materials

Discover effective promotional tools for your book



Q & A

Interactive session to address your questions



Announcements

Important updates and information for authors



What's Next

Upcoming steps in your book marketing journey

Marketing Avenues



Marketing Avenues

Digital Channels

- Email marketing campaigns
- Social media platforms
- Host your own online events

In-Person Opportunities

- Register for local events
- Host your own local events



Guest Presenter

Cheri Martin, So Social Visionary

Social Media Strategist, LinkedIn Coach, Trainer, and Speaker



Remember to Use This

Become an Amazon Affiliate

Visit the Amazon Affiliate Program website at: <https://affiliate-program.amazon.com/>

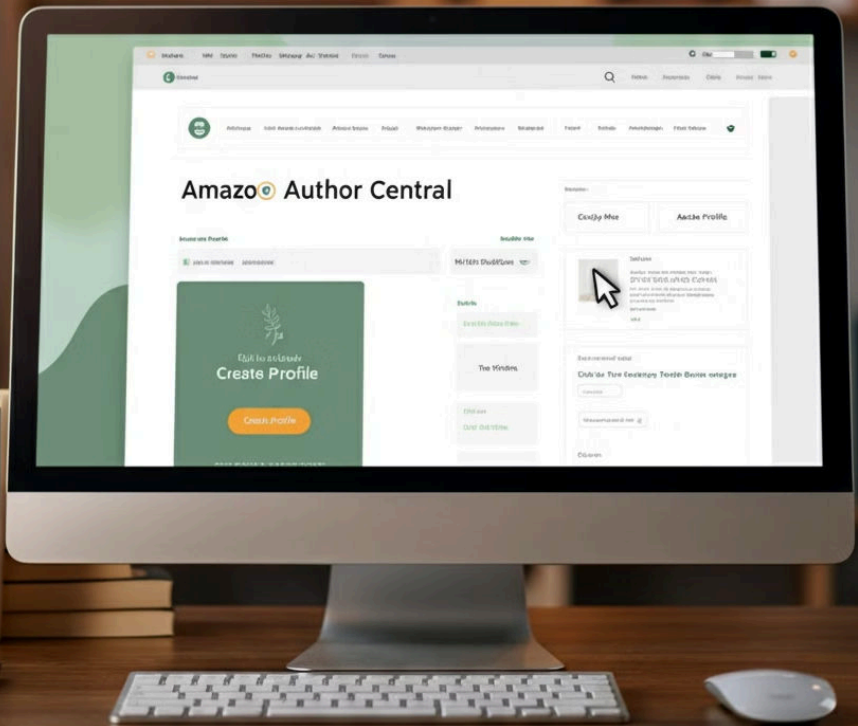
Marketing Avenues – Affiliate Responsibility

Hey there, savvy marketers! 📣 Let's talk about something super important (and kinda fun) - Affiliate Disclosure!



- **What's the deal?** As an affiliate, you've got a cool responsibility to be transparent with your audience. It's like telling your friends you're getting a finder's fee for recommending that awesome restaurant! 🗣️
- **The nitty-gritty:** You need to put a disclosure on every page of your site where you're promoting products. It's like wearing a "I'm an affiliate" badge, but way cooler! 😎
- **Why bother?** It's all about consumer transparency. Plus, it's the right thing to do! 👍
- **The fun part:** Get creative with your disclosure! Make it reflect your personality. Maybe something like: "Hey, full disclosure: If you buy this awesome stuff, I might get a small commission. It's like you're buying me a virtual coffee! ☕"

Remember, being upfront about your affiliate status builds trust with your audience. And trust is the secret sauce in the marketing world! ✨



Also Remember ...

- Create Amazon Author profile
- Visit: <https://authorcentral.amazon.com/>



Summary

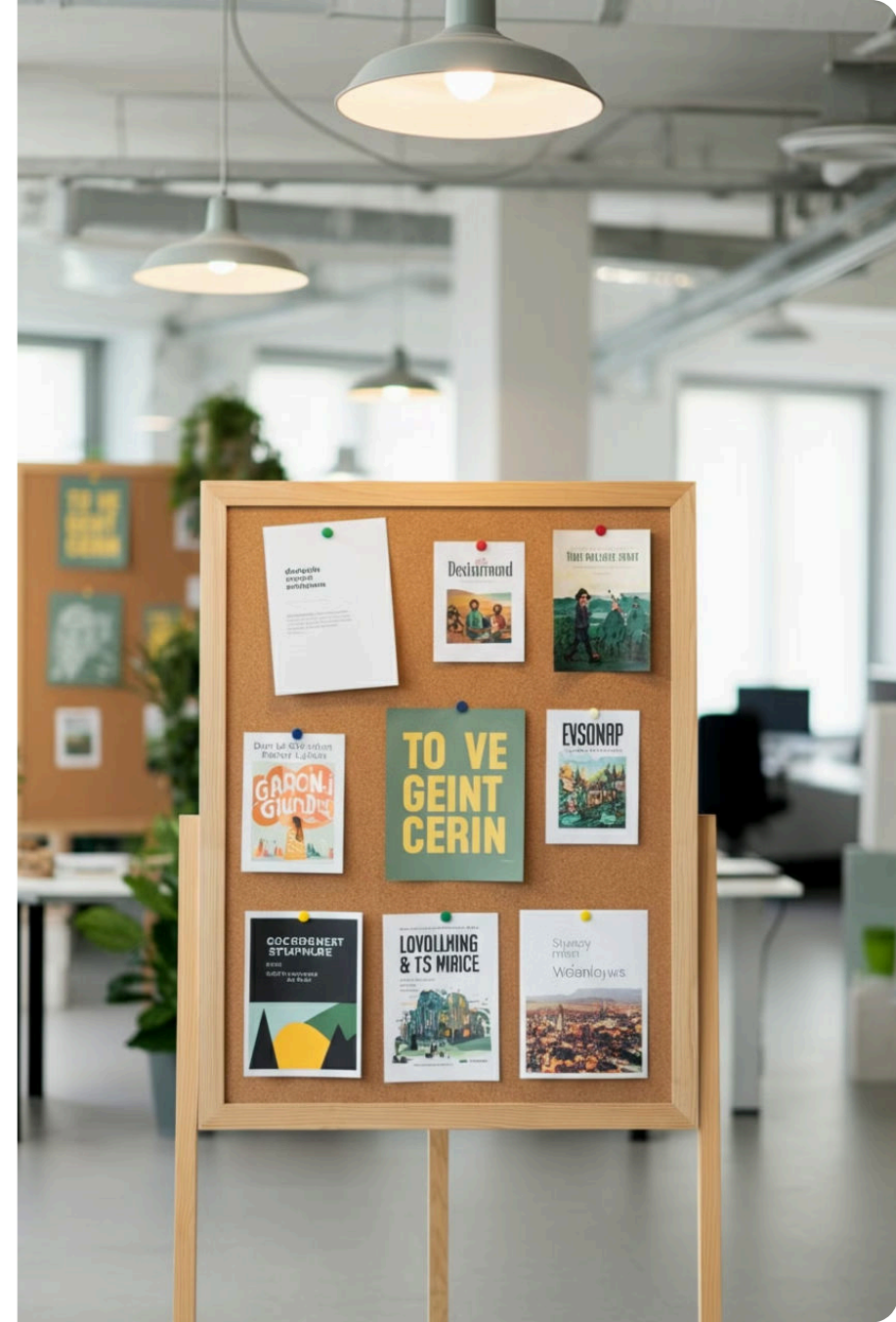
Marketing Avenues and Opportunities
Explore diverse channels to promote your book effectively

Email Marketing
Utilize email campaigns to engage with potential readers

Social Media
Leverage social platforms to reach a wider audience

Event Registration
Register for events NOW to secure your spot and maximize exposure

Announcements



Announcements

Please take note of the following important announcement:

- NO MEETING on July 23, 2024





Status of Your Entry



RECEIVED to REVIEW

- Meghan McSwain
- Valerie Ritchie



2nd Review

Everyone else is on 2nd review

- Kathleen Fredrickson
- Angela Hall
- Joy Cross-Smith
- Debbie Widhalm

What's Next



July

2024

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
01 Writing	02 Group - Let's Applaud Your Accomplishment! + Q&A Writing	03 Deadline - Submit chapter Editing	04 Holiday Independence Day	05 Editing	06 Editing	07 Editing
08 Editing	09 Group - Let's Talk Marketing! + Q&A Editing	10 Editing	11 Editing	12 Editing	13 Editing	14 Editing
15 Editing	16 Group - Let's Talk Making Money with this Book! + Q&A Editing	17 Editing	18 Editing	19 Editing	20 Editing	21 Editing
22 Editing	23 No Meeting	24 Editing Writer Approval	25 Editing Writer Approval	26 Editing Writer Approval	27 Editing Writer Approval	28 Editing Writer Approval
29 Editing Writer Approval	30 Group - Best Practices to Record Your Chapter + Q&A	31 Recording eBook / Print Layout	01	02	03	04
05	06	Notes: Courage Under Siege Volume 7 Author Training & Support Time: 2:30 PM Eastern Time / 11:30 AM Pacific Time Zoom Join Web URL: https://zoom.us/j/91888159590 Meeting ID: 918 8815 9590 Passcode: volume7 (case sensitive)				

August

2024

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
29	30	31	01 Recording eBook / Print Layout	02 Recording eBook / Print Layout	03 Recording eBook / Print Layout	04 Recording eBook / Print Layout
05 Recording eBook / Print Layout	06 Group - Check-in + Q&A	07 Recording eBook / Print Layout	08 Recording eBook / Print Layout	09 Recording eBook / Print Layout	10 Recording eBook / Print Layout	11 Recording eBook / Print Layout
12 Recording eBook / Print Layout	13 Group - Let's Talk Book Promotion & Testimonials! + Q&A	14 Recording Audio Editing	15 Recording Audio Editing	16 Recording Audio Editing	17 Recording Audio Editing	18 Recording Audio Editing
19 Recording Audio Editing	20 Group - Distribute Social Media Blitz + Q&A	21 Audio Editing	22 Audio Editing	23 Audio Editing	24 Audio Editing	25 Audio Editing
26 Audio Editing	27 Audio Editing	28 Audio Editing	29 Audio Editing	30 Audio Editing	31 Audio Editing	01
02	03	Notes: Courage Under Siege Volume 7 Author Training & Support Time: 2:30 PM Eastern Time / 11:30 AM Pacific Time Zoom Join Web URL: https://zoom.us/j/91888159590 Meeting ID: 918 8815 9590 Passcode: volume7 (case sensitive)				

September

2024

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
26	27	28	29	30	31	01 Proofing Book Testimonial Gatherings
02 Holiday Labor Day	03 Proofing Book Testimonial Gatherings	04 Proofing Book Testimonial Gatherings	05 Proofing Book Testimonial Gatherings	06 Proofing Book Testimonial Gatherings	07 Proofing Book Testimonial Gatherings	08 Proofing Book Testimonial Gatherings
09 Proofing Book Testimonial Gatherings	10 Proofing Book Testimonial Gatherings	11 Proofing Book Testimonial Gatherings	12 Proofing Book Testimonial Gatherings	13 Proofing Book Testimonial Gatherings	14 Proofing Book Testimonial Gatherings	15 Proofing Book Testimonial Gatherings
16 Publisher Tasks	17 Publisher Tasks	18 Publisher Tasks	19 Publisher Tasks	20 Publisher Tasks	21 Publisher Tasks	22 Publisher Tasks
23 Publisher Tasks	24 Publisher Tasks	25 Publisher Tasks	26 Publisher Tasks	27 Publisher Tasks	28 Publisher Tasks	29 Publisher Tasks
30 Publisher Tasks	01	Notes: Courage Under Siege Volume 7 Author Training & Support Time: 2:30 PM Eastern Time / 11:30 AM Pacific Time Zoom Join Web URL: https://zoom.us/j/91888159590 Meeting ID: 918 8815 9590 Passcode: volume7 (case sensitive)				

October

2024

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
30	01 Author Final Approval	02 Author Final Approval	03 Author Final Approval	04 Author Final Approval	05 Author Final Approval	06 Author Final Approval
07 Author Final Approval	08 Author Final Approval	09 Author Final Approval	10 Author Final Approval	11 Author Final Approval	12 Author Final Approval	13 Author Final Approval
14 Holiday Columbus - Indigenous People Day Publisher Vacation - Son's Wedding!	15 Publisher Vacation - Son's Wedding!	16 Publisher Vacation - Son's Wedding!	17 Publisher Vacation - Son's Wedding!	18 Publisher Vacation - Son's Wedding!	19 Publisher Vacation - Son's Wedding!	20 Publisher Vacation - Son's Wedding!
21 Publisher Vacation - Son's Wedding!	22 Publisher Vacation - Son's Wedding!	23 Publisher Vacation - Son's Wedding!	24 Publisher Vacation - Son's Wedding!	25 Publisher Vacation - Son's Wedding!	26 Publisher Vacation - Son's Wedding!	27 Publisher Vacation - Son's Wedding!
28 All versions uploaded into Apps	29 All versions uploaded into Apps	30 All versions uploaded into Apps	31 Holiday Halloween All versions uploaded into Apps	01	02	03
04	05	Notes: Courage Under Siege Volume 7 Author Training & Support Time: 2:30 PM Eastern Time / 11:30 AM Pacific Time Zoom Join Web URL: https://zoom.us/j/91888159590 Meeting ID: 918 8815 9590 Passcode: volume7 (case sensitive)				

November

2024

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
28	29	30	31	01 All versions uploaded into Apps	02 All versions uploaded into Apps	03 All versions uploaded into Apps
04 Publish all versions - Gather Reviews	05 Publish all versions - Gather Reviews	06 Publish all versions - Gather Reviews	07 Publish all versions - Gather Reviews	08 Publish all versions - Gather Reviews	09 Publish all versions - Gather Reviews	10 Publish all versions - Gather Reviews
11 Holiday Veterans Day Publish all versions - Gather Reviews	12 Book Launch! NATIONAL CHICKEN SOUP FOR THE SOUL DAY!	13 Bask In the Glory of Our Success!	14 Bask In the Glory of Our Success!	15 Bask In the Glory of Our Success!	16 Bask In the Glory of Our Success!	17 Bask In the Glory of Our Success!
18 Bask In the Glory of Our Success!	19 Group Last Call - Let's Celebrate!	20	21	22	23	24
25	26	27	28 Holiday Thanksgiving	29	30	01
02	03	Notes: Courage Under Siege Volume 7 Author Training & Support Time: 2:30 PM Eastern Time / 11:30 AM Pacific Time Zoom Join Web URL: https://zoom.us/j/91888159590 Meeting ID: 918 8815 9590 Passcode: volume7 (case sensitive)				

Q & A



Thanks for Attending!

