

Marketing Your Book

Courage Under Siege Vol 8 – Session 6

Tuesday September 30, 2025

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

Social Media Platforms

Digital Channels

- Facebook
- LinkedIn
- YouTube
- Instagram
- TikTok
- X (formerly Twitter)



Remember to Use This

Become an Amazon Affiliate

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

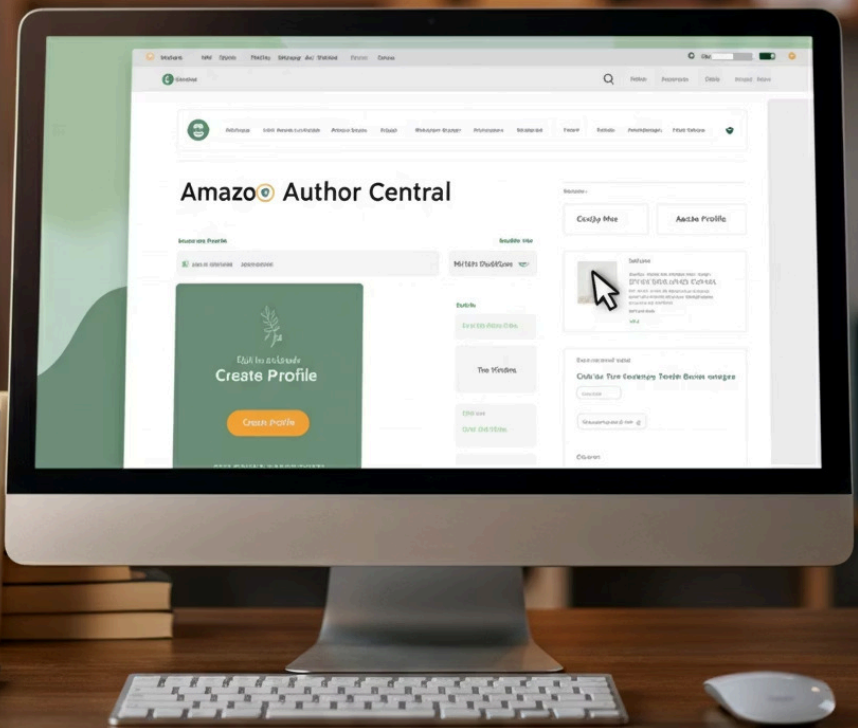
Marketing Avenues – Affiliate Responsibility

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:

- Next MEETING on Tuesday, October 7, 2025
2:30 pm ET / 1:30 pm CT / 11:30 am PT





RECEIVED

RECEIVED

AUTHOR LAESNIALES

AUTHOR
Ariaa 2018

ATRIA
Ariaa 2018

AUTHOR
Ariaa

BIBLIOPHILA
Ariaa 2018



2ND REVIEW

2ND REVIEW

Status of Your Entry



RECEIVED to REVIEW

- Ann McLaughlin (1st chapter)

What's Next



October

2025

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
29	30	01 Editing Writer Approval	02 Editing Writer Approval	03 Editing Writer Approval	04 Editing Writer Approval	05 Editing Writer Approval
06 Editing Writer Approval	07 Group - Let's Talk Making Money with this Book! + Q&A Editing	08 Editing Writer Approval	09 Editing Writer Approval	10 Editing Writer Approval	11 Editing Writer Approval	12 Editing Writer Approval
13 Indigenous Day	14 Group - Best Practices to Record Your Chapter + Q&A	15 Recording eBook / Print Layout	16 Recording eBook / Print Layout	17 Recording eBook / Print Layout	18 Recording eBook / Print Layout	19 Recording eBook / Print Layout
20 Editing Writer Approval	21 Group - Let's Talk Book Promotion & Testimonials! + Q&A	22 Recording Audio Editing eBook / Print Layout	23 Recording Audio Editing eBook / Print Layout	24 Recording Audio Editing eBook / Print Layout	25 Recording Audio Editing eBook / Print Layout	26 Recording Audio Editing eBook / Print Layout
27 Recording Audio Editing eBook / Print Layout	28 Group - Distribute Social Media Blitz + Q&A	29 Audio Editing	30 Audio Editing	31 Audio Editing Halloween	01	02
03	04	Notes: Courage Under Siege Volume 8 Author Training & Support Time: 2:30 PM Eastern Time / 1:30 PM Central Time / 11:30 AM Pacific Time Zoom Join Web URL: https://zoom.us/j/97224500827?pwd=SPn8FsDmmntbMaf0950QKpdBswb1y.1 Meeting ID: 972 2450 0827 Passcode: volume8 (case sensitive)				

November

2025

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
27	28	29	30	31	01 Author Final Approval Proofing Book Testimonials	02 Author Final Approval Proofing Book Testimonials
03 Author Final Approval Proofing Book Testimonials	04 Author Final Approval Proofing Book Testimonials	05 Author Final Approval Proofing Book Testimonials	06 Author Final Approval Proofing Book Testimonials	07 Author Final Approval Proofing Book Testimonials	08 Author Final Approval Proofing Book Testimonials	09 Author Final Approval Proofing Book Testimonials
10 Author Final Approval Proofing Book Testimonials	11 Veteran's Day	12 Author Final Approval Proofing Book Testimonials	13 Author Final Approval Proofing Book Testimonials	14 Author Final Approval Proofing Book Testimonials	15 Author Final Approval Proofing Book Testimonials	16 Author Final Approval Proofing Book Testimonials
17 All versions uploaded into Apps Summer Bank Holiday	18 Group Check-In	19 All versions uploaded into Apps	20 All versions uploaded into Apps	21 All versions uploaded into Apps	22 All versions uploaded into Apps	23 All versions uploaded into Apps
24 Publish all versions - Gather Reviews	25 Publish all versions - Gather Reviews	26 Publish all versions - Gather Reviews	27 Thanksgiving Day	28 Publish all versions - Gather Reviews	29 Publish all versions - Gather Reviews	30 Publish all versions - Gather Reviews
01	02	Notes: Courage Under Siege Volume 8 Author Training & Support Time: 2:30 PM Eastern Time / 1:30 PM Central Time / 11:30 AM Pacific Time Zoom Join Web URL: https://zoom.us/j/97224500827?pwd=SPn8FsDmmntbMaf0950QKpIdBswb1y.1 Meeting ID: 972 2450 0827 Passcode: volume8 (case sensitive)				

December

2025

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
01 Publish all versions - Gather Reviews	02 Book Launch! NATIONAL GIVING TUESDAY	03 Bask In the Glory of Our Success!	04 Bask In the Glory of Our Success!	05 Bask In the Glory of Our Success!	06 Bask In the Glory of Our Success!	07 Bask In the Glory of Our Success!
08 Bask In the Glory of Our Success!	09 Group Last Call - Let's Celebrate!	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25 Christmas Day	26	27	28
29	30	31	01	02	03	04
05	06	Notes: Courage Under Siege Volume 8 Author Training & Support Time: 2:30 PM Eastern Time / 1:30 PM Central Time / 11:30 AM Pacific Time Zoom Join Web URL: https://zoom.us/j/97224500827?pwd=SPn8FsDmmntbMaf0950QKPldBswb1y.1 Meeting ID: 972 2450 0827 Passcode: volume8 (case sensitive)				

Q & A



Thanks for Attending!

