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The Top 5 Ways to Get Free Publicity for Your Self-Published Book Now!

By Melanie Rembrandt, Small Business PR Specialist and CEO of Rembrandt Communications®, LLC,
www.rembrandtwrites.com

If you want to get your self-published book noticed, here are five simple steps you can take to increase awareness and sales.

1. Contact Reporters.

Once you know the book reviewers and reporters you want to contact, prepare your pitch and pick up the phone. Introduce yourself and ask if they have a couple of minutes to hear about your new book and story idea.

If they have time, provide them with unique information about your book and why they should write about it.

Remember, reporters receive hundreds of pitches each day so you need to give succinct data that helps you stand apart from others. Be interesting and honest. Think about why the reporter will be interested in what you have to say.

If the reporter does not have time to speak with you, try to schedule a future interview and send your pitch via e-mail. And be sure to follow-up on all of your calls.

You may get a book review right away. But more often, you will need to send regular reminders until the reporter is ready to talk about your book or story idea.

And try not to annoy media members. If you consistently bother reporters, they will remove you from their resource lists, and you'll miss out on any future press opportunities.

However, if you provide valuable information and remind press members about your book over time, you can increase your chances of obtaining some free publicity.

2. Get Involved.

If you want people to buy your book, you need to network and get involved online and off. Attend events where your target market convenes. Give

presentations pertinent to the topic of your book and provide valuable information to attendees.

Focus on helping others, and wait to conduct a book signing or "sell" your materials at the end of your presentation.

Also, use this opportunity to meet media members. Invite them to your presentation. Provide a free copy of your book, and offer to provide a personal interview before or after your speech.

This helps to establish media relationships and your credibility as an expert resource for future articles. Plus, you may get some free publicity in the local or industry-related press that day.

And as a self-published author, it's essential to take advantage of all the free publicity opportunities available on the Internet.

Look for online communities, blogs and forums where you can participate. Offer valuable information and include a reference to your book in your signature.

This way, you'll establish credibility and get some free, online advertising without sounding like a sales person.

3. Create a Website.

To market your book online, communicate with customers and provide fast service, it's essential to have a website focusing on your book. But don't worry. It doesn't need to be expensive.

There are many services that offer discounted hosting, website creation and posting services. You just need to conduct some research and find the right website packages and tools for your needs and budget.

A website is highly beneficial because it provides a multitude of cost-effective, promotional opportunities.

For example, you can:

- Sell your book and other related items at all times, worldwide;
- Provide customers with the information they need quickly and easily;
- Communicate with book fans and obtain testimonials for marketing purposes;
- Ask potential affiliates to link to your site and sell your book for you;
- Give press members the information they need when they are on deadline – even if you are unavailable to answer the phone;
- Offer a blog about your book;
- Create a community of people interested in your book topic;
- Build a database of potential customers for future books, products and services;
- And much more!

If you don't take the time to create a website for your book, you will miss out on an entire audience of potential buyers and affiliates.

An online presence is essential to building credibility, selling your book and gaining new customers as quickly and cost-effectively as possible.

4. Prepare Marketing Materials.

As an author, you'll want to take advantage of every opportunity to increase book sales through publicity efforts.

With this in mind, make it easy for the press, potential affiliates, partners, and customers to get the information they need.

Create a kit that has all of the pertinent information about your book, and post it on your website for easy access.

In your kit, include the following:

Book Synopsis

Provide a brief synopsis about your book, the genre, why it is unique and why your target audience would find it interesting.

Author Information

Here, you'll want to include a brief bio, a downloadable photo and contact information.

Include data on your background, why you wrote the book, personal activities and any other key tidbits your audience will find interesting.

By offering a photo, media members can simply click on the image and instantly use it in their stories.

Testimonials/Reviews

In this section, include testimonials, reviews and comments about your book. If possible, offer quotes from experts, customers, industry pros, book reviewers, and various satisfied readers.

This will help to increase your credibility and provide additional, third-party information for potential buyers.

News

In this section, you want to let reporters and customers know you are current. List any press releases, media clippings, videos, webinars, case studies, speaking engagements, articles, upcoming events, and other newsworthy activities.

Once you have all of this information together, create a few, high-quality print versions for important conferences, events, and media mailings. But be sure to offer an online version for easy access.

This also enables you to simply send out a link to the kit when requested (instead of spending time and money on shipping).

5. **Be Ready!**

Getting publicity for your book can be immediate or take weeks of follow-up calls and e-mails. Either way, make sure media members can get in touch with you at all times.

If you are not available when they call, you may miss a great opportunity. Or even worse, they'll give the story to a competitor.

Also, if you schedule an interview, be prepared with pertinent "talking points," and give the reporter appropriate information.

If you don't know what to say, tell the reporter you don't have that data at this time, but you will get it to him or her by the end of the day. Be honest and

interesting, and provide photos, statistics and other requested data in a timely manner.

Go for It!

It is possible to get some great publicity as a self-published author on a tight budget. It just takes some extra time and effort.

Conduct the appropriate research, prepare valuable information for pitches and interviews and build media relationships through direct contact and honest communications.

By following these simple steps, you can harness the power of the press to help your book shoot to the top of the best-seller lists.

About the Author

As the founder of Rembrandt Communications[®], LLC, Melanie is a public-relations consultant, SEO copywriter and published writer with over 20 years of extensive experience and an excellent track record for success. She specializes in helping small-business owners get the national media attention they need via targeted, public relations and SEO copywriting efforts.

Melanie offers tips and insights via her blog at www.rembrandtwrites.com/blog, monthly newsletter, "*Rembrandt Writes Insights*[®]." And she provides in-depth training presentations to various businesses and organizations nationwide. Melanie is also the author of "*Simple Publicity*" published by 1Win Press, "*Secrets of Becoming a Publicist*," published by American Writers & Artists, Inc., "*7 Steps to Successful Public Relations*," and the host of the SmallBiz America Radio segment, "*PR and SEO Quick Tips with Melanie Rembrandt*."

A magna cum laude graduate of the prestigious UCLA School of Theater, Film and Television, Melanie is the official small-business PR expert for StartupNation and *Pink Magazine Online*. Melanie only accepts a limited number of clients. Then, she acts as an extension of your team, provides the individual attention you deserve and uses her in-the-trenches media relations and SEO copywriting experience to help your business succeed.

For more information, and free tips, please visit www.rembrandtwrites.com.