

EVERYTHING TO DO

BEFORE YOUR BOOK IS PUBLISHED

I'm writing the book. Why do I need to do more?



DEFINE YOUR GOAL

- Vanity Press
- Self-Publishing
- Small Press
- Large Press

For the sake of this talk, let's say that your goal is for more people than your friends and family to read your book.

No matter what publishing route you take, you will need to promote your book.

Your Competition

How Many eBooks are There?

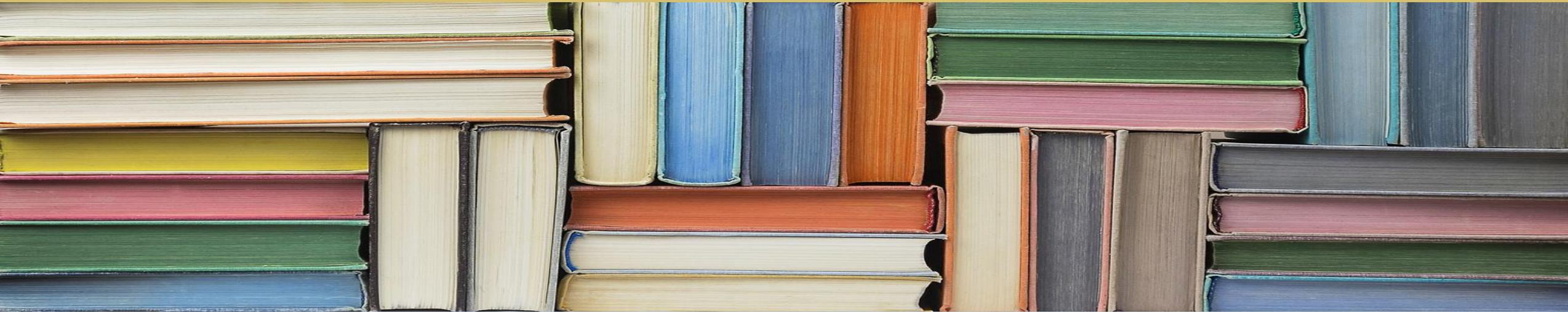
- Amazon
 - Officially: Over 15,000,000 eBooks
 - Estimated: Over 50,000,000
 - New Each Day: 7,500
 - AI Books: The new challenge
- Barnes & Noble
 - Officially: Over 4.5 million eBooks
- US Library System
 - Fragmented, but there are at least 6 million books available to readers



Your Competition

Where do People Buy Books?

71% of readers buy their books on amazon, averaged across all formats (print, eBook, audio)*



The Bias of the Algorithm - First time authors often do not show up on an Amazon search, no matter how they are published

*www.statista.com/chart/28042/share-of-respondents-who-bought-books-from-amazon/

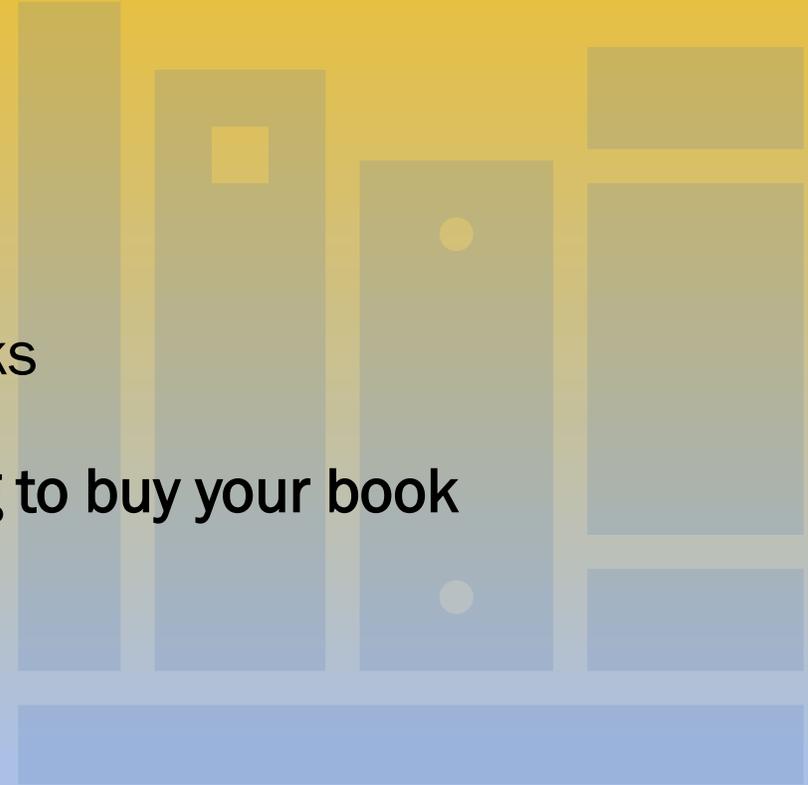
How Do I Get My Book Noticed?



Pre-Sales

Sales via Direct Links

You need readers ready and waiting to buy your book



Learn the Community

1

Start Now!

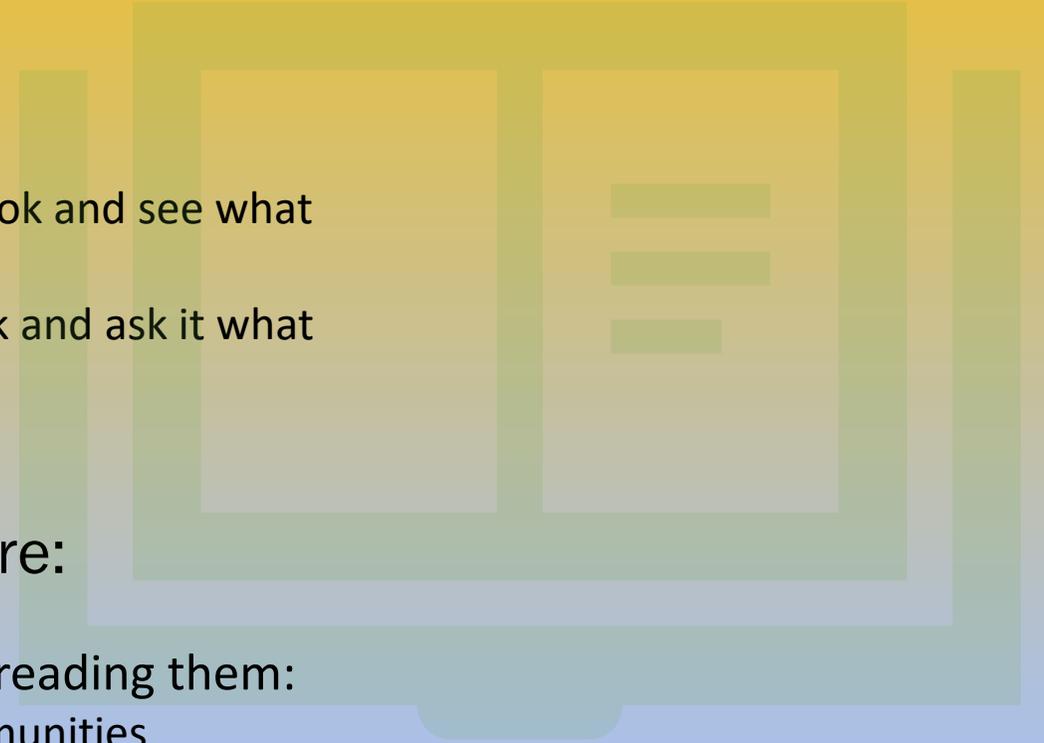
- Establish Your Genre
 - Find books similar to your book and see what categories they're in
 - Tell ChatGPT about your book and ask it what genre you're writing in



2

For Your Genre:

- Get the top selling books and reading them:
 - Helps you engage with communities
 - Help you to see what is expect of your genre
- Read reviews on books in your genre:
 - Help you to see what readers expect of your genre
 - Help you to avoid pitfalls in your genre

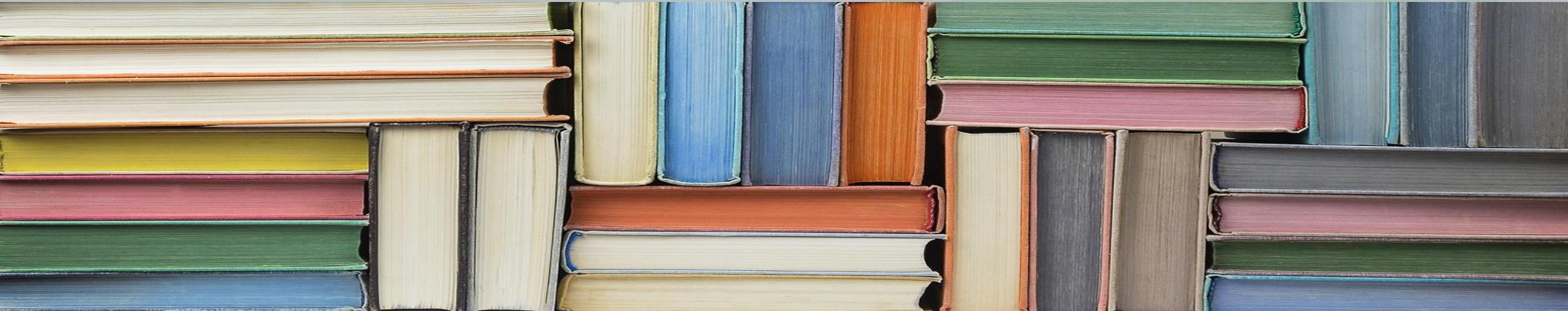


Learn the Community

Join Communities

3

- Writing Communities
 - Offer support
 - Offer advice
- Fan Based Communities
 - Offer genre insight
 - A way to connect to potential readers



Learn the Community

Where?



- Social Media:
 - TikTok
 - Facebook
 - Instagram
 - X
 - BlueSky



- Online Community Platforms:
 - Discord
 - Reddit
 - YouTube
 - Blogs



- Other:
 - LinkedIn
 - Kickstarter
 - Patreon



- Writing Communities (Free & Paid):
 - Community Programs
 - In-Person Writing Groups
 - Online Writing Groups
 - Local College/University Courses
 - National and Local Writing Organizations
 - Writing Contests (avoid scams)



- Reading-Focused Platforms:
 - BookBub
 - Goodreads
 - Substack



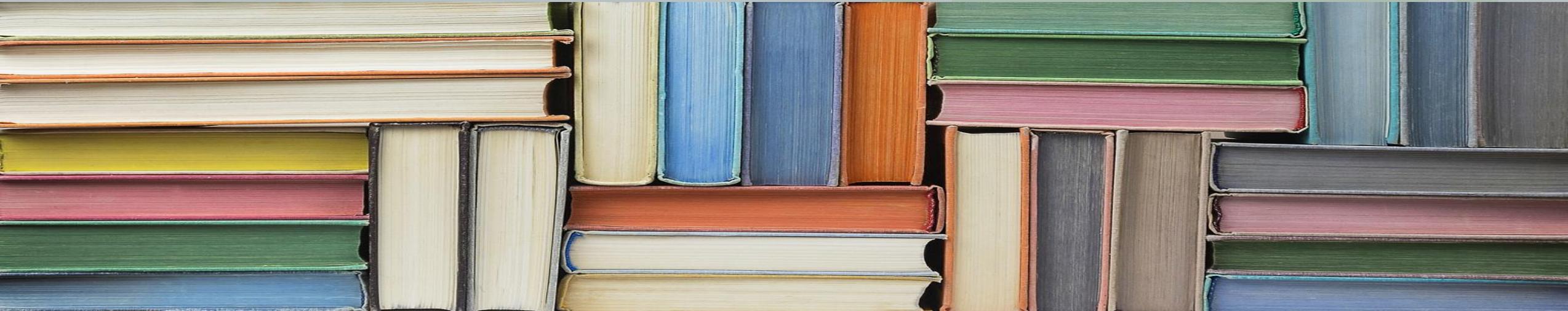
- Ask ChatGPT to find communities

Learn the Community

Always Remember

4

- Follow Community Guidelines
 - Remember that you are curating an online presence
- Avoid Inactive Communities
 - Last post date/time between posts
 - Number of interactions per post



Create Your Online Author Persona

Your Way to Interact Directly with Your Fans

Why is a direct link to your fans so important?



Publishers come and go



Publishing and Social platforms have the right to ban you or remove your content



Create Your Online Author Persona

Where Do I Start?



Select your author name



Search for your author name:

Google

Amazon Under eBooks



Craft an Engaging and Appropriate Author Bio



An Author Photo or Symbol

Summer Hanford writes gripping Epic Fantasy, swashbuckling Historical Romance, and best-selling *Pride and Prejudice* retellings. She lives in the lovely Finger Lakes Region of New York with her husband and compulsory, deliberately spoiled, cat. The newest addition to their household, an energetic setter-shepherd mix, has been trying, and failing, for seven years to gain acceptance from the cat, but is adored by the humans.

Since the moment she read her first novel, Summer's passion has always been writing, and epic adventures. As a child growing up on a dairy farm, she built castles made of hay and wielded swords made of fence posts. She is also passionate about animals, travel, and organizing her closet. Nothing pleases her more than a row of tops broken down by sleeve length and ordered by color...except working on her latest novel with her cat in her lap, her dog lounging on the rug dreaming of squirrels, and a cup of tea at hand.

For more about Summer, visit www.summerhanford.com.



Set Up Your Online Presence

Using Your Author Name

Your mailing list

1

Create a g-mail address
Free vs Paid
Do you need a website?



- Free Gmail:
 - Pro – Free
 - Con – Not legal for mass mailing
- Paid Gmail:
 - Pro – Fully customized
 - Con – Not free
 - Con – Requires a URL (not free)
- Website:
 - Pro – Your custom platform
 - Con – Not free
 - Con – Maintaining a website
 - Wix, Squarespace (WordPress)

	Kit	MailerLite	MailChimp
Free Plan	Large	Medium	Small
Difficulty	Low	Medium	High
Expense	Low	Low	High
Versatility	Low	Medium	High
Notes:	Limited Options with Free Plan	Limited Features with Free Plan	Highly Customizable & Data Focused

Curate Your Online Presence

Using Your Author Name



Claim your handles on Social Media and Other Platforms

Use:

Author Bio
Author eMail

Author Photo/Symbol

- On each platform you plan to use:
 - Create an account as your author name
 - Usually adding 'Author' is enough
 - If your handle is taken, check why
 - Tell people about your accounts
 - Invite people to join your accounts



Claim your handles on BookBub, Goodreads, and Amazon

- Visit:
 - BookBub: www.bookbub.com/users/sign_up
 - Goodreads: www.goodreads.com/user/sign_up
 - *Author Central: www.author.amazon.com/home

Curate Your Online Presence



Ways to Engage



- Interactive Posts
 - This or That
 - Voting
- My Process Content
 - Inspiration Boards
 - Research Rabbit Holes
 - Character Profiles
 - World Building
 - Progress Updates
- Sneak Peek Content
 - Chapter or Scene Samples
 - Blurb (book description)
 - Cover Art (When Applicable)



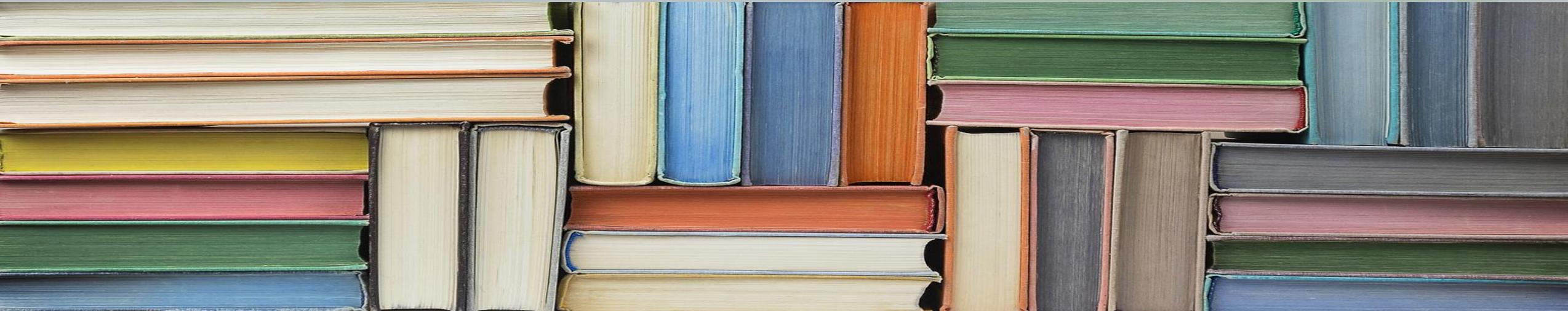
Always Remember

- Be Professional
 - Not only potential readers, but potential agents and publishers will see your online content
- Try to reply to every post
 - Exception: Avoid Troublemakers
 - Do not engage
 - Remove content
 - Block accounts
- If you have a mailing list, invite people to join

Pre-Launch

Copyright Your Book

- Technically not required, but is recommended
- Includes manuscript and cover
- Must be done before publication, or within 3 months of publication
- Costs \$45 for an individual book with a single author
- Electronic Copyright Office (eCO):
www.copyright.gov/registration/literary-works/
- Registered with the United States Copyright Office and Library of Congress
- Author's responsibility



Write Your Blurb a.k.a Back Cover Copy

Method One: Fill in the Blank

(Main Character One) is **(normal life)** until **(inciting incident)**, and **(how that incident affects Main Character One)**. Now, **(Main Character One)** must **(what she/he wants)** despite **(what is stopping her/him)** or else **(consequences)**.

(Main Character Two) is **(normal life)** until **(inciting incident)**, and **(how that incident affects Main Character Two)**. Now, **(Main Character Two)** must **(what she/he wants)** despite **(what is stopping her/him)** or else **(consequences)**.

(Title) is a **(subgenre)** **(short story / novella / novel)** featuring **(trope / theme)**.

-
- A shorter Blurb is better
 - One main character - One paragraph
 - Multiple main characters – Use one or pick two

Blurb a.k.a Back Cover Copy

Method One: Fill in the Blank – Pride & Prejudice

Elizabeth Bennet is leading a perfectly normal life for an intelligent, headstrong young miss, until a bevy of new gentlemen take up residence nearby, and bring with them hopes for courting and marriage. Now, Elizabeth must navigate the personalities of said gentlemen despite the burden of insidious lies and her own hasty judgement or else she will never have any hope of making a good match and securing her future happiness.

Fitzwilliam Darcy is visiting a friend for some rusticated diversions while not seeking any entanglements until he encounters the most vexing, beguiling, contrary miss he's ever met, and his steady, peaceful existence is upended. Now, he must come to terms with his lifelong expectations for marriage despite his own hubris or else he will ruin his one chance at marital bliss.

Pride and Prejudice is a Regency Era novel featuring a sweet, high-angst enemies to lovers second chance romance.

Blurb a.k.a Back Cover Copy

Method Two: Hook, Line, and Sinker

TAG LINE (book cover):

- Three to seven words
- Convey genre
- Convey stakes
- Evoke emotion

HOOK (elevator pitch – first line of blurb):

- One sentence (twelve-ish words)
- Explain what book is about
- Include the ultimate stakes
- Evoke emotion
- Often in bold

Blurb a.k.a Back Cover Copy

Method Two: Hook, Line, and Sinker

SYNOPSIS SECTIONS:

- Paragraph One: (three-ish sentences)
 - Identify Main Character One
 - What is she/he going through?
 - End with a cliff hanger
- Paragraph Two: (three-ish sentences)
 - Identify Main Character Two
 - What is she/he going through?
 - End with a cliff hanger

CALL TO ACTION:

- Sentence One: Tittle, series (if needed), sub genre, trope, heat level, angst level
- Sentence Two: 2 or 3 adjectives and author name
- Sentence Three: Enjoy this (adjectives + story length) today!

Blurb a.k.a Back Cover Copy

Method Two: Hook, Line, and Sinker – Dishonorable Gentlemen

Highwaymen, high-stakes mischief, and true love.

The Bennet sisters don masks to fight injustice... but have they robbed the wrong men?

Elizabeth Bennet isn't made to stand idly by and watch people suffer. Especially not when the Bennet sisters' stepfather, a one-time British spy, has trained her and her sisters so well. But when Netherfield Park is let and the new residents move in, the lighthearted game of Robin Hood she and her sisters are playing turns deadly, both for the neighborhood's newest gentlemen and for Elizabeth's heart.

Fitzwilliam Darcy has no desire to remain in a region where he is held up at gunpoint within moments of arrival, until he spies a mysterious, alluring figure he can't purge from his thoughts. Should he stay and continue to seek her, or leave an increasingly mad entanglement of assassins, secrets, and the risk of being trapped into marriage with an unsuitable woman?

The Bennet Gang is a medium angst, Regency Era, love-at-first-sight (at least on one side!) *Pride & Prejudice Variation*. If you enjoy Summer Hanford's light-hearted, fanciful tales, give this adventure-filled sweet romance a read today.

So Far...



YOU HAVE:

- Established your genre
- Read in your genre
- Joined online fan forums
- Created your Author Persona
- Created your Author Online Presence
- Copyrighted your book
- Crafted a compelling blurb

NOW WHAT?

Keep engaging while your book becomes ready for launch.

Your Launch Plan*

Time to Make a Splash

1

Keep Everyone Apprised of the Process by Announcing:

- When the first draft is done
- When the first round of edits are done, and the second, etc.
- When the manuscript is finished
- Submissions process (**be discreet**)
- Cover art progress

2

Set a Launch Date (the date the book will become available)

- Tell everyone
- Tell them again... every week, ramping up to every three days

3

Finalize Your Blurb

- Post the blurb
- Send blurb to your mailing list, if applicable

*Some of these steps may be dictated by an agent or publisher

Your Launch Plan*

Time to Make a Splash

4

Finalize Your Cover:

- Do a cover teaser
- Do a cover reveal

5

Set Up a Pre-Order:

- Post the link far and wide
- Re-post the link about once a week, ramping up to once every three days
- If you have a mailing list, give them the preorder link

6

Send Out Advance Reader Copies:

- Request but do not demand reviews
- On publication day, send a reminder + review location links
- Do not pay for reviews**

**

NetGalley
BookSprout

*Some of these steps may be dictated by an agent or publisher

Your Launch Plan*

Time to Make a Splash

7

Set Up a Giveaway:

- Rafflecopter, SweepWidget, or Google Forms
- Share the giveaway and ask others to share
- A good opportunity to collect emails (be clear that they're being added)

8

Hold a Digital Book Tour:

- Book 'appearances' in advance
- Approach social media pages, blogs, digital news sources
- Ask to be featured, for guest posts, or page takeovers

9

Announce Giveaway Winners:

- On publication day or very near to
- Include link to your book in announcements

*Some of these steps may be dictated by an agent or publisher

Your Launch Plan*

Time to Make a Splash

10

Publication Day:

- Announce the book's publication
- Include direct purchase link

11

Don't Stop There:

- Post links to you book every three days for two weeks, then move to once a week
- Share snippets of positive reviews
- Continue posting updates about your writing journey

A Note on Universal Links:

- Take readers to their favorite bookseller
- May be provided by your publisher
- Geniuslink, Booklinker, Books2Read

*Some of these steps may be dictated by an agent or publisher

Avoid Scams

The Writing Industry is Sadly Predatory and Parasitic

- Vanity Presses
- Predatory Advertising Offers (by email and phone)
 - Offering more followers
 - Offering movie rights
 - Offering more reviews
- Disingenuous Service Offers
 - Editing
 - Translating
 - Audiobooks
 - Cover Art
- Disingenuous Writing Contests
- Never sign anything without research and understanding (Go to Frank Newman's class)
- If it sounds too good to be true, it's probably a scam



Most of All...



CONGRATULATIONS!

You have written and launched a book!



THANK YOU

www.summerhanford.com/APPY25