

# TABLE OF CONTENTS

---

<b>INTRODUCTION.....</b>	<b>7</b>
Book Marketing Basics.....	7
The Spark.....	8
Striking a Chord.....	9
The Bestseller Lists.....	11
<b>THE STRATEGIES .....</b>	<b>13</b>
Platform Building .....	13
Web Marketing .....	32
Publicity .....	44
Offline Sales and Marketing .....	49
<b>THE TOOLS .....</b>	<b>60</b>
Author Website .....	60
Media Kit & Speaker's Kit .....	63
Product Development .....	67
Revenue Streams.....	69
Success Indicators: Tracking Your Results .....	71
<b>FINAL THOUGHTS .....</b>	<b>74</b>
<b>ABOUT THE AUTHOR .....</b>	<b>76</b>

# LIST OF STRATEGIES

---

#1 - Draft Your Marketing Plan .....	13
#2 - Submit Articles for Publication .....	15
#3 - Become a Magazine or Newspaper Columnist .....	15
#4 - Create a Results-Driven Author Website .....	16
#5 - Create a Content-Driven Website .....	17
#6 - Become a Resource for Resources .....	18
#7 - Develop Your Keynote Address(es) .....	18
#8 - Speak Locally .....	19
#9 - Develop a Seminar Platform .....	19
#10 - Teach a Course Through The Learning Annex .....	20
#11 - Build a Consulting and/or Training Business .....	21
#12 - Build a Coaching Practice .....	22
#13 - Target Local Businesses .....	23
#14 - Retain the Services of Speakers Bureaus .....	23
#15 - Develop a “Wowing” Speaker’s Kit .....	24
#16 - Maneuver into Your Own Media Platform .....	24
#17 - Become an Internet Radio Talk Show Host .....	25
#18 - Generate Testimonials and Endorsements .....	26
#19 - Craft an e-Book .....	26
#20 - Create a “Live” Audio/Video Product .....	27
#21 - Develop an Audio Program Through Nightingale-Conant .....	27
#22 - Develop Market-Specific Merchandise .....	28
#23 - Publish Another Book .....	29
#24 - Build an Empire .....	30
#25 - Launch an e-newsletter .....	32

#26 -	Be a Blogger .....	33
#27 -	Add “Tell-a-Friend” Functionality .....	34
#28 -	Utilize Autoresponders .....	34
#29 -	Leverage Amazon.com’s Marketplace and eBay .....	35
#30 -	Solicit Amazon.com Customer Book Reviews.....	35
#31 -	Online Content Submission .....	36
#32 -	Create Strategic Alliances with Other Authors.....	37
#33 -	Master Pay-Per-Click Advertising.....	37
#34 -	Conduct Search Engine Optimization.....	38
#35 -	Enhance Your Website Conversion Rates .....	39
#36 -	Moderate an Online Discussion Group.....	39
#37 -	Develop a Distance Learning Program or e-Course .....	40
#38 -	Conduct Teleseminars and Webinars.....	41
#39 -	Affiliate Marketing .....	41
#40 -	Execute the “Amazon.com Push” .....	42
#41 -	Build an Amazon.com “Listmania” List.....	43
#42 -	Hire a Publicist.....	44
#43 -	Hire a Media Trainer.....	44
#44 -	Develop a Captivating Media Kit .....	45
#45 -	Generate Free Publicity on the Radio .....	45
#46 -	Solicit Book Reviews.....	47
#47 -	Utilize Media e-Blast & FOD Services .....	48
#48 -	Build a “VIP List” .....	49
#49 -	Send a Handwritten Note .....	51
#50 -	Start Local, Go Global .....	52
#51 -	Facilitate Study Groups.....	52
#52 -	Pursue Bulk Sales and Specialty Market Opportunities .....	53

#53 -	Traditional Direct Marketing .....	54
#54 -	Conduct Local Book Signings .....	55
#55 -	Sell Product at Your Speaking Engagements (BOTR) .....	55
#56 -	Join Trade Organizations and Attend Book Conferences.....	56
#57 -	Create a Book-Promoting Business Card .....	57
#58 -	Brainstorm Promotional Campaigns.....	58
#59 -	Launch an “Ideavirus” and Create a “Purple Cow” .....	59
#60 -	Insert Your Brilliant Book-Selling Idea Here.....	59