

## Author Marketing Experts, Inc.

<http://www.amarketingexpert.com>



## How to Market Your Book & Still Have Time to Write

*Chicago Self-Publishing MeetUp*  
*Oct. 17, 2013*

**Useful links** – this sheet and PowerPoint presentation also available online at <http://www.slideshare.net/paulakrapf>

### **Book Publicity & Publicists**

<http://buildbookbuzz.com/7-things-you-need-to-know-about-working-with-a-book-publicist/>

<http://www.indiebookmarketingcommunity.com/publicist/be-your-own-book-publicist/>

### **Before hiring a publicist or firm**

<http://www.smithpublicity.com/2012/12/tips-for-authors-what-to-know-about-your-book-and-yourself-before-starting-a-publicity-campaign-with-a-publicist-or-on-your-own/>

### **Author websites & Google Authorship**

<http://janefriedman.com/2013/09/27/publishers-author-websites/>

<http://www.yourwriterplatform.com/author-website-elements/>

<http://socialmediatoday.com/robhenryop/1630646/how-set-google-authorship>

<http://blog.autorevo.com/2013/04/how-to-set-up-google-authorship/>

### **Author website checklist**

<http://www.wow-womenonwriting.com/34-FE4-AuthorWebsiteChecklist.html>

[http://www.huffingtonpost.com/penny-c-sansevieri/how-to-build-the-perfect\\_b\\_1932184.html](http://www.huffingtonpost.com/penny-c-sansevieri/how-to-build-the-perfect_b_1932184.html)

### **Sell More on Amazon**

[http://www.huffingtonpost.com/penny-c-sansevieri/sell-more-on-amazoncom-un\\_b\\_3670424.html](http://www.huffingtonpost.com/penny-c-sansevieri/sell-more-on-amazoncom-un_b_3670424.html)

## **Speaking engagements**

<http://ernohannink.com/how-to-get-speaking-engagements/>

## **Book clubs**

[http://www.mediabistro.com/galleycat/resources-for-authors-traveling-to-book-clubs-schools\\_b20397](http://www.mediabistro.com/galleycat/resources-for-authors-traveling-to-book-clubs-schools_b20397)

Fee based service [http://www.bookclubcookbook.com/for\\_publishers.htm](http://www.bookclubcookbook.com/for_publishers.htm)

<http://www.jennablum.com/blog/2011/07/book-clubs-part-ii-calling-all-authors/>

<http://selfpublishingteam.com/making-your-book-attractive-for-book-clubs-guest-post/>

## **Time for marketing**

<http://www.bookpromotion.com/how-can-i-possibly-write-and-market-heres-how/>

\* **Penny Sansevieri's marketing tips on Huffington Post blog:**

<http://www.huffingtonpost.com/penny-c-sansevieri/>

[http://www.huffingtonpost.com/penny-c-sansevieri/fifty-things-under-50-buc\\_b\\_3916768.html](http://www.huffingtonpost.com/penny-c-sansevieri/fifty-things-under-50-buc_b_3916768.html)

\* **Bulk sales, gift guides and catalog directories:** <http://www.catalogs.com/>

<http://www.marketingsource.com/directories/associations/us>

\* **Social media management to help you stay organized and active:**

<http://www.tweetdeck.com>

<http://hootsuite.com>

<http://www.socialoomph.com>

<http://crowdbooster.com>

<http://bufferapp.com/>

**Other resources:** <http://www.whostalkin.com/> - social media search engine, search results include current mentions on websites, blogs, social media posts, anything online  
<http://www.talkwalker.com/en> <https://en.mention.net/> – track yourself and your topics when they're covered online; also replacements for Google Alerts which will be closed soon.

**Top 10 Self-Publishing Blogs 2012:**

<http://thefutureofink.com/top-10-self-publishing-blogs-the-2012-winners/>