12-Point Checklist for Marketing Your Non-Fiction Book

By D'vorah Lansky, M.Ed.

☐ **Select and register a domain name that acts as a "store sign" for your book.**

Select a domain name that represents your book title. This will enhance your online branding and draw more readers to your site. You want to create interest so that when people see your domain name in print, they will be encouraged to "walk through the door". Having a branded domain name also helps with search engine rankings. This will make your site more accessible when people are searching for what you offer.

☐ **Set up a WordPress blog on your branded domain.**

Your blog is where people come to find out about you, your book and your programs. It is the place where you can drive traffic to, from the social networks and from your blog to the social networks. Your blog is your online store, a place where you can build community, and a place where you can share your expertise and a place where you can interact with your audience. Your WordPress blog is the hub of your online empire.

☐ **Harness the power of plugins to enhance the efficiency and functionality of your blog.**

WordPress plugins allow you to have control over your site and enhance its functionality. You don't want to use too many plugins as that could slow down the loading of your blog pages or even "break" your blog. Selecting a few key plugins is both wise and efficient. As examples, you may want to install "Editorial Calendar" so that you can easily schedule when your posts go live. "Exclude Pages from Navigation" and "My Page Order" allow you to decide which pages show up on your navigation bar and what order they appear in.

☐ **Install WordPress plugins that make it easy for the search engines to find you.**

There are powerful plugins available to you that will allow you to syndicate your content as well as maximize your search engine rankings with the use of keywords. Two of the most popular plugins for this purpose are "Twitter Tools", which syndicates your content, and the "All in One SEO Pack" which automatically optimizes your WordPress blog for the search engines.

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- ☐ **Have an "About" page on your blog that will serve as the beginning of your relationship with your readers.**

  Take care to have a professional headshot photo, with you smiling, displayed prominently on your site. This will provide a powerful visual and allow people to connect with you. Share a brief paragraph or two about you that provides a rich introduction, highlighting your experience and your expertise. You may also want to provide links to your profile on up to three social networks.

- ☐ **Streamline your blog by customizing your permalink structure.**

  Your permalink structure is what shows up as the url to each post and page on your blog. By customizing your permalink structure, your urls will change from "yoursite.com/?p=123" to the exact keyword rich titles of your posts. Your permalink settings are accessible via your WordPress dashboard. The optimal setting is: /%postname%/ .

- ☐ **Optimize the titles of your blog posts with targeted niche keywords, so that the search engines can easily find you.**

  Using keyword rich titles for your blog posts, along with customized permalinks, will make it easy for the search engines to find you. This one step will also make your articles more attractive to potential readers who are interested in your topic. Schedule two to three times a week to blog about your book and your book topic. Encourage comments and begin to interact with your audience. This will allow you to continually create fresh content for your blog as well as provide ongoing opportunities for your readers to be exposed to the message of your book.

- ☐ **Set up your profiles on the "big three" social media sites. (Twitter, Facebook, LinkedIn).**

  Brand yourself by using the same login ID as well as the same professional headshot photo on all of the networks. Participate in the online conversation, share links to relevant articles and events and interact with your followers. This will keep your name and your message in front of people. Set up a free account at HootSuite (www.hootsuite.com). This will allow you to schedule a series of tweets as well as provide you with an easy way to keep up with conversations and have easy access to your messages, find out when people are mentioning you and follow any number of lists or keyword conversations.

- ☐ **Connect your blog to the social networks to syndicate your content and develop your hub.**

  Creating a connection between your blog and the social networks is easy to do with WordPress plugins such as "Twitter Tools", "Share This", and "Sexy Bookmarks". When readers come to your site an attractive button will appear before or after each of your blog posts. If they enjoy your content they will want to share it with others and having a button easily accessible will encourage them to do so.

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- ☐ **Create a compelling signature for your email, forums and social networks. You want this to be attractive and brief yet compelling. You can simply include your name, title, brief quote or book title and your Web address.**

  Not only will this increase traffic to your site, it will also increase your backlinks since many forums are indexed and listed on major search engines. Having your signature at the end of each email message is another way to get more traffic to your site as many of the people who receive your emails will click your link out of curiosity.

- ☐ **Utilize offline marketing to brand you and build a relationship with your audience.**

  Gather the mailing addresses of your clients, students and customers. Set up postcard or greeting card campaigns that thank people for their purchases, welcomes them to your programs, invites them to online and offline events and appreciates them for their introductions, referrals or contributions to your online community.

- ☐ **Utilize teleseminars to reach your target audience and develop a teleseminar series based on your book content.**

  Teleseminars are fun and easy to deliver and they are convenient for your listening audience. Be sure to record your teleseminars and make the recordings available (for free or for a fee). To record your Teleseminar you can use a free service such as FreeConferenceCalling (www.FreeConferenceCalling.com) or an industry favorite premium service that offers a 21-day trial, Instant Teleseminars (www.WebTeleseminars.com). Both of these services offer a Web portal which allows listeners to ask questions by raising their hands. Instant Teleseminar also provides a Webcast feature which allows people to listen from the Internet as well as submit their questions in writing.

Bonus Tip

- ☐ **Transcribe your teleseminars and turn them into blog posts and articles. This is an excellent way to share your expertise.**

  Set up an account at eZine Articles (www.eZineArticles.com). You will be provided with your own author page where readers can find out more about you and easily access all of your articles. eZine Articles is an article repository where people go to look for content for their blog or newsletter. By posting articles you are giving your permission for people to share your articles with their readers. The condition for them to be able to do so is that they must keep the Web links in your article live and include your bio box at the end of the article. This is a great way to get your name in front of more readers while becoming known as an expert in your field. You can also search for articles on topics of interest to your readers.

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About the Author

D'vorah Lansky, M.Ed., and author of *Connect, Communicate, and Profit: Build Successful Business Relationships Online.* I also have a chapter published in each of the following books:

- Chicken Soup for the Network Marketer's Soul
- Corporate Mom Dropouts
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I've been marketing online since 1994. As a "Marketing Wizard", I mentor business leaders and professionals across the globe to effectively and affordably market their businesses using online and offline marketing and branding strategies.

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For additional book marketing tips, register for our free book marketing teleseminar series. You'll have the opportunity to learn from world renowned book marketing experts, as well as access to articles on a wide variety of book marketing topics. http://BookMarketingMadeEasy.com

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Here's to your book marketing success!
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Book Marketing Made Easy Family of Sites

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