

One of the most difficult moments for most authors is when the question of how do I sell my books comes up.

There is a lot of advice out there and many blog posts have been written about this. You can find plenty if you take to Google and search for terms like “how do I sell my books,” ”what is the best book marketing strategy,” “book marketing tactics,” and so on.

But out of all of the book marketing tactics and strategies out there, which one will give you guaranteed results?

In this episode, I am going to show you the best thing you can do to sell more books.

The Best Way To Sell More Books

Several channels are available that can help you spread the gospel about your books and sell more as a result.

Just name them – Goodreads, Librarything, Facebook, Twitter, LinkedIn, Bookbub, a blog, a website and so on. But let us now move away from all of these channels, strategies and tactics and take a look at the main thing you as an author need to do to guarantee more book sales.

And what is that?

The simple answer is growing your author platform.

The basic idea behind it all is this:

A Platform Is the Most Valuable Thing an Author Can Have

I've talked before on [The 80/20 Guide To Building An Author Platform For Selling And Marketing Books](#) and I have answered the question of [Do You Need An Author Platform To Sell And Market Your Books?](#) You can either take it or leave it; your author platform is one thing that will guarantee more book sales if you [don't want to waste time, money or energy on the book marketing that won't work](#).

If building your author platform is one thing you should be doing to sell more books, then when is the time to start building your author platform?

The time to start building that platform is *now*.

And now, how can you build your author platform?

In my earlier post - [The 80/20 Guide To Building An Author Platform For Selling And Marketing Books](#), I highlighted ways you can build your author platform. But here, I will show you the three basic strategies you need to use to build your author platform. To do so, I will use the exact words of Tim Grahl, who came up with these three book marketing tactics:

1. **Permission.** You need to have a way to communicate with your fans that reliably gets their attention and drives them into action.
2. **Content.** You need to put your work out into the world widely and freely, for people to easily find and interact with.
3. **Outreach.** You need a way to move people from not knowing you exist to knowing you exist.

Now line these up in reverse order, and you can see how this works:

- **First**, you solve your number one book-marketing problem as an author, which is obscurity, and you get people to know you exist.
- **Second**, you make it easy for those who are interested in your work to consume your free content and realize your work is a good fit for them.
- **Third**, you build your mailing list system to make it easy for your target book audience to give you permission to stay in contact long-term.

Real Life Examples Of These Three Strategies at Work

Below are real life examples of how these three elements of growing an author platform can really work.

Let us welcome Tom our fictional author friend. Tom has written four sci-fi fiction novels and Tom did the following things to grow his author platform:

Permission: Tom just created his author website and has incorporated his mailing list system into the website. This makes it easy for his website visitors who are young and quick-witted sci-fi fiction lovers to join his mailing list and stay in touch with them as well. Tom wrote three other short stories as a freebie to attract his audience to sign up for his email list.

Content: Tom is so passionate about anything related to science fiction and he loves reading many of those novels. He has also reviewed many books in the past. To provide both his website visitors and email list subscribers enough content, Tom writes about the books he has read and reviewed. On his website, he wrote a blog post about one book every week and also sent the same post to his email list subscribers.

This helps Tom keep in touch with his subscribers, who are now getting used to his weekly recommendation of science fiction to read. He is also getting more traffic on his blog because of the activities of his email list subscribers on his website.

With this also, the more visitors he is getting in his website, the more email list subscribers he is getting daily and the more his audience is growing.

Outreach: Tom knows that book marketing is a team sport and with this mindset, he love reaching out to other authors of science fiction. To do so, he sends them an email asking if he can share his weekly recommendation of science fiction to read with their audience, as well as giving away sample chapters of his three books to them. With this, he is able to collaborate with 10 other authors like him to share his weekly posts. They all enjoy it as well, which caused his number of email list subscribers to increase.

Once in a while he also reaches out to other top authors writing science fiction and asks them if he can give away copies of his book for free. This helps him be exposed to more of his target audience who he would have not been able to reach on his own.

Tom's fourth book will be out soon, but he told his audience about it via email even before he start writing and will be sending them excerpt from the book for their feedback after his manuscript is ready.

He is also using channels like Goodreads, Librarything and Wattpad to give away copies of his three currently published books, and he is using Facebook, Twitter and so on to find and connect with more readers.

His audience base keeps growing and with that more people started getting to know him and love his books. His next book launch will simply be fantastic because he already has a sizeable number of fans that are ready to buy his next book.

Tom might be a fictional author but actually, he is exactly doing what one of the authors I am working with is doing now.

Tom serves as an example of how to use these three basic author platform building strategy to build a solid book marketing system that will keep selling his books for years to come.

What Are the Best Book Marketing Tactics to Implement These Strategies Correctly?

You already know the three basic strategies you need to grow your author platform and build a system that will keep selling your books.

With each of these strategies, you need some tactics to implement them but remember....

Tactics will change over time, but strategy always stays the same

To get the content aspect right, there are gazillions of tactics to use – guest posts on other people’s blogs, posts on your own blog, audio content posted on iTunes, video content posted on YouTube etc.

But what if guest posts stop working? What if iTunes folds up and what if YouTube ceases to exist?

The best book marketing tactics you can use to get all these three strategies right are the ones that work for you at any given time. Times will changes and what works today might not work tomorrow. But these three strategies will always work - and this is also a guarantee that no matter the tactic you used to implement these strategies, doing them correctly will always bring you the book marketing result you want.

All that is left is to keep finding ways to get all these three strategies right and you will never need to worry about who will buy your books again.