

How can I sell my books?

This is a question commonly asked by most authors. As an author myself I know how it feels to write a book and then be faced with figuring out how to sell it.

Maybe you are that author who is shy or even clueless about how you can get your books into the hands of your target book readers and buyers. If so, this is just the post you need to read.

But before I tell you how to get book sales, let me tell you this:

Your main job as an author after writing your book is to find your book audience and get your book into its hands as much as you can.

This is because nothing happens until you find people who want what you've just written in your book. Most authors never realize that they need to reach out to their target book audience and find a way to turn readers into loyal fans.

Now...

The Best Way To Find Your Book Audience

The best way to find your book audience is simply to go to where your readers are and attract them back to your platform. Then make them your loyal fans by creating and using a solid e-mail list system.

Really book marketing is all about finding your book audience. By that I mean book buyers and readers, and getting them to buy your book. But what is the best “non-pushy” way to do that? Go where your book audience is and get prospective readers to your website where you can “attract” and “entice” them with some useful information in order to add them to your email list. Engage with them through email. Ask what they want to read from you in order to learn what you can write next that caters to their needs. This is also a way to announce your new book to them.

With your email list system in place, you are ready to go where your target book audience is gathering and encourage members to buy and read your books. If you can do a good job in engaging with them and nurturing them to turn them into your loyal fans, the rest is so easy.

How Do You Find Your Book Audience

After sorting out the way to find your *target* book audience, there is another question that needs an answer:

How do you find your book audience?

The method differs from one genre to the other but generally there are three approaches:

1. Reaching out and Finding Ways to Attract Them Back To You: This works well for non-fiction authors. It simply entails finding where your largest target book audience is gathering and then reaching out to those in authority already recognized by this existing audience. The tricky part is giving them a reason to allow you to relay your message to their audience. This takes guts and take some time for proper relationship building with influential people in your niche before you can leverage their existing platform to build yours, but it works

A few ways to go here are guest posts, text interviews, podcast interviews, and blog tours (that are a little bit old school but if done well will surely work).

2. Using Social Media: One of the best ways to find your book audience is using social media. But care should be taken with this as there are thousands of ways authors are using social media now that are just a pure waste of time and there are few smart ways of using social media.

One take away here is to decide on which social network will help you reach your target audience most effectively, and it must be one where your target audiences are in their greatest numbers.

Another tip is to see these entire social media network not as a place just to grow and build a large following – because this is another waste of time. For example, a large Twitter following doesn't really translate into tangible book sales. You should see these platforms as a channel to find your audience, and without wasting time, get them back to the only platform you own which is your website or blog. Then have a system in place to get readers into your email list and turn them into your loyal fans with proper engagement and useful content.

- 3. Using Paid Methods:** For authors who can afford spending some money to promote their books and find their book audience, there are lots of paid options to consider.

I haven't tried many of these options myself, so I can't say if one option works better than another or not. But one method I've tried before with success is [using Facebook Ads to attract the right book audience](#), offer members a freebie tailored towards the book I am promoting, and convincing them to buy the book with a series of email messages at the back end.

Another option I've tried before is Goodreads Ads which brought some moderate results. But I must say I spent little time to create the Goodreads Ads Campaign and maybe I could have gotten better results if I'd devoted more time to work on it.

But I believe there are more options that if well done that can yield some wonderful results.