

Is Writing More Books The Best Book Marketing Strategy?

Let me ask you this question.

When do you think is the best time to start marketing and promoting your books?

Is it before or after your book is done?

If you are like most authors who only think about how to market their books just right after a book is published, then this episode is meant to show you a better way to approach your job of writing a book and getting into the hands of your target audience.

## **The “Write More Books” Syndrome**

You have heard many times that you should write more books in order to become a well-known author and increase book sales, but let’s take a critical look at this belief.

To better understand why this is being preached to you as an author, let’s see some behind-the-scenes happenings that control and create this popular publishing cliché.

If you are going the traditional publishing route, your agent surely wants the next book proposal to pitch and your publisher is also waiting and eager to have the next book to publish and launch because that is how they make more money.

Generally for both self-published and traditionally published authors, your book editor also wants more books to edit and your cover designer also wants more covers to design. With all of these coming together, authors like you don’t even know when this mantra becomes a self-fulfilling prophecy and you are eager to write your next book without even realizing all of this.

## **But Is Writing More Book a Sin or Wrong?**

Surely, no. But again, having a “just write more books” mentality to book marketing is a bad idea for authors because:

1. Writing more books rather than focusing on how to promote and market current books already limits what marketing potential you can realize from a single book. There are many ways you can market and sell a book, which you can never even explore enough. By jumping into writing another book, there will be no time to market the existing one enough to reach your target book audience.

2. With this mindset, you will surely miss lot of opportunities you might have gotten by taking the time to explore all marketing channels to sell your currently published books. There are many of your readers who have never heard about you or your book before, and by not having the time to get your books down to them you have lost another opportunity to expand your reach and sell more of your work.
3. This approach for authors results in scattered focus. Marketing a single book takes time and energy and if you keep writing book after book, you are diluting your focus. So when each new book is ready, you have another source of worry, which is the question of how will you market the books while you are also having a pending worry and unsolved question of how to sell your previously published books.
4. Having the mindset of writing more books rather than focusing on marketing and promoting one to its best marketing potential derailed you from finding the time to grow your author platform, email list as well as finding your book audience and building a relationship with your readers.

### **Your Number One Job Now Is...**

#### **You should always remember this..**

Your number one job as an author is not to keep thinking of the next book to write after one is published, but to start thinking of how you can build a platform that will support your already published books as well as your writing career.

Instead of writing a book and then scrambling to build a platform around it, focus on first building a platform for *you* as an author. *Then* write books, from that steady foundation.

But why is this a better route than what you are used to before?

By focusing on building your platform first, you'll be able to:

1. Have the time to find your readers and book audience and build a relationship with them beforehand. Your book readers are somewhere looking for the right books to buy and read. If you have the time to reach them and tell them about your books, this is better than writing more books and hoping they will find

you yourselves. There is a lot of noise out there and you have lots of competition for their attention. If you keep adding to the noise by writing and publishing more books, there is no way prospective readers will buy your books.

2. Relax and write any book you want to write later on knowing you already have a foundation and platform to sell the book after it is published. This is like doing the hard lifting of building the systems to sell your books first, which will ultimately make selling your books an easy job.
3. Have the right marketing tools to integrate into your book. For example, inside your books, you will be able to have our website mentioned with a call to action. This call to action allows your reader to download a “freebie,” which is meant to get the reader’s information and encourage them to join your email list so you can build a relationship with them via email. If you are just writing more books without thinking about setting up all of these tools, you will be losing a lot of potential to sell more books later as well as grow your author platform.
4. Build a tribe of fans and lovers of your book who can support your next book launch.

This foundation will continue to grow over time, setting you up for long-term success.

### Show Me How It’s Done – My Own Personal Example

My newly launched book – [\*Life Hacking\*](#) took me almost two years to write and I have already started planning it marketing before the book was published.

Some chapters of the book are actually blog posts I have previously written on my [personal blog](#) and this is intentional!

I did this to see if there would be anyone who would be interested in the book. I just released some of these chapters as a blog post and this really helped me gauge the response of my target audience.

I got lots of page views for some posts, which tells me I am on course with the content of the book. I also share manifestos I wrote as complimentary material for the book as a freebie on my blog. This allows me to grow my audience base and collect my potential readers’ email addresses so I can communicate with prospective readers when the book is done.

That's one example of marketing a book before there is even a book.

I also approached some of the top personal development bloggers and authors who I have developed a relationship with before I even started writing a single word of the book. Two of them were happy to help me and the books end up having two forewords by [Peter G. James Sinclair](#) of MotivationalMemo.com and [Timo Kiander](#) of ProductivitySuperDad.com - two respected people in personal development circles.

I sent the draft copy to many of the friends I have made in this niche over the years and requested their feedback. I am grateful for the kind feedback and reviews I got from the likes of [Lisha Yost](#) of BlogAndRetire.com and [Arvind Devalia](#) who is also one of the top motivational and self-development bloggers.

Next, I created a giveaway on Librarything to get beta readers for the book and this got me some reviews. I also have the beta readers/reviewers in my email list for future communication.

These are some of the things I have done even while my editor is still working a bit behind schedule on making sure the book is well written and edited.

This illustrates that marketing your books should begin before you even start writing a book. Before my book is launched, I already have over 300 beta readers who love the book. I have two forewords from two authorities in my book niche that is enough to give the book some social proof karma, [built a website for the book](#) with an email list system to giveaway free sample chapters of the book and grow my email list. I [already have a well-trafficked blog](#) to share great content for my target book audience and grow my email list. I already have a relationship with authorities in the personal development circles that I can leverage to reach more of my target audience.

Many might say this is easy for a non-fiction book like mine but the truth is that the principle is the same with fiction. I have done this before for some of my fiction authors.

## **When Should You Start Marketing Your Books?**

The answer is simple..

Before you even start writing a single word of the book. I have showed how this can be one with the example I gave before.

## Now Meet Mr. Tom – “the Write More Books” Author

Let us look into what our fictional author friend Tom is doing in contrast to what I have done. Tom is an author who has been told that the best form of marketing especially for fiction authors is writing more books.

Tom has written three books before with each book only making a measly two sales a week. Tom just read a book marketing advice on his favorite book marketing expert's blog that the best way to sell more books is to write more books and also writing a series.

Tom just wrote another book to add to his series that already includes three sci-fi novels.

After the book was published, Tom created a Goodreads giveaway with the hope of getting lots of reviews., He got lot of people that added his book to their “to read” list but he got just four reviews and he is highly disappointed.

He braced up again and spent some money on Facebook ads with a link directing anyone who clicks it to his Amazon book page. Again, he got no book sales and before he could realize that Facebook ads are a waste of money when targeted at getting direct sales, he had already wasted a few hundred dollars.

Next, he jumped on Twitter and start posting according to the 80/20 tweeting rules made popular by the Twitter gurus out there. After three months of Tweeting and building a Twitter follower count of 1,200, nothing else happened.

Tom now is getting tired of wasting time and money and getting no book sales after almost six months of trying various ways to sell his books.

Now, Tom is thinking of writing another book to start a new sci-fi series with the hope that the big break will surely come one day and mother luck might smile on him with this new series.

## What's the difference between Tom And I?

I have something I always like telling myself after I write the last words of my book.

I say to myself that the book represents another two years of my life and my job now is to get the book into the hands of my target book readers as much as I can every

day. This mindset has been what has been driving me daily to at least find one idea that will help me find at least one more reader for the book even before the book is officially launched.

Now compare my mindset with that of Tom.

Tom is operating from the “write more books is the best book marketing strategy” point of view and I am operating from the **platform building** point of view.

Who among the two of us do you think at the end will sell more books and have more loyal book fans?

I leave that answer to your better judgment.

### What does this mean for you?

For many authors, writing seems fun and easy compared to marketing books or going out there and finding people who would love to read their books. This is normal, as the word marketing alone scares many more than the thought of a tsunami.

But again, book marketing should never be a big deal if you change your mindset from the write more books idea to a mindset of taking baby steps daily to build the right platform.

Here's the process:

1. **Start now.** Marketing to you should not be one thing you start to think about after your book is published. It's what you should start thinking of even before you start writing. This should also be an ongoing process that should be aimed mainly at building your author platform and reaching more of your target book audience.
2. **Build an email list.** Many authors have asked me in the past why they should build an email list and if doing so will have any effect on how many books they can sell.

The email list is your number one book-marketing asset and growing your email list should be your number one priority. If you don't have one today, then start building one. This is really your book sales goldmine and you should try to build it as fast as you can, starting now.

3. **Focus on creating long-lasting connections with people.** Book marketing is a team sport. One thing that I have working for me today is the relationship I

have built with people who are doing a better job than I am doing with what I do and also people who are on the same level as I am now. I have built this relationship over years and I can leverage on it today to expand my reach and do better than I could have managed if I am doing it alone. Authors who write the same books as yours are your friends and you should build a relationship with them. Also, influencers who have a large following should also be on the list of friends you should have. And lastly, don't forget your book audience – they are the ones you need more time with to build a solid relationship with and you should never take this relationship for granted.

4. **Create an *author* platform, not a *book* platform.** Books will be written and forgotten. You want to be a successful author, not just someone who wrote a book once. This means you'll be writing multiple books in your career.

You need people to be connected to *you as an individual and author*, not to your books. I made the mistake of creating a single separate website for my books but I later corrected that and have a sub-domain for my books attached to my main author website.

When you make the shift from just writing book after book as the only book marketing strategy you are using, your stress will be lessened, and you will be able to build a long-term following and the right author platform that will keep supporting the sales of your books over the years to come.