

Now your book is published, so what is next?

Congratulations for finally having a book published!

Many would-be authors are out there with lots to write and offer readers but all of those cool books are just sitting down either in their heads or on their computers.

Now that you are “finished,” what next?

Marketing and promoting your book of course.

Now, let’s start here.

One mistake you should never make is waiting until your book is out before marketing it!

Yes, your book marketing effort should start even before you write a single word.

And let me ask you this – do you have a book marketing plan for your book?

Did I hear you say yes or no?

Finishing a book isn’t the same thing as *selling a book*.

One is a one-time activity and the other takes much more planning, strategic action and implementation. It also takes a lot of work – yes, I have to tell you that.

Marketing and promoting your books should never start when you’re done writing. You should be thinking about your marketing plan and strategy *long* before you even write the first word of your book.

Why Do You Need A Marketing Plan?

Great question.

Let me ask you again – would you go on a trip to some place you have never been before without having a map?

The answer is a simple. No. And that is why you need a book-marketing plan even before you even write a single word.

You should not start marketing your books before you have the map of what to do and where to do it in order to sell your book, and your book marketing plan will guide you through the book marketing jungle.

What is a marketing plan?

Put simply, a “marketing plan” is just a guide — or checklist — to walk you through each stage of a marketing your book. This plan is meant to keep you focused what you need to do to get your books into as many people’s hands as possible.

How to Create the Book Marketing Plan That Will Sell Your Books without Wasting Your Time or Energy

Without any fluff, here are the steps to create an effective 80/20 book marketing strategy.

Step 1: What Is Your Main Goal for The Book

The first thing to do before you can start talking about how to sell your books is asking yourself what your main book marketing goal is.

Do you want to make money?

Are you only interested in using the book to build your author platform?

Do you want to become a best-selling author?

Are you only interested in using the book to entertain or educate your readers? Do you want it in as much as many hands as possible even if it means giving it away for free?

There are many reasons why you can write a book and there is nothing bad about having one or many of these as your primary book-marketing goal.

There is nothing like a generic book-marketing plan and having a clear book-marketing goal in mind. Planning on how to sell your books will help you figure out the best way to achieve your specific book-marketing goal.

Step 2: Who Are Your Audience and Why Should They Buy Your Book

After figuring out what your book marketing goals is, the next step is to get a clear picture of who your audiences really are. Who are the people you want to read your book and why should they read it?

If you had a specific audience in mind when you started your book, you're already a step ahead. That is the way everyone should write books if you only care about selling your book.

Having this well mapped out will help you package your book to appeal better to your target audience. It will also help you fulfill the particular need and want of that target audience.

Now that you know exactly who your audience is, the next question is *why* should these people care about your book?

Just because you wrote a romance novel and your target audience is young women who love to feel great about themselves by reading a romance novel doesn't mean they will be interested in your book. Does it look and feel like a romance novel worthy of their time and attention? Does it deliver enough entertainment and value to make them buy and read this particular romance novel instead of all the other romance novels in the bookstore?

You can't think about this from your perspective, though. It's not

about why you think this audience should care. It's about what they think and why they actually care.

Step 3: Where Is Your Audience?

After knowing your goal and figuring out who your audience is and why they should read your book, the next thing to ask yourself is where your target audience can be reached.

Here is why you need to ask yourself:

1. Where do they get their information?
2. Who do they trust?
3. Where (and from whom) do they take recommendations?

The answers to these three questions will determine the channels you will need to target to sell your book.

Step 4: What Are Your Book Marketing Tactics, Strategies, Materials and Tools You Need To Reach Your Book Marketing Goals?

The last and most diverse step to your 80/20 book marketing plan is sitting down and coming up with the right book marketing materials and tools you need to reach your goals and target audience.

Note the two main words here, which are: tools and materials.

Your Book Marketing Materials: These are any documents or of files that you need to reach your target audience and get them to know about your book. These materials include but are not limited to your book blurb, your book cover, your author bio, your review request brief, all outreach e-mails like those used to request guest posts, interviews, third party giveaways and so on.

Your Book Marketing Tools: These are the tools you need to reach your book audience, goals and aims.

These tools include your website, which should be the foundation for your author platform. Your email list system is also an important tool. So are social media networks like Facebook, Twitter, Goodreads, and Librarything etc.

Your Book Marketing Strategy: Without wasting time, energy or money, these are the three key book-marketing strategies necessary to sell your books:

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 find and interact with.
3. **Outreach.** You need a way to let people know you exist.

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

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

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 change and what works today might not work tomorrow but these three strategies will always work. This is also a guarantee that no matter what you did to work these strategies out, getting them right will always bring you the book marketing result that you want.

Having a simple book marketing plan following all of these steps will help you save your time and keep you focused on what you need to do and not what you think you should do. It will also help you implement methods to let your target audience know about you and your books.

That is the advantage you can have as an author that will put you way ahead of many other authors who don't know what they are doing when it comes to selling and marketing their books.