

# **20** Tips to Launch Your Book on a Shoestring Budget

**Karen R. Power**

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## ***20 Tips to Launch Your Book on a Shoestring Budget***

1. Identify your audience/readers, where they are both online and offline, when they are there—what time/day. This step should have been done prior to writing your book. Before doing any of the following steps answer this first.
2. Create a Media/Press Kit. This will be a combination of tangible print items and digital items. You can also create a Media page on your website that contains the digital items so that you can send people from the press to assess or download this information. Your media kit should include:
  - Professionally printed business cards (i.e. [GotPrint.com](http://GotPrint.com) or [VistaPrint.com](http://VistaPrint.com) are good sources).
  - A head shot by a professional photographer.
  - Your professional biography (100-150 words).
  - A promotional or “one sheet” for your book. This is a single double-side sheet with your book cover, description, short reviews, your headshot and a short few sentences bio, and your website URL where they can find out more about you and the book.
  - Include a sample set of Questions and Answers for interviews. Can be a PDF file.
  - For more information. check out the “[How to Create Irresistible Promotional Materials](#)” and/or “[10 Tips for Writing an Irresistible Speaker \(and author\) Bio](#)” ebooks as part of the Speak and Get Paid program.
3. Be ready with your book’s 10 second “elevator pitch”. Also, have ready for 30 seconds and 60 seconds so that when someone asks, you can tell them succinctly what the book is about. If they want more information, you’re ready at 30 and 60 seconds.
4. Make a book trailer. Post on your website, blog, and all of your social media accounts.
5. Create several free or \$0.99 ebooks that are full of quality. Use these as lead magnets for your current book—include a next level up sell (i.e. the full book or a related program).

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6. Set up an Amazon associates account (if your state/country allows) and add an image of your book and a link back to Amazon on your website (get a few extra dollars from the Amazon Associates affiliates program).
7. Set up your Amazon Author Central account and profile. Make sure to link your books that are available on Amazon. You can also connect your blog posts to this page.
8. Write a press release for PRWeb. Be sure to include backlinks to your site.
9. Make a series of how-to videos for YouTube, Vimeo, and other video distribution type sites related to you non-fiction book content.
10. Set up a Twitter, Pinterest, Instagram, and/or other social media account if you haven't already. Make sure to know where your audience gathers the most often and have an active account there. Be sure you have updated the profile pages with your most current information. Create a banner/header for each, if appropriate, to promote your book.
11. Create a post about your book on your Facebook business page. Pin it to the top. Be sure to include the URL to your website and/or Amazon page where people can learn more and buy the book.
12. Enable the share buttons on your blog.
13. Post some free content or excerpts from your book on scribd.com. You can sell your book there as well.
14. Contact the schools or school district office regarding giving a presentation at a local school or for reading your book to the classes. This works well for children's fiction, history or other educational content.
15. Contact your state education department to see if they have a Literacy program. Texas does and authors can set up a book signing inside Kroger grocery stores to sell their books and meet the general public.

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16. Start a your own podcast.

17. Find other podcasts that are up and running and contact them to be a guest. Then reciprocate for your podcast shows.

18. Tweet about it.

19. Create infographics from quotes from the book and post on Instagram, Facebook, Pinterest, and other social media.

20. Send an email to your list. Be sure to include URL to your website where they can buy the book.

## What's Next?



The **Speak & Get Paid** program helps you get all of your promotional materials ready to share with event planners from your head shot, bio, speaking presentation topic descriptions, and other promotional items, to where to find those elusive speaking opportunities.

You've been promoting your book, speaking presentations, program, or other product but you're not getting the results you expected. What should you do?

**Ready. Set. PROMOTE!** leads anyone with something to promote step-by-step

through the maze of opportunities; grows their audience into a loyal tribe through relationship marketing; shares real-world case studies and examples that work; and develops strategies to generate multiple income streams from their books, products, programs, or events by harnessing the power of the Internet and social media.

With the information and activities in this program, you can promote anything ... products, programs, speaking presentations, business/ministry, or events.



**Visit STORE at [karenpower.com](http://karenpower.com)**

## About the Author

“Karen Power is a gifted coach and speaker advocate. Her services have led to a significant increase in the number of speaking engagements I secure yearly. Her speaker training has covered everything from platform building to building better talks, audience engagement, and how to make meeting planners love you. I highly recommend her services to anyone serious about expanding their ministry reach.” ~ Dr. Sandra Dalton-Smith, Physician, Speaker, and Author

**Speaker Business Training. Support Services. Promotional Strategist. Speaker Booking Agent.**

Karen's passion and purpose are to help Christ-centered communicators and business owners share their messages and products of hope and healing to change the world by creating innovative solutions. She has helped them connect with their audience, grow their platform base, find new speaking opportunities, raise the bar, and increase their customers, paid enrollees, products and book sales by using various delivery methods and strategies.



Karen started booking speakers for Classservices, Inc., Albuquerque, NM, in November 2004. Then started her own agency, Christian Speakers Services, in January 2007.

Karen has 40+ years experience in the Christian communication industry. She started at the age of 11 as a drummer and later served as a bass guitar player for Christian music bands and church praise teams. She has been on virtually every side of events and the stage as a musician, songwriter, speaker, author, event planner, concert promoter, coach, book tour manager, speaker bureau owner, and booking agent. Her marketing, technology, and curriculum development experience has helped her develop and launch a national support group, develop and produce hundreds on live webinars, develop websites, and design promotional and other support materials for internationally-known Christian speakers, authors, and teachers.

While Karen has been focused on helping speakers and authors take their messages to the world, she has also written several stories that appear in the

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following books: ***Your Spiritual Personality*** by Marita Littauer, ***Making the Blue Plate Special*** by Florence Littauer, Marita Littauer, and Lauren Littauer Briggs, and ***The Authentic You*** by Anita C. Lee. She has also managed virtual book promotion tours for New York Times best-selling authors such as Francine Rivers and Cecil Murphey and for other top authors in the CBA market such as Carol Kent, Thelma Wells, Kathi Macias and more.

### **FREE Resources**

- Ready. Set. Grow. - 5 Steps to Grow Your Followers, Engage Your Tribe & Create Culture
- The Communicator's Chat
- 21 Tips for Reaching Your Audience with Periscope

### **Training Programs**

- Speak & Get Paid
- Ready. Set. Promote!
- Ready. Set. Action!
- Ready. Set. Speak!

### **Professional Services Available**

- Graphic Design: Banners or headers for websites and social media, Event Posters, Social Media Graphics, Infographics, Book Covers, Lead Magnets
- Website Development & Maintenance
- Speaker/Writer Conference Speaker
- Speaker Representation

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