



7 SIMPLE STRATEGIES FOR AUTHORS

A Guide to Getting the Exposure You Deserve!



Vel Johnson, Founder & CEO



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A Full-Service Public Relations Consultancy

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#1 Hire a Publicist

To build author credibility with readers eagerly anticipating your book before it reaches store shelves (or mobile reading devices) you should consider hiring a publicist to create a press kit and implement a publicity campaign. Keep an ARC, or galley copy on hand, as your publicist will need to read it to have a clear understanding of the book and its message. For optimal results, strategic planning should begin no later than 12 weeks before the book is in hand, with the campaign continuing weeks or months after its debut. At this point, it's important to be prepared for radio and television media interview opportunities and public appearance requests.

#2 Use a Landing Page

A professionally designed and easy to navigate landing page can be a powerful tool for helping to define your brand. Keep in mind that if the domain name contains the book title, or your name, it will be helpful to anyone doing an online search. The landing page should include: a short description of your book; an image of the cover; your author bio; contact information; and importantly, a link for online purchase. A book trailer, or a video clip introduction is also recommended. It's a great way to package and showcase your release, while also contributing to the landing page being found easier in most Internet search engines.

#3 Host a Book Launch Party

An often overlooked method to build excitement about a new release while generating increased exposure, is to host a book launch party. These festive events can be held at a restaurant, hotel, general place of business, or other facility in your local community. Invitations may be sent digitally, or printed and mailed. If planned properly, the occasion can create an atmosphere of great business networking, and also fun! Launch parties are good for allowing neighbors, friends, colleagues, and family the opportunity to celebrate your hard work --and hopefully purchase an autographed copy of your book!



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#4 Host a Book Signing Event

Hosting a book signing event immediately after the release, or much later, can be vital to building relationships with bookstore managers, retailers, and potential readers. You are encouraged to think outside of the box regarding your choice of venue. Consider book festivals, literary events, and other locations common to the genre of your book. For example, if your book is about cultivating plants and herbs, you may wish to host your book signing at a gardening event. This always offers a unique way to generate greater exposure with a broad section of the public.

#5 Book a Virtual Blog Tour

By participating in a virtual blog tour, you are giving a number of bloggers the opportunity to review your book for interview or guest posting of your unique content on social networks. The tour usually takes place during 1-2 weeks. Virtual blog tours allow you to gain a large number of online followers and fans and provides additional promotion for you without ever leaving home.

#6 Attend Book Club Meetings

Personal connections made with readers during a book club visit can be an invaluable experience for an author. Receiving direct feedback from readers who have perused and studied your book may be mildly intimidating at first. But you will also find it rewarding in being able to have in-depth and engaging discussions with these individuals as you learn what piqued their interest in something that is so important to you. Making yourself available for book club visits is a wonderful way to build your fan base with undeniable endorsements.



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#7 Connect through Networking

Getting out and meeting people (all types of people!) can be the most beneficial thing you can do in fostering professional relationships and building your network. As a writer, the literary community can be very important to you in gaining exposure. Attending library events, writer's conferences, and book fairs, can be a good investment of your time in providing great opportunities to interact with other writers, receive feedback of your work, and brainstorm for new ideas.

Congratulations!

By incorporating these *7 Simple Strategies for Authors* into your promotion plan, you will gain greater exposure and will be well on your way to having increased book sales.

We Are Here For You ...

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