

Cutting *Through the* Noise to Sell More Books

BK NONFICTION
BOOK MARKETING
WORKSHOP 2022

Day 1

WHAT I NOW KNOW TO BE TRUE ABOUT BOOK PUBLISHING — WITH NATALIE NIXON

Write down 3 people whom you could ask to endorse your book based on the following categories:

- “Low-hanging fruit” people — you know them, have their cell phone and email, and they are no brainers
- “Stretch” people — these folks are a bit of a reach...you met them once or have interacted with them briefly on a platform like LinkedIn
- “Moonshot” people — you admire their work from afar and have several degrees of separation

- 1.
- 2.
- 3.

What’s a digital event during your book launch week that you could host with a colleague (“low-hanging fruit” or a “stretch”) via social media?

What’s the title?

What are you wearing?

What time of day does it happen?

How are people left feeling?

Doodle a moment of that event.

Write down 2 of your greatest fears about your book launch.

- 1.
- 2.

Next, write down 1 thing you could start to do now to counteract that fear. Who might you ask for help on each of those fears?

IDENTIFYING YOUR CORE AUDIENCES AND HONING YOUR MESSAGE — WITH BOB MIGLANI

Who is your audience (reader, buyer, speaker, or hiring manager) ?

What's your key message for each?

Where do they live?

Are there groups or organizations where your audience lives?

What do they care about?

What is the problem they have which you can solve?

How frequent are you reaching out to them?

What's the method of outreach? Email, social post, etc.?

Where's your long-form? Where's your short-form?

How you are you sharing your voice/message on current, hot topics?

WHAT DOES SUCCESS LOOK LIKE FOR AUTHORS — PANEL WITH KRISTEN FRANTZ, APRIL RINNE, MARY-FRANCES WINTERS, AND MARILYN GIST

What goals do you have for publishing your book?

How will you measure success and progress against those goals?

What kind of investments of time and money do you plan to make?

REBRANDING YOUR AUTHOR PLATFORM — WITH HEATHER YOUNGER AND NIKKI GROOM

Here's an idea to cut through the noise from this session:

HOT TOPICS IN PR — PANEL WITH KATIE SHEEHAN, FAUZIA BURKE, JANET SHAPIRO, AND ANN-MARIE NIEVES

Here's an idea to cut through the noise from this session:

Day 2

BREAKOUT 1: WHAT IS THE MOST IMPORTANT PART OF YOUR AUTHOR PLATFORM? — WITH KENDRA WRAY

What is the main goal of your site, blog, page, email, etc.?

How can you make the goal as clear & simple as possible? PRO TIP: Try using half the words, double the examples, and focus on one clear idea.

What three posting goals can you commit to (blog, vlog, social posts, emails, etc.)?

- 1.
- 2.
- 3.

What tips/quotes does your book have that would make a great daily email series?

Would it make sense to create a quiz with your book content for lead generation?

Do you have a lead magnet front and center on your site?

What areas can you give more attention to before asking for anything?

How can you use your story to connect with more people and be more accessible?

What industries are different but relevant to cross-promote your book?

Can you make it even more simple?

BREAKOUT 2: WHAT IS THE MOST EFFECTIVE WAY TO STAY CONNECTED TO YOUR COMMUNITY — WITH BECKY ROBINSON

Here's an idea to cut through the noise from this session:

BREAKOUT 1: SPEAK LIKE A PRO — WITH ROB JOLLES

Here's an idea to cut through the noise from this session:

BREAKOUT 2: SELLING YOUR BOOK WITH PODCASTS, BOTH AS A GUEST AND A HOST — WITH CYRUS WEBB

Here's an idea to cut through the noise from this session:

BREAKOUT 1: HOW TO BE SEEN AS AN INFLUENCER: SOCIAL MEDIA MARKETING TIPS — WITH STACEY HALL

What are the 4 types of content to create to promote your book?

- 1.
- 2.
- 3.
- 4.

Why do you want to create pre-frame content?

What are the 4 types of pain that our content must address to catch their attention?

- 1.
- 2.
- 3.
- 4.

When going LIVE or for any video presentation, what are the 3 elements that matter most?

- 1.
- 2.
- 3.

There are 4 ways to capture attention - what are they?

- 1.
- 2.
- 3.
- 4.

True or False: It is important to go LIVE at the same time each day or week.

True or False: It is important to re-purpose the same video on many sites.

BREAKOUT 2: TIKTOK AND AUTHORS: IS THE PLATFORM RIGHT FOR YOU? — WITH CHRISTY KIRK AND ELIZA VANCORT

Here's an idea to cut through the noise from this session:

CREATING CONNECTION WITH YOUR COMMUNITIES — PANEL DISCUSSION WITH BECKY ROBINSON, SHIRLEY DAVIS, ARTHUR WOODS, AND TAMARA WINFREY-HARRIS

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CLOSING KEYNOTE — WITH PAM SLIM

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