

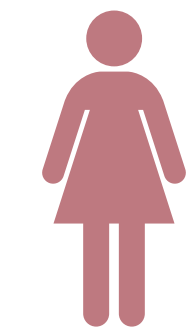
Writing Tips

6 Steps to Marketing Your Book



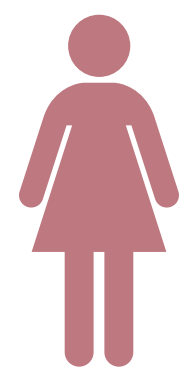
Who loves your work?

Who's your biggest fan? (NOT your mum!)



Create content they'd like

Make it AWESOME and FREE



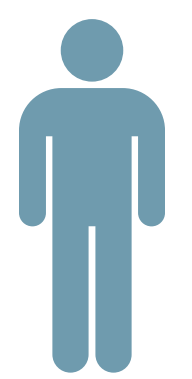
Where do they hang out?

Blogs/ social media/radio/newspaper?



Tell them about it!

See Step 2 - use adverts/blog post/FB
Ask for their email address - and send them more cool stuff (don't spam!)



What gift can you give them?

Eg a free story, a coupon, an extract.
If in doubt, ASK. Don't be creepy!



Ask them to tell others