



Writer Nation
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TO: *All Writers Who'd Rather Write*

SUBJECT: *The Writer Nation Marketing Manifesto*

FROM: *Jenny Kate*

I built Writer Nation to help authors be writers first and smart, savvy marketers second. What does that mean?

It means I want to teach you how to focus your marketing to be efficient and effective, because when it is, you'll have more time in your day for writing.

I know you would rather be writing, and frankly, without product, what are you marketing?

Whether you are just starting out and simply unsure where to start building your platform, or even if you're a seasoned pro, I believe our marketing approach will save you time and get you back to writing.

Have you heard there is no sure thing in publishing?

It's crazy, isn't it?

Well the only sure thing in publishing is that someone already well-known could sell a book. That's why the Big Five focus on celebrities, sports figures, and politicians — those with an established platform.

I've had more than one book agent tell me that other than name recognition, word-of-mouth, and Oprah, they don't truly know what sells a book.

They package up a boilerplate publicity package bundled with book signings, book talks, and a social media ad buy. They do you know what happens?

They hope.

Not to disparage the book industry, but it does make sense. Think about it.

Why did Fifty Shades of Grey do so well? It wasn't the first S&M book ever published. It's because readers are fickle human beings with tastes that bounce from one thing to the next and back again. So, the only guarantees for big book sales are name recognition, word-of-mouth and Oprah. That's it.

I'm going to assume you are not a major celebrity and that you don't know Oprah. That leaves us with one option: word-of-mouth.

In today's super-social-media-saturated world, it's hard to figure out where to focus your marketing energies: Facebook, Twitter, Pinterest, Snapchat, Instagram, Tumblr, YouTube, Kik, Strava, LinkedIn, Goodreads, Amazon ads, Bookbub, Fussy Librarian.

The availability of marketing tools for authors is unprecedented and frankly, overwhelming.

Do you need to be on every available platform to you?
No.

Some of those platforms work for some authors and some don't.

I know one author who kills it on Instagram but tanks on Facebook ads. I know another who rocks out a Facebook Group but can't find a following on Pinterest to save her life.

This is why when an author tells you something worked for them, take it with a grain of salt.

You need to find what works for you.

That will involve some work up front.
And it will involve continual testing.

Marketing is not a one-and-done endeavor. It's the long game.

As you evolve your writing and your stories, so will you evolve your marketing.

So here's the nitty gritty – where you begin.

Start small and be as efficient and focused as possible. You need to create an effective marketing plan for your book.

To do that focus, use our Writer Nation approach which only involves four things:

- **Develop a website**
- **Focus on one social media platform.**
- **Build an email list**
- **Learn ads.**

That's it. Four tools.

Once you've established most of these, it will be a matter of maintenance and testing. Spend the time up front setting all this up so you'll save time on the back end.

Always plan, organize and schedule your content.

Use a content calendar or the schedulers on your social media platform to help you plan, organize or schedule.

Ok, but I know you're asking, "Great plan, but where do I start?"

And here it is. The break down for each tool.

1- You own the information on your website.

That alone should be enough to warrant you building a site.

Everything you post on social media belongs to the social media site and that should bother you, because your content could be gone without warning at any time.

Secondly, you need a place for a bio with a hi-res photo available for downloading for when you give talks or do interviews.

Your website should be a repository of all things needed for a media kit.

Additionally, it's just ubiquitous.

Authors need websites because readers expect it. It increases your professional credibility, especially if you plan to do anything besides sit at the kitchen table and type words.

- WordPress is the one I use and recommend. However, Weebly and SquareSpace are probably easier to use.
- Don't pay for templates until you have a marketing budget. Use the free ones; they're pretty user-friendly.
- A basic website needs a bio, a pic, your books and how to find you
- The main page is where most visitors go and most writers lose their audience. Make this page spectacular.
- Be concise, use photos and think like a reader when you build your main page.

2- Forget all the social media outlets except one.

Whichever outlet you choose is up to you. But pick one and learn everything you can about how to use it well.

Kick ass on that one site.

Instagram is the hottest outlet online right now.

It is growing and growing fast with nearly 220 million Americans using the site daily. That's compared to just slightly less than Facebook.

But Facebook owns Instagram and access to their audience data is fantastic when you start to buy ads.

The best engagement on Instagram is with daily stories, but create a nice feed with good photos posted every other day or so.

Follow my Instagram feed [here](#).

Facebook continues to be a powerhouse outlet believe it or not.

It reports 2.2 billion users worldwide; 68% of Americans who use the internet still use Facebook. There is no trend analysis showing that will change in the next ten years.

The best way to use Facebook is to create a Street Team Group and a Page so you can pay for ads.

It will yield followers and help build up your email list.

You'll also see an uptick in sales when you purchase an ad buy.

Build a Page, Buy Ads and Publish Cool Content.

That's it.

To gain access to my Closed Facebook Group, [click here](#).

If you want to focus on other social media outlets, then check these out:

- **Try YouTube.** 75% of Americans admit to using YouTube. The average video is 4 minutes 24 seconds. Make videos that get the viewers attention in less than 5 seconds (no set up or backstory. Get right to it.)
- **Twitter.** 330 million monthly active users. Great way to network with other writers and publishing industry professionals. Participate in live events and #MSWL (Manuscript Wish List) to connect with the industry.
- **Pinterest.** It's always competing with Facebook, YouTube, and Google as the best search engine in the United States. The fact that it's in the running should tell you something. Create boards for your settings, your characters, their interests, hobbies or careers. Always link back to your website.

3-Learn Ads.

Facebook is one of the most effective ad platforms on the internet, next to Google. It's because of the amount of data available on potential readers.

Those readers have let Facebook know what they are interested in, which means you can pick them and let them know you have a book that might interest them.

All ads should look like posts, not ads. The more engagement you get on the ad, the better it will do.

Amazon is one place on the Internet where you know people go to buy things.

They're primed for it. It's why they go there.

If you can master the art of Amazon Ads, you can get your book in the right place for a buyer to see it.

On Facebook, you can pay for clicks, views or impressions. Their system is set up to help you figure out your goals and which is better for you.

Start with a small buy because they have no problem spending your money.

On Amazon, you are bidding on keywords. It's not as simple as outbidding another buyer.

If your keyword is not relevant to the potential buyer, Amazon won't show them the ad.

They know this from previous buys and searches.

If Amazon does show your ad and the reader clicks on it, then you pay.

If they don't buy, you need to test your ad copy and book cover.

Other ad platforms include newsletters.

There are many available to you: Bookbub, Fussy Librarian, Bargain Booksy, NewInBooks, Red Feather Romance, Reading Stacks, Robin Reads, Book Gorilla, Robin Reads and Freebooksy.

Most of these require a discount or free book, but not all.

Bookbub is the 1000-pound gorilla in the room. If you can get picked up by them, do it.

For the others, I recommend picking one or two and testing them to see if they work for you.

If not, move on.

If so, stick with it until it stops working for you, then move on.

But don't focus on more than one or two at a time, so you can have more time to write.

4- Start the email list even if you haven't started the book.

Email marketing is the best marketing tactic on the internet.

A social media post might be seen by upwards of 8-15% of your followers, even with an ad buy (*due to Facebook's new algorithm*).

Your email will be delivered to at least 75% of the people who signed up for your list (*spam and bad emails are why the rest aren't delivered*).

People who sign up for your email have told you twice they want to receive your information.

Good open rates for an email are in the 20% range and that data tells you that at least 70% more people will actually see the information in your email than on your social media.

- I started out with Mailchimp because it's pretty idiot proof.
 - If I can learn, you can!
 - Your first 2000 people on the list are free. [Mine is here.](#)
- Send out news on a consistent basis, and at least twice a month.
 - Monthly is not often enough for people to remember you.
- Offer freebies for signing up.
 - [I offer a marketing playbook.](#)
 - You can offer character interviews, maps of your setting, additional chapters.
- Automate your first five emails as an onboarding and to keep the workload efficient and as off you as possible.
 - Introduce Yourself
 - Introduce Your Books
 - Introduce Your Favorite Things
 - Introduce Your Characters
 - Introduce Your Writing Space & give them the link to your book.
- Link to your email news everywhere: on your email signature block; all over your website; pin to the top of your social media.

The bottom line is that there is no foolproof way to market your books.

What you want to do is create buzz about you and your product.

Start small.

Get that website up, even if it's static.

Build your social media presence if for no other reason than to pay for ads to build your email list.

Learn ads so when you're ready to buy, you'll be all set.

Provide a place for readers to sign up for email.

That's it.

Once you get comfortable with these four things, then up your game with more social media content (not necessarily platforms), added web content and automated email marketing.

If you have any questions or just don't know what to do, feel free to reach out to me at any time.

Peace & Prose!
Jenny Kate