

Debunked!!

Busting 5 Common
Marketing Myths
for Authors



By BookTrib.

Introduction

It's no secret that book marketing can feel like a huge challenge, filled with uncertainties and dotted with daunting decisions. You might be asking yourself: Where do I start? How do I make the most of my budget? How do I ensure that my precious time and energy aren't being wasted on strategies that simply don't work?

And all this, perhaps, while you're either submerged in the creative process, trying to bring your book to completion, or sitting on a finished manuscript, waiting for it to find its readers. No one said that the life of a writer was easy, but it doesn't have to be this hard.

So, let's embark together, turning the pages of marketing myths and showing strategies that make your talent the protagonist. Let's make sure that your book doesn't just find readers, but also the recognition and success it truly deserves.

Myth 1 You Need to Wait Until Your Book is Complete To Start Marketing

Why Waiting Isn't Winning

There's an odd but pervasive myth in the author community that marketing is a stage that follows the completion of your book. It suggests a pause, a holding back of the excitement, energy, and essential strategies until the final 'i' is dotted, period is placed, and the cover is closed. This approach, however, could mean missed opportunities and a marketing strategy that starts on the back foot.

But, marketing is not a switch to flip on when the book is complete; it's a continuous journey that can go hand in hand with your writing process. It's about creating a space where potential readers can start engaging with your ideas, your writing style, and your author persona. It's about building bridges to potential readers, creating pathways for them to find your book, and lighting up the route that leads to your book.

Our Recommendations

Build Buzz Early with Reviews:

Begin with gathering reviews that echo the essence and the uniqueness of your book. It's about setting the stage, allowing the curtains to pull aside slowly, letting the audience settle in, and building anticipation.

Teasers and Sneak Peeks:

Allow your audience glimpses into your book's universe. Share snippets, create curiosity, and let the readers feel the cadence of your writing, the depth of your characters, and the allure of the world you've created.

Embrace Third-Party Endorsements:

A nod from a trusted source, be it a review, recommendation, or feature, can serve as a powerful catalyst for your book's success.

Be Seen in All the Right Places:

Ensure your book is not just another title on a crowded shelf. It's about positioning, presence, and creating a space where your book is seen, appreciated, and picked up by readers who find it echoes their reading preferences.



Myth 2 Social Media Doesn't Matter – Who Needs Hashtags?

Books DON'T Sell Themselves!

We often meet writers with a very idyllic but often misguided belief; the intrinsic value of a book is enough for it to find its readers, that social media is just noise - a distracting sideshow to the main act, which is the book itself. This myth separates books and social media into two distinct spheres, suggesting that the sanctity of literature should remain untouched by online interactions.

However, in today's digital age, social media is not just a platform for sharing; it's a powerful tool for discovery, connection, and engagement. We can't afford to turn our back on tech. Apps like Meta, Twitter, Instagram, and TikTok (BookTok) have now become fertile grounds where readers find their next literary gem and authors can grow a devoted following.

Our Recommendations

Share Your Experience:

Use social media to bring readers along, sharing insights, snippets, and the stories behind the stories, creating a narrative that readers can engage with and follow.

Give Sneak Peeks:

Social media allows you to share exciting reveals, engaging snippets, and insights into the book, creating a buzz and anticipation even before its release.

Direct Engagement:

Through social media answer questions and create a group of engaged and interested readers, enhancing your book's presence and appeal.

Connect, Connect, Connect:

Focus on building a sense of community. It's not just about numbers but about finding the readers who connect with your writing, who find a piece of their world in yours, and who are eager to be part of your book's journey.

Get Featured:

Having your book featured on lists can enhance its visibility, credibility, and appeal, ensuring it reaches the readers who will love it.

Find the Right Platforms:

Look for which ones have a dedicated, engaged readership ensures that your book finds its place in the hearts and bookshelves of the readers who will cherish it, talk about it, and share it.



Myth 3 **Bigger is Always Better: The Large Audience Fallacy**

It's a Matter of Quality AND Quantity

The more followers or subscribers you have, the closer you are to success, right? Well, yes and no. It's like a play where numbers take center stage, dazzling us with the glamor of quantity, making us believe that the larger the audience, the more triumphant the performance. That's true to a degree, no denying it.

But let's shift perspectives and look behind the scenes. Success in authorship isn't only a blockbuster spectacle designed to captivate massive audiences; it's also very nuanced and intimate. That intimacy goes a long way into hitting spot-on your target market. But very often, by hitting a large audience, you are acquiring readers that you never knew also fit perfectly into your desired audience.

Imagine your audience as a garden. A smaller, well-tended garden of engaged and interested followers shows with vibrant flowers of support, feedback, and genuine appreciation. This is the perfect complement to a large audience. Cultivating this garden is about nurturing each connection, watering the seeds of interest with engaging content to create a community of readers who are as emotionally invested in your story, no matter what the size.

Our Recommendations

Bond With the Right People:

Tailor your content to resonate with your audience and encourage interactions that are more meaningful. Focus on conversations, and a sense of community.

Interactive Events:

Consider hosting events like Q&A sessions or virtual book readings. Such events allow for direct interaction, building a sense of shared experience around your book. Being featured on platforms that value engagement can be a game-changer.

Be Consistent:

Regular updates, newsletters, or simple short check-ins can keep your audience engaged, making them feel more personally connected to you and less like passive observers. No one is asking you to rewrite War and Peace - short communications let your fans know how much you value them just as much as long ones.



Myth 4 **Traditional Publishing is the Only Path to Success Beyond the Bookstore**

Modern Routes to Reach Readers

In authorship, traditional publishing has long been seen as the royal seal of approval that gives prestige, credibility, and success. Authors often chase the allure of big-name publishers and literary agents, believing them to be the guardians of authenticity and excellence in the literary universe.

But, like everything else on the planet right now, the chapters of the publishing world are evolving. New narratives are being written outside the confines of traditional publishing houses, where authors are finding success on newer paths. Self-publishing and alternative routes have emerged as powerful protagonists in the storytelling landscape, allowing authors to take control, make strategic decisions, and directly connect with their readers. These paths aren't detours - they're highways.

Our Recommendations

Explore New Horizons:

Investigate different self-publishing platforms. Learn the landscapes, and actively use tools and resources that align with your narrative and audience.

Build Bridges Online:

Establish a strong online presence. Utilize websites, blogs, and social media as direct pathways to engage readers, communities, and networks, bringing your readers or potential readers along with you in your creativity journey.

Engage in Curated Spaces:

Participate in lists that celebrate and promote books, enhancing visibility and connecting your work with appreciative readers. Platforms that facilitate showcasing authors' works and establishing connections with readers can be instrumental, reducing the stress of personal website upkeep and focusing on what matters most: the books and their readers.

Grow Your 'Real-World' Community:

Network actively with other authors. Participate in writing communities, workshops, and seminars to build a solid, supportive, and knowledgeable foundation.



Myth 5 A Fancy Website is the Key to Author Success

Less Flash, More Function

Authors pour immense effort and creativity into making their books intricate works of art, carefully choosing each adjective, crafting each scene, and polishing each paragraph. This meticulous attention to detail is how they perceive their website should be, thinking it needs to be a digital masterpiece, filled with elaborate designs and complicated visuals to captivate visitors.

While a book is a canvas for an author's imagination and creativity, a website serves a more functional and straightforward purpose. It should be a conduit that effortlessly connects readers to the author's work, rather than a complex labyrinth of visuals and content. The focus should be on simplicity, ease of navigation, and clear paths to access the author's works, rather than the flamboyance of design elements and the allure of visual artistry. With two domain names, one that is the author's name and one with the name of the book.

Our Recommendations

Keep It Simple:

Focus on crafting a space that echoes the essence of your work with information about your books, bio, contact details, and pathways for readers to connect, subscribe or buy.

Make It Fluid:

Choosing a website that is user-friendly, mobile-responsive, and easy to navigate ensures that the audience's journey is smooth and engaging, keeping the focus on the content rather than the design.

Be Purposeful:

Having clear calls to action, such as options for newsletter sign-ups or links for book purchases, can be more impactful than a cascade of regular blog posts, directing the audience towards meaningful engagement.

Resourceful Networks:

Engaging with networks that offer a range of tools and resources such as lead magnets and landing pages can be a powerful strategy, growing your online presence and connectivity without getting caught up in website management.



Bonus Marketing Tips for Authors

Collaborate, Don't Compete

Embrace the idea of viewing other authors as partners in the journey of authorship. Sharing, supporting, and promoting each other's work can lead to mutual growth and success. This approach empowers you to share experiences, insights, and opportunities for mutual benefit.

Utilize Free Speaking Opportunities

Leverage opportunities to speak at events without incurring costs. These platforms can be used for increasing visibility, sharing knowledge, and networking with potential readers and other authors, boosting your name and influence in the author world.

Give to Gain

Consider the strategy of offering some copies of your book for free as a way to increase its exposure. This approach can stimulate word-of-mouth promotion, attract reviews, and expand your book's reach to a wider audience, contributing to its overall success.

Be Proactive in Your Marketing Efforts

Take responsibility for promoting your book instead of relying solely on publishers or other platforms. Being actively involved in marketing initiatives allows for more control and a direct connection with your audience, adding to the effectiveness of promotional efforts.

Adapt and Learn Digital Marketing

Stay updated with the latest trends and best practices in digital marketing. Continuous learning and adaptation to the dynamic digital marketing landscape will enhance your ability to effectively promote your book in the online space.

Value Feedback and Reviews

Appreciate the feedback and reviews from your readers as they offer insights for improvement and audience engagement. Reviews serve as testimonials of your work and can be instrumental in attracting and convincing potential readers to choose your book.

A Note from BookTrib



Thank you for downloading our guide, "Debunked! Busting Common Marketing Myths for Authors." We're thrilled you did, and we hope it's made a difference in how you view tackling authorship and marketing.

BookTrib has been helping authors get in front of large audiences of readers for more than 20 years, working with all experience levels — those who have several books under their belts and those who have just written their first book and need help getting out of the starting gate. We have built a following of 90,000 unique monthly visitors and 220,000 social followers.

We are not your traditional publicity firm. Quite the contrary! We offer a suite of different programs that can work in unison or on their own, depending upon budgets and resources, to get you and your book in front of many potential readers. These programs include book reviews, author Q&A articles, participation in syndicated columns reaching thousands of consumer newspapers, TV interviews, getting in front of book clubs, and much more.

We work with prestigious publishers like HarperCollins, Simon & Schuster, and Penguin Random House, as well as self-published authors looking to spread the word about their new titles.

That's the essence of BookTrib – who we are, what we do and how we do it to make promoting your book an exciting and productive experience.

Best,

A handwritten signature in black ink that reads "Meryl".

Meryl L. Moss
President, Founder, Publisher

BookTrib.