

The background of the image is a blurred photograph of a bookshelf filled with books of various colors. Overlaid on this background are three text elements: a white banner at the top with red borders, a large white box in the center with blue text, and a red box at the bottom right with white text.

Selling More Books Audio Series

**How to Set
Up a Free
Marketing
Campaign
That
Librarians
Will Love!**

John Kremer

**How to Set Up a Free
Marketing Campaign That
Librarians Will Love!**

by John Kremer

The key to setting up a marketing campaign that librarians will love is actually simple: Drive demand for your books with library customers.

Get your audience going into libraries asking for your book — and even demanding those libraries order your book right away.

In this audio you will learn 5 free ways to drive book-buying traffic to your website, to bookstores, to Amazon, or to libraries. I originally wrote the underlying report for this audio in answer to a question about driving book readers to libraries to ask them to buy your book. But, of course, these 5 ways to get publicity can drive book-buying traffic anywhere you want to send it.

Here are 5 ways to drive demand

1. Offer freebies via online and offline publicity.

Magazines and newspapers often have special sections that feature notices about new products, free reports, informational brochures, free samples, and other things that people can write away for or check out online. While it is almost impossible to get a publication to do a feature or review on a book more than once, it is easy to get them to feature new free offers as often as you can come up with them.

Start a new campaign at least four times a year for each book you publish (or at least for those you want to keep in the public eye).

How do you find something to give away free? Easy. Your books should be full of valuable information that you can excerpt and rewrite into short 2- or 4-page brochures that you offer free to anyone who sends you a few dollars for postage.

Or, better yet, give the reports away free online. Indeed, free reports are one of the most common ways that websites garner email addresses: Enter your email address and get immediate access to the download of a special ebook or report!

Offer freebies like *The Top 10 Romantic Destinations of 2018*.

Or a travel publisher could offer a list of the ten most exciting places in Iowa (if their book was about Iowa).

Three months later, the same publisher could offer a report on holiday happenings in Iowa.

Three months later, a report on how to plan your next vacation in Iowa.

And three months later, a list of ten major historical sites in Iowa.

And three months later, well you get the idea.

In your freebie reports, always ask for the sale. Either send people to buy your book from your website, from a bookstore, from Amazon or another online book site, or send those people to their libraries to request that the library order the book.

When you make a free offer, make it something useful. And be sure it is related to one of your books (or to an entire line of books). Then, when readers write in for your free offer, send them a report or brochure plus your catalog or promotion for a related book. Or, when they download the free report from your website, add them to your email list AND send them to a second page where they can find out even more about your books, products, and services.

Writing free reports to offer via online and offline press releases is one of the best ways to publicize your book after the first year. You will have to take responsibility for this. Publishers rarely think of doing publicity for books after the first few months. Free reports, of course, are also a great way to build your online or offline mailing list.

Real-Life Examples

To promote *Earth Right*, Prima mailed a flyer listing 10 ways a bookseller could help to save the earth. These tips included using paper rather than plastic bags, recycling shipping boxes, and offering a discount to customers with a proof of mass transit use.

To promote Gloria Steinem's *Revolution from Within*, Little, Brown reprinted *Bibliotherapy*, a chapter that described the books Steinem found helpful in writing her book and in living her life. They sent 50,000 copies of this pamphlet to a thousand bookstore accounts who passed them out to their customers.

To promote *Marketing Without a Marketing Budget*, Bob Adams produced a flyer called *Marketing Without a Marketing Budget (for Booksellers)*. Besides listing 15 ways for booksellers to promote books inexpensively, the flyer also featured eight frontlist and backlist books from Bob Adams.

To encourage bookstores to stock more business titles, Dearborn Trade published a short brochure titled, *Business Books Mean More Business*. Among the tips they offered were the following (of course, they also made a pitch for their business books).

Tap into local professional associations. You can work out an arrangement to sell books at local meetings.

Set up a customer sign-up book, or offer a weekly drawing to collect business cards in a bowl next to the checkout counter.

Sell books directly to companies in your area. While each firm has different needs and buying structures, a simple mailing could net multiple-copy orders.

Get to know local authors. Often they speak to the audiences that you're beginning to serve.

For Dr. Nancy Snyderman's *Guide to Good Health (For Women over Forty)*, Harvest Books provided bookstores with a point-of-purchase brochure, *Health Tips for Women over Forty*.

2. Do a Poll.

You get publicity twice when you do a poll or a survey: 1. When you invite people to the poll, and 2. When you announce the results.

With your publicity releases, be sure people learn about the person doing the poll. That's you. As the author of a book. And the owner of a website.

Conduct a survey related to one of your books. Then announce the results. Indeed, many books are nothing more than a summary and comment upon a survey (such as *The Hite Report*).

Gallup did a poll for *Talk to Win*, a book by speech therapist Lillian Glass. The results of that poll were featured in many news stories.

USA Today often runs a small visual graphic—based on a poll or survey—on the front of the news section. It's a popular graphic.

Radio hosts love poll results. The results are fun to build a segment around. And they often lead to a lot of calls from listeners.

As with any publicity, be sure to send people out to buy your book at their local bookstore, via Amazon, or via your website. And, if they can't afford to buy your book right now, send them to their local library to request your book!

When you are doing radio interviews promoting the results of your poll, be sure to send listeners to a specific local bookstore or local library to get your book. E.g., **you can buy *Title of Your Book* at XXX Bookstore in downtown (name the local city). Or you can check out *Title of Your Books* at the XXX County Library in your local city.**

3. Create a Best or Worst List

You could send out your own list of the best or worst people, places, or things related to your book, book series, product, or service. You could do a best of the month series, getting publicity month after month, year after year, for years to come, not only in magazines and newsletters, but also via radio shows, online press releases, bloggers, websites, podcasts, video announcements, social media posts, or social media ads.

Note: One of the great positives of online PR vs. real world PR is that you can get immediate results. Most hits will come in a day or two vs. the standard one to six months for newspapers and magazines.

Create a monthly list of the best or worst xxx (something related to your book's topic). Publicize this monthly list. Promote it via news releases, blog posts, social media, videos, podcasts, and more.

Best book of the month (featuring not only your books but those of your friends and even your competitors)

Best business book of the month

Best cookbook of the month

Best children's author of the month

Best song of the month

Best romantic song of the month (great for romance novels or relationship books)

Best movie of the month

Best romantic movie of the month.

Best spiritual movie of the month.

Best TV episode of the month

Best reality series of the month

Best news story of the month

Best blog post of the month

Best quote of the month

Best hero of the month

Best social media post of the month

Best blog of the month

Best YouTube video of the month

Best advertisement of the month

Best fashion statement of the month

You choose what you want to promote and then profit from the resulting PR every month. You can create new publicity for your books, products and services month after month for years! It's simply a matter of making a little commitment every month.

Real-Life Example

Autograph Collectors Magazine sent out a press release via the internet announcing that their annual list of the best and worst celebrity autograph signers was now available in the magazine. They hooked readers by mentioning John Travolta, Robin Williams, Brat Pitt, Alicia Silverstone, Mel Gibson, Demi Moore, Tom Hanks, and Nancy Reagan. They ended the release by teasing, "To find out who's nice and who's a stinker, contact the magazine." Within hours, reporters from *USA Today* and other media contacted them for a copy of the current issue.

4. Sponsor a Contest.

One effective way to get publicity is to sponsor a contest. You can even charge a small fee for entering the contest. In promoting your contest, again be sure to send potential readers to their local libraries to read your book.

How about a muffin-baking contest to promote a new cookbook?

Or Your Most Romantic Moment contest to promote a romance novel or a book on relationships?

Or the best photo of the Grand Canyon for an Arizona travel book?

Looking for great content for new book? Looking for double publicity for your book (when you announce the contest and when you announce the results)? Looking for ways to get more readers to sign up for your ezine or fan club? Looking for something to promote on social media? Create a contest!

Real-Life Examples

In their *Llewellyn New Times* newsletter, Llewellyn sponsored a book review contest. They invited readers to submit a 750- to 1,000-word review of any Llewellyn title. Winners received a \$20 gift certificate good towards any Llewellyn book.

To promote the paperback edition of Terry McMillan's *How Stella Got Her Groove Back*, Signet ran a consumer contest asking readers to tell how they "got their groove back" in fifty words or less. The winner received a trip to Jamaica.

Dawn Publications ran a *Growing Up Together* contest to spur parents to read to their children. Dawn awarded prizes up to \$500 to parents who

submitted creative reading and storytelling ideas based on any Dawn Publications picture books for children.

Jim Miller, author of *Corporate Coach*, worked with Planned Television Arts to combine a contest with a series of interviews on morning drive time radio shows. During each show, Miller invited listeners to describe their favorite and least-liked bosses. Winners would receive a vacation in Kuwait. The contest received 4,000 entries and helped sell an additional 125,000 copies of the book. As a bonus, Miller was able to use 300 of the best entries as material for his second book, *Best Boss, Worst Boss*.

5. Create a Holiday.

Create a new holiday around your book and then promote it via online and offline news releases, YouTube videos, podcast interviews, social media posts, etc. You can generate a lot of interest with a great new holiday.

Note: Radio shows love new holidays, especially the offbeat and strange or compelling.

Here are a few sample holidays sponsored by or inspired by books, book authors, and book publishers:

National Pedicure Month – January - Sponsored by Janeen Jesse, author of *The Nail Book: Professional Secrets of Personal Nair Care*.

Self-Love Month – January - Sponsored by Daylle Deanne Schwartz, author of *How Do I Love Me? Let Me Count the Ways*.

Temptation Week – February 25 to March 3 - Sponsored by Dan and Dave Davidson, authors of *Surviving Temptation Island*.

Crazy Hair Day – March 10 - Inspired by Barney Saltzberg's children's picture book, *Crazy Hair Day*.

Step into the Spotlight Day – April 8 - Sponsored by Tsufit, author of *Step into the Spotlight*.

Drop Everything and Read Day – April 12 - Sponsored by HarperCollins Children's Books on the birthday of Beverly Cleary, author of the *Ramona* series of young adult novels.

Million Marijuana March – May 1 - Sponsored by Santa Monica Press in celebration of *Offbeat Marijuana* by Saul Rubin.

National Guy Pride Month – May - Declared by Dave Barry, author of *Dave Barry's Complete Guide to Guys*.

Video Games Day – September 16 - Sponsored by Twin Galaxies, publisher of the *Official Video Games & Pinball Book of World Records*.

San Francisco Beatles Day – October 5 - Celebrated the publication of *The Beatles Anthology* by Chronicle Books.

Book marketing expert John Kremer is the author of *1001 Ways to Market Your Books*, mentor to authors who have sold over a billion books, and founder of the Billion Book Initiative to help the next generation of book authors sell another billion books. Over the past 30 years, he has helped thousands of authors, both major celebrities and those just starting out, to sell more books!

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