

Resource Pack

Some links and resources to help you carry out each tip on your marketing plan. Enjoy!

Week 1

1. Ideal reader exercise:

<http://www.30daybooks.com/wp-content/uploads/2013/04/Your-Ideal-Reader-Exercise.pdf>

2. Book Description:

How to write a brilliant blogpost: <http://www.30daybooks.com/how-to-write-a-brilliant-book-description/>

Video interviews with Mark Edwards about what a difference his book descriptions made to sales:

Part 1 (The Dream) - http://www.youtube.com/watch?v=VTACBPJ_jMw

Part 2 - <http://www.youtube.com/watch?v=KDfO-K2w7YE>

3. Cover, Title, Subtitle

Several good cover designers (& can make you back your money in short amount of time)

<http://damonza.com>

<http://alliebbooks.wordpress.com/>

<http://okaycreations.net/site/>

<http://www.kategaughran.com/fiction.html>

<http://probookcovers.com>

Easy fixes –

Fiverr.com for simple jobs

Fonts:

<http://dafont.com>

<http://fontsqurrel.com>

(Look for display fonts for book cover images)

Backgrounds/ images:

Creative Commons images (good for book covers AND other marketing materials). Always check license is good for commercial use, and attribute photographer.

- <http://www.phototeria.com/>

- <http://www.arspublik.com/>

- <http://www.photos-public-domain.com/>

- <http://depositphotos.com/> (Paid, royalty-free)

- <http://www.sxc.hu/home> (Paid, royalty-free)

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- <http://publicphoto.org/>
- <http://www.reusableart.com/>
- <http://www.logodesignweb.com/stockphoto/>
- <http://pdphoto.org/>
- <http://www.thepublicdomain.net/>
- <http://www.bestphotos.us/>

4. Author bio

5. Media angles

6. Media kit examples:

<http://www.laurenclarkbooks.com/press/>

<http://www.janeporter.com/presskit.html>

7. Dream coverage

8. How to pitch

9. Links: Help A Reporter Out (HARO): <http://www.helpareporter.com/>

Reporter Connection: <http://reporterconnection.com/>

Google Alerts: <http://www.google.com/alerts>

10. More on Amazon: <http://www.30daybooks.com/fire-up-amazon/> (\$3.99)

11. How to get more reviews:

- Scour some of the curated lists online :
 - The Indie View: <http://www.theindieview.com/indie-reviewers/> _
 - Book Blogger Directory: <http://bookbloggerdirectory.wordpress.com/a-z/r-t/>.
 - Greg Scowen: <http://www.gregscowen.com/2012/02/a-few-indie-book-reviewers/>
 - Step by Step Publishing: <http://www.stepbystepselfpublishing.net/reviewer-list.html>
- Library Thing giveaway: <http://www.30daybooks.com/librarything-giveaways-some-tips/>
- Goodreads giveaway: <http://www.30daybooks.com/goodreads-giveaways-tips-to-make-them-work-for-you/>
(Goodreads states that 60% of people who receive a book from a giveaway will leave a review.)
- The Kindle Book Review has a great list of reviewers that cover a broad range of genres. Find it here: <http://thekindlebookreview.blogspot.com/p/get-reviewed-2.html>
- Check out Amazon's top reviewers - many of them will often leave their email address & social media details on their profile page so that you can pitch them with your book.
- Blog tours are a great way to ramp up your reviews as many book blog owners will cross post if you ask them to. Anytime you are featured on a blog or website, thank the owner and ask if they wouldn't mind copy and pasting the review to Amazon, Goodreads etc.
- San Francisco Review (Paid)
- Kirkus Reviews (Paid)
- Midwest Book Review (Paid)

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