



# **The Nonfiction Book Marketing Plan: Online and Offline Promotion Strategies to Build Your Audience and Sell More Books**

*Stephanie Chandler*

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# The Nonfiction Book Marketing Plan: Online and Offline Promotion Strategies to Build Your Audience and Sell More Books

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## **The Nonfiction Book Marketing Plan: Online and Offline Promotion Strategies to Build Your Audience and Sell More Books** Stephanie Chandler

After finally getting a book published, many authors find that the hardest part wasn't actually writing the book or getting it into print. The biggest challenge lies in marketing the book. Aside from the fact that it can be overwhelming, most authors have day jobs and not much time to figure out which book promotion strategies will work. *The Nonfiction Book Marketing Plan* is loaded with proven and effective tactics to make the marketing journey a bit easier and a lot more effective.

You will learn how to:

- \* Develop your own unique book marketing plan
- \* Establish authority in your field for your subject matter
- \* Build an effective website and leverage the power of blogging
- \* Reach your audience with Twitter, Facebook, LinkedIn, Google+, Pinterest, and YouTube
- \* Attract media attention with DIY publicity strategies that generate big exposure
- \* Boost sales on Amazon with insider tips to help you gain more visibility for your book
- \* Participate in book awards programs, book signing events, and other offline strategies
- \* Host ebook giveaways, write for websites, participate in Internet radio shows, and other powerful online marketing tactics
- \* Break in to professional speaking-for free or for fee
- \* Leverage your book to generate revenues from consulting, information products, and much more

Each chapter concludes with an interview with a successful nonfiction author, providing even more real-world insight. Written for new and established authors of business, self-help, health and wellness, memoir, how-to, and other nonfiction books, *The Nonfiction Book Marketing Plan* will help you identify proven tactics that you can begin implementing immediately to reach your audience and sell more books.

**Stephanie Chandler** is the author of several books including *Own Your Niche: Hype-Free Internet Marketing Tactics to Establish Authority in Your Field and Promote Your Service-Based Business*. She is also CEO of NonfictionAuthorsAssociation.com, a vibrant community for experienced and aspiring writers, and NonfictionWritersConference.com, an annual event conducted online with 15 speakers over three days. A frequent speaker at business events and on the radio, Stephanie has been featured in *Entrepreneur*, *BusinessWeek*, and *Wired* magazine. Visit [StephanieChandler.com](http://StephanieChandler.com) for more information or follow her on Twitter: @bizauthor.

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