



## Ten Marketing Tips for Writers

1. Plan and work on your marketing and advertising as you create your work. Don't wait until your book is ready to publish!
2. Get some good photos of yourself that you can use in publicity.
3. Write your bio. Don't forget to write in the third person - around 500 words is adequate. Add your photo to the top of your bio and at the bottom have your contact details, website etc.
4. Get a "business card" or "name card" – they are inexpensive. Make sure you have your name and relevant contact details on them, and a word or more about what you do, your book title, or something to make people want to communicate with you. Have some blank cards and a pen, for those folk you wish to communicate with, who have forgotten their cards!
5. Create your "elevator speech". Practice, so that you can easily say what you want to say to gain interest in what you are doing. Someone, somewhere will ask you what you are writing or what you are doing. Around 20 - 30 words, and memorise it!
6. Network. Spend some time attending events, places that might be of value to you when you are ready to promote your book. You will be seeking others that are interested in what you are writing, or can help you promote your book.
7. Make strong connections with key people. Communicate with them – email, ask advice, thank them, meet with them, exchange business cards – if they don't have one make sure you take a note of their details on the blanks you carry. Journalists? Book shop owners? Other writers. Any key people in the writing/publishing community. Don't be afraid to introduce yourself and connect with them.
8. Name badge. Yes, it helps people communicate with you and remember you and your name. (Create your own or have one made.)
9. Internet presence. There are many opportunities to promote yourself or your book, on the Internet, but start with a simple blog or website. Free with [www.blogger.com](http://www.blogger.com) or WordPress.com. Your domain name can be less than \$10 pa. Don't use Hotmail.com for your email address – create an email using your domain name or your name or book. Create a FB page for your book, open a Twitter account. Determine what is working on the Internet for writers. Join groups on FB.
10. As you ready your m/s for publishing, plan your launch, create a press release for submission to local newspapers, magazines.

Prepared by Di Hill for the Brisbane Writers Convention, November 2015.

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