

How to Build a Buzz for Your Book

Once you've written your book, build excitement in its debut by staging book releases, as well as including a preorder period. This is similar to a coming attraction for a movie that builds excitement before the work is even released. Not only will you begin to sell copies of your book before it is released, but, if you stage it well, there will likely be a renewed enthusiasm for your prior books.

Prior to the release, reveal segments of your book on your blog, website, or social media platform. Such samples will drive preorder sales. When you do this, always notify readers of the release date and how they can order the book.

At the same time, remind them that your prior books are available now for purchase. Hold contests to give away books to lucky readers. Run promotions for those who purchase early or buy more than one of your books.

Place your book on preorder using Smashwords, which distributes preorders to Apple iBooks, Barnes & Noble, and Kobo. Preorders allow you to accept orders prior to the release date, thereby allowing you to accumulate sales before the book is even released. Why is this important? Not only does it build a buzz around your book, but it will get you a higher placement on bestseller charts before the book even goes on sale. It is important to list as high as possible on those lists because it will give you more visibility and credibility when you do launch.

Preorders help you to capture your reader's attention as soon as your book comes across their radar. They can immediately preorder the book, rather than having to remember to order it when it is finally released.

By releasing your book early, you give merchandising managers greater flexibility to promote your book. And, if they notice a large volume of preorders, they are more likely to promote your book further.

Follow these steps to set up a preorder on Smashwords:

1. Once your book is complete and formatted, click to the Smashwords Publish page.
2. Click "Make it a Preorder." Select a release date that is about a month away.
3. Upload your book. (If you need to update your book during the preorder period, simply upload the new version via your dashboard.)
4. Check for AutoVetter errors.
5. Download .epub with Adobe Digital Editions, and check that your formatting is correct.
6. Once your book is listed for preorder, begin marketing by providing your fans direct links to the preorder pages. Consider giving your readers incentive to purchase the book early, like

offering it for a slightly reduced rate. Or offering a coupon code. And don't forget to mention your other books!

Proactively market your book as early as possible. Part of that task, of course, is to market yourself. The more people who know who you are, the more books you will sell. So make sure that you are highly visible on social media. Set time aside each day to post to your social media accounts. Also, make it easy for people to connect with you on social media by making your social media addresses as visible as possible. List it in your books, on your business cards, on your website, on your blogs, on your social media accounts, etc. Blog and/or participate actively on Twitter and LinkedIn.

Make sure that common search terms for your subject matter lead to your book. Publish hyperlinks on your blog or website that points to your Smashwords profile. To maximize your search engine optimization, link many sites to your Smashwords profile. Do a Smashwords interview. Write reviews of other Smashwords authors, which creates a hyperlink back to your author page. Invite other authors to join you at Smashwords. They will bring their fans with them, which means more possible fans for *your* books, as well.

Tell everyone you know about your book, including your social media connections. Provide them with a direct hyperlink to your Smashwords profile. Tell your readers how they can connect with you. Make it easy for them by providing many options by being present on many different social media platforms.

Don't forget to publish your press release.

Create a PowerPoint book trailer for your book, upload it to SlideShare.net, and then embed it in your website, blog, and social media accounts. By engaging different senses than those that a textual book engages, you appeal to different sensory levels, like sight and sound. People are more likely to act when they are engaged on various sensory levels. For the same reason, consider leveraging YouTube videos to reach your potential readers.

You worked so hard on your book. Now that you're about to publish it, reap the rewards of high sales by marketing your book to its fullest!