

A decorative banner with a red background and white text. The banner is framed by ornate, symmetrical scrollwork and a dotted line. The text is centered and reads "WEBINAR TAKEAWAYS".

WEBINAR
TAKEAWAYS

WHAT IS PRE-MARKETING?

- Anything you do to market your book _____.
- The right time to start priming readers and getting them excited for the release of your book is _____
_____.

PRE-MARKETING PRINCIPLES

PRE-MARKETING PRINCIPLE #1

- The very best person to sell your book is always _____.
- Traditional publishers have grasped this one simple truth: the most powerful marketing tool they have is _____.
- As readers, we love to _____.
- Although Xulon Press has lots of marketing services and industry connections for you to use, your publisher can never totally fill _____ for the reader.

PRE-MARKETING PRINCIPLE #2

- Find Your _____.
- While your book is most likely full of universal truths, there are some groups of people need to hear your message_____.
- One of the best ways to market your book is to _____.
- Jot down your first thoughts below. Who could your target audience be?

- You want to _____ with that audience in mind now, and _____ with that audience in mind both now and later.

PRE-MARKETING PRINCIPLE #3

- Aim To Build a _____, Not Just to Make a _____.
- If a reader buys your book, that transaction ends the moment a reader _____.
- If you aim to build a relationship and find places you can continue to _____, that relationship is _____.

YOUR AUTHOR TO-DO LIST

5 ACTION ITEMS TO CHECK OFF BETWEEN NOW AND WHEN THE BOOK IS FINISHED.

ACTION ITEM #1

○ Nail Your _____.

Nail down a _____, _____, and _____ way to tell people what your book is about.

An elevator pitch is much easier for people to _____ after they've met you.

ACTION ITEM #2

○ Get _____.

Now that you've found your people (see *Pre-Marketing Principle #2*), where do those people hang out?

Jot down some options and ideas below.

Release portions of your _____ ahead of time.

People will still buy your book (and are more likely to buy your book), if you've been sending them _____

_____ ahead of time.

ACTION ITEM #3

○ Claim Your _____.

You have two options: use either your pen_____, OR use your _____ (or a variation of it).

Once you solidify that name, purchase the_____ if you plan to have a website, and reserve it on all_____ channels.

Find the _____ for your domain and all channels you want to use. The consistency makes you_____.

ACTION ITEM #4

○ Make Them _____ It.

Once you finalize the_____ that are going to be in your book, begin using them in hashtags, photo captions, blog posts and emails.

Beyond releasing excerpts and quotes from the book, you also want to start using your _____ everywhere.

You want your readers to drop your_____ as easily as you can, because that means they're_____ to other people about your book.

ACTION ITEM #5

○ Use Your _____.

If you got a Manuscript Review Service in your package, use it _____.

The editor may give you advice about your _____.

When you've finalized your book cover art, use it _____.

Make the _____ as recognizable as your _____ and
_____.