

4 Steps to Book Marketing



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October 23, 2017



This guest post was written by Diana Rangaves. Diana Rangaves is a pharmacist, philanthropist, and ethics professor turned writer. An accomplished educator, award-winning teacher, and business professional, she uses her powers for good. You can check out her website at dianarangaves.com or visit her [Amazon Author Central page here](#).

The anatomy of the book marketing selection process is treacherous, convoluted, and involved.

Maintaining a sensible, balance takes effort, intellect, and integrity. All too often other standards, such as emotion, money, and special interests powers over and takes the place of excellence.

"Nelson Mandela's mantra is 'It always seems impossible until it's done.'", revealed Dr. Diana Rangaves, PharmD, CEO. An ethics professor, pharmacist, and philanthropist turned writer; she is well respected in her field.

In communication, a writer has a duty to create buzz! We appreciate and understand the time it takes for market penetration to hit our target. Here are Four Steps she uses on the staircase to effective book marketing and promotion!

Follow your heart and use your head.

Be aware of scammers. If it sounds too good to be true, it is! If anyone tells you that they can make you famous or earn tons of money, RUN! Persistence pays.

Each day complete one thing, consistently. Break down the tasks into chunks layer by layer. Set a moveable deadline, one week, eight to 12 weeks, that involves any number of activities. They include distributing flyers outside movie theaters, train stations, bookstores and coffee shops, building awareness of you and your book. Place ads throughout your city at important and suitable venues.

It will also include calling or emailing reporters, producers/editors of news outlets, writing press releases, submitting press releases and following up with each entertainment division at each news outlet and blogger to ensure they received it. You will be pushing for coverage!

Do not compare yourself with others.

Listen, read, and continue to write. Join relevant Facebook groups, Twitter and Instagram feed and participate. Take the time to create your personal and book websites.

The process is a marathon, not a sprint! Look at the bigger picture with the long-term possibilities. It is essential for growth. There is a learning curve for everything.

Hire out or be a self-learner and become knowledgeable about affiliate platforms, signing process, and an affiliate relationship management and performance metrics.

Pass up anything that feels 'unsafe' or your inner voice says 'no'.

One size does not fit all! You and your works are unique. What is the going promotional flavor of the day may not be a good fit for you or your genre. Honor your intuition and internal GPS. Not every door that opens needs or should be walked through.

Never be fearful of what you are doing when it is right.

The myth is that we are alone. That is entirely false! In the virtual and physical world, there are organizations, people, and ideas to support our endeavors. Recruit good people or just yourself and a friend. Cultivate talent and grow your network on social media outlets, blogs, websites, and local book venues to engage your target audience. Together your groups of people are unified. This is one of the somethings that bind you and them together.

Once you have been through the process mentor others and you will find, they are mentoring others and sharing new information and expertise with you!

The final shared word is quality.

Diana is the author of the [Rosy Posy Papillion](#) children's series. One-hundred percent of the author's royalties benefit [PapHavenRescue.org](#).

Santa Rosa Junior College Foundation benefits from 100% of her royalties for the author's growth educational books [Escape into Excellence](#), and [Embrace Your Excellence](#).

She is actively working on the [Ethical Hacker](#) ~ Acidemia a political suspense thriller novel; we wish we could say more.

Former Executive Editor and Chief Content Officer for the digital magazine, Healthcare Worldwide Central, she earned her Doctorate in Pharmacy from the University of California, San Francisco.

Diana is a foster mom for [PapHavenRescue.org](#) and lives in California with her dogs and pasture pets, in their forever home.

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