

PUBLISH IT! MAKE MONEY!

book marketing strategies
to make your published book
sell profitably



EMEKA NOBIS

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Preamble...

In 2016 almost every Nigerian wanted to have "UK Certified" appendage to his/her list of achievements. In 2017, NLP started becoming popular and many of the broadcasts I got on WhatsApp had "Certified NLP Practitioner" ending it.

In 2018, it was the time for "Amazon Bestseller." Almost everyone launching a book was gunning for that on his or her profile. It continued into 2019.

Maybe you've been thinking of writing a book. If you're thinking of doing so, I want to talk about this super popular concept that

if you become an Amazon bestseller, you're rich and why it is utter and complete BS. BS means bullshit.

I'm here to tell you that it just isn't true. Yes, I understand I'm punching a hornet's nest by saying this, but I was never known for playing it safe, so here goes.

They lied to you!

If you want to become a published author who is truly wealthy, then listen to me. Just becoming a bestseller isn't the passport to riches as a writer! Just because everyone is gunning for it doesn't make it a worthy passport to have.

I've seen and heard countless horror stories from folks who have been duped by frauds who told them that just by having their books on Amazon, they're guaranteed of profits.

They have lost money.

They have lost time.

And most importantly, they have lost faith because they actually believed the lies.

Here's the big fat truth!

If you want to become a published author that is truly wealthy, then listen to me. The real deal that will enable you profit from your published books is marketing.

Marketing starts from the very day the first word is penned down. If you've been lied to that you can't do so yourself, you've believed another lie.

In 2010 I published my first book after being rejected by a publishing company abroad. I pulled up myself by myself and got to work. I believed that by publishing it, the whole world would beat down their doors to rush and obtain copies. How sad it was that it never happened. After selling to a few of my colleagues at work and family and friends, I gave away almost a quarter of the 1000 copies because I didn't know what else to do. Infact, many authors have given up and dumped their books in a corner of their rooms.

For six years I went into 'hiding' to learn strategic marketing. That was the missing link. I came out like a Phoenix in 2017 and published 11 books, doing one each month. In less than 90 days I made N3m, something I'd only dreamt about in my dreams.

Lest you forget, all of them were e-books.

My books cost N3000 (\$10) and above. Trust me, people are buying them, as against the idiotic thinking that people don't read or even buy 'expensive' books. In 2018, I made 4 of them into printed books and it's been a jolly great ride. In December of that 2018 I'd done a promo for N10,000 and each week I had a minimum of 3 orders.

If you believed the Amazon BS, fell for it, but months after, you've not earned dime or you've not sold up to a measly 50 copies of your \$1.99 book, this little resource can spice up things a bit. .

If you're aspiring to become an author and you're scared of selling your books, this little resource may help you dump the fears. .

If you've already published books before, but you want to scale up the numbers and do more, the strategies in here can truly help.

I believe that you're not writing your book because you want to enjoy reading it alone in the comfort of your home. You're writing it because you want others to read it. The act of wanting

and getting others to read your book is called marketing.

As an author of a book, you've got to accept the fact that you're now a salesman of your own books. Your efforts must be geared towards getting the book into the hands of many people so that they can read it.

Book marketing is that skill that every author, no matter the phase of proficiency, must become adept at as a matter of expediency. Mastering this skill will amplify your efforts and do that one thing you desire – put lots of money into your pockets!

My goal is to help you see your book writing as a business project so that you commit the energies and resources to see to the publishing success and financial profits that can accrue from its sales.

Why you have to write, publish and launch a book?

Reason 1: A perception of credibility is accorded you when you author a book.

Reason 2: A book attracts opportunities that positively affect your business.

Reason 3: A book establishes you as an authority in your space

Reason 4: A book helps you to grow wealth from the proceeds of its sales.

However, it all starts with a **WHY**.

Writing your book starts with a **WHY**. Why are you writing it?

Are you writing a book to grow fame?

Are you writing a book to build a movement?

Are you writing a book to raise money for a charity project?

Are you writing a book to boost the profitability of your business?

Are you writing a book challenge an ideology that you consider defeatist?

Whatever the reason it is, your WHY is the ultimate reason that will propel you to give energy, time and resources to make sure it's a resounding success.

Let's dive into the strategies!

S T R A T E G Y 1 :

The most important person marketing your book is YOU.

Nobody loves your book more than you do!

I've met lots of writers who fall into two categories – the ones who have believed that a good book sells itself and the ones who are so shy of marketing because they believe it's self-praise.

The first category of people goes to sleep and expect spirits to do the marketing. The second group loathes marketing and does everything they can do to outsource it anybody who is willing to get on the streets and push for sales.

I was called an economic risk. It hurt, but I knew I had to do

what I had to do because I knew why they did what they did. Success of your book depends on you.


I've studied the works of many traditionally published authors like Nnedi Okorafor, Chika Unigwe, Michael Hyatt, Gary Vaynerchuk, and some others. These authors haven't left the entirety of the marketing to the publishing companies. They're talking about their works consistently. When there are exhibitions where their books will be sold, they do press releases, they blog about it, share it on radio, and utilize social media shares to let many people know about those meetings so they come around and have conversations that lead to sales.

Despite being traditionally published by companies on whose shoulders heavily rest the responsibility of marketing, they're still involved in the marketing of their books.

Nobody loves your book more than you do! I repeat: The most important person marketing your book is you!

Everything you do must be geared towards doing that and drawing attention to it. Let that sink into your skull today!

S T R A T E G Y 2 :



Never joke with your book title and design.

An organization is largely perceived for its productivity by the appearance and attitude of the staff at the front desk.

In other words, the front desk must be appealing. This is the same for books. Your front desk must make sense. The front desk comprises your cover page, title (and subtitle) and endorsements.

If you screw your design and title up, you're completely screwed.

Yes, you have written the book, but it has to look like something.

Humans are built with senses and need to relate with something that conveys their reality. A book design does that – it gives your book a face. Your book cover design gives the first impression to the reader of what the book is about and what they're about to buy and consume.

When it comes to your book design, I have one piece of advice – hire a great professional graphic designer to do the job. A professional graphic designer gives your book the pictorial representation that makes the reader want to say, “Wow I need to see and read that.” He reads your manuscript, distills the cover message of the book, and translates it into a representation that embodies the book. It's an art and philosophy because first impressions matter a lot. In fact, the first impression of your book is everything and it determines how people will feel, and whether people will engage with it and spend their money to buy it.

You must understand that the intention of your book title and design is to ignite curiosity, even when someone casts a cursory glance at your book.

Your book has to grab attention in the first few seconds!

S T R A T E G Y 3 :



Commit to building your author platform.

It may backfire, especially as a new author, when you wake up one day and announce that you've released a book.

The people who are making the waves and having powerful impact have committed to building their platforms.

Platform growth is centered on building a community around what you do as an author. If you're committed to building your platform, marketing is redefined for you as creating lasting connections with people and focusing on being relentlessly helpful. That's the complete definition for how today's authors successfully market their books.

People love to buy from people that they love. It's just a given about humans. Building an author platform helps to give people inroads into your who you are, your history, and your antecedents. Creating these connections build into a crescendo.

All these build trust that translates into sales.

Lasting connections come from creating valuable content that benefit your audience immensely. Don't hold back on sharing those content that will inspire, educate, entertain and enlighten them.

When you discover a strategy, share it.

When you experience results, share the process.

When an idea that's valuable pops into your head, release it.

When you see a useful article, share it on your social media timelines.

By doing all these, you're strengthening the power of reciprocity that works in your favour when you publish your book.

S T R A T E G Y 4 :



Learn the art of speaking in public.

If you've not been doing so, you need to start today.

Many times when I've spoken at events, the natural pull is for attendees to ask me if I had books they could purchase and go home with. Speaking engagements work a whole lot when you have printed books, though ebooks can also be sold at speaking events.

Your book is a stamp of authority on your expertise, so when you're invited to speak at events, take them along. The number of copies you tag along can depend on the expected number of attendees.

You can cut deals with people who invite you to speak for free in your locality. Let's say they invite you to speak for free to 40 persons. Your deal with the sponsor can be that all the 40 people purchase copies of your book for attending.

I'd been invited to one event to speak in a city here in Nigeria. While I sat with the protocol team at the back observing things, my books were neatly arranged on the table in full view of the participants registering at the table. Two women picked up one of my books, saw the price tag, and flipped it open to see the number of pages. I could see an expression of disbelief – a mismatch between the number of pages and the price. They kept them. Done speaking, the two of them went to the back, paid, and brought their copies for me to sign my autograph. Speaking in public at events gives people the opportunity to feel your vibes in action.

So, if you're an author, or aspiring to be one, who hasn't considered speaking as a skill, it's time to up the ante.

S T R A T E G Y 5 :



Utilize endorsements from influencers.


What do you think will happen to your brand if someone like Bishop David Oyedepo takes you to the altar in the 50,000-seater church and says, “This is my beloved son, believe in him and his works!”?

In April of 2017 I went to visit Steve Harris in his home office in Lagos. When we were done talking about business, life and family pursuits, I brought out my camera and asked his permission to let me record a short video of him saying a few things about me. He accepted and he did. That video got me deals.

The entire concept is based on leveraging the authority of a key leader or key leaders to drive your brand message to a larger market. If they tell their loyal followers to buy a product, the sales of such a product can hit the roof. They are in every industry. A simple endorsement like having an influencer hold your book in his or her hands and doing a Facebook live or recorded video, while telling folks to go download or buy the book, can do lots.

Endorsements by newsmakers, famous people, well-known folks, people your audience respects, opinion moulders and experts on your subject matter matter a lot. They add value to your book and give your work credibility.

S T R A T E G Y 6 :



Utilize giveaways.

Have you been given gifts repeatedly by someone? I mean the person keeps giving and giving that at some point you start feeling the need to give back.

I've gotten lots of gifts from people and each time their names are mentioned, my heart does a dance. In my home, when my eyes behold the gift, the person's name or face pops up immediately. It's such an awesome feeling, I must say. Ask people in love. If you've been in love (or are still in love with someone, you will know this)

Giveaways can be things that are tied to the book's idea or

complement the book's content. So, let's say that you're writing a book that has to do with financial intelligence or education for women. A giveaway can be a workbook that can help them to begin the journey towards financial education.

If you're doing a giveaway, a good strategy is to make sure you route those who are getting access to your giveaways into some funnel of sorts.

One great way that I suggest is to get people to join your emailing list. The essence of routing them through your emailing list or some form of funnel is for you to maintain a relationship that can lead to further upsells, even after they've bought your book.

Giveaways can also be in form of participatory challenges where winners are given copies. The winners will be asked to share about the book on their social media platforms. Depending on your level of influence, you can get people to sponsor free copies. The essence is to get visibility for your brand because by posting on their timelines, others get to see the book and some may ask for more information about it.

S T R A T E G Y 7 :



Ask for reviews.

Sometime in 2018, a friend of mine called Ronkeposh Adeniyi, went live on Facebook to talk about a book she had read while on vacation.

By the time she went live to do the review of ***The Subtle Art of Not Giving A Fuck***, we were already salivating to know what the book was about. By the time she was done, people began to ask where they could order the book. That's the power of a review where a reader shares his or her take on a book.

Ask the readers of your work to share, even if they're a few lines. Some may not share about the book, but others will do. Let

them share on Facebook. Let them blog about it. They can go live and talk about the book. By all means, try to extract reviews the much you can.

When I was about to launch *Na Wetin Sef?* I sent different chapters of the book to 20 different people. Each wrote a review of the chapter. That became a microscopic view of the entire of the book. I hired a designer who made all the reviews into beautiful ad designs that I used in creating effective marketing content to drive sales.

On this journey of marketing, you have to encourage your readers to share their experiences.

What better way to spread the word about your book and get trusted friends to buy it than for its readers to share their own experiences derived from the book? When people order for my book, I usually email them to write me a review of a few words. I prime them to do so. I email my list, asking those who've read my books to share reviews. When they share reviews based on what they've read that connected with their hearts, their friends read them and desire to cherish the same.



S T R A T E G Y 8 :

Tie your book to a humanitarian cause.

In June 2018, the health of my classmate's wife was in serious jeopardy. She'd been diagnosed with Budd Charis Syndrome. She needed a liver transplant to survive. On the 1st of July, my birthday, I had planned to sell as many copies of my books as I could. Birthdays are great days to make sales because on Facebook because notifications go out to all your friends about your birthday. With an appropriate strategy in place you can turn many commenters into buyers.

On that day I decided to donate 50% of all proceeds from the sales of my books to the campaign to save her. It was thrilling to see many people who had earlier not paid attention to my

marketing efforts decide to buy. She survived.

One great way to market is tie your book to a cause. So, for a cause like helping children with Down's syndrome, you can donate a certain percentage of your book sales to such a cause. Say you give away 20% of each profit made on a book of N1,000 profit, that's N200. Selling 1000 copies means N200,000. That amount can sustain a remand home that houses 50 boys for a month.

The earth experiences some brokenness from time to time. Hurricane Irma dealt with the residents of Florida. It also inflicted heavy damage in the northern Caribbean. In many parts of Nigeria, flooding makes a mess of farmlands, leaving folks hungry. Drought induces famines in South Sudan.

These calamities call for certain actions to ameliorate them. They are what humans commit to all over the world. There are lots of causes we can give ourselves to.

This strategy taps into the human element of compassion and empathy. If you're thinking it's selfish to do so, think of the many lives your book can touch.

S T R A T E G Y 9 :



Do all you can to get on radio and TV.

Paid radio and TV appearances are very powerful ways to reach audiences with your work, especially when you pay for peak periods. If your book addresses a topical issue, know that radio and TV presenters are consistently looking for content for their shows.

In this time of social media, these presenters can easily be found on Facebook, Twitter or Instagram. Pitch to them to ask you to come share your thoughts on those issues. Tell them that your heartbeat for change led you down the path of publishing your book. Being on local radio stations in your locality can shoot your brand into hearts.

When accepted to be interviewed or to share your thoughts, make sure to milk the situation. Go with your friend who will either do a live recording or record it on a phone so you can share all over social media. Even if the radio station has a recorder in-house, it's best to not take chances. Appearances on radio or TV are perception boosters for your brand.

As times are changing and the tastes of people are changing, more and more people are listening to podcasts. Compared to local radio and TV stations, it's easier to get on podcasts. There are so many people launching podcasts on a daily basis. Study the ones whose podcasts have a core message that aligns with your book's message. Reach out to them and pitch to them how your book will benefit their audiences. Most often than not, you will be selected.

When selected, knock the ball out of the park. For every exposure you get, feel like you're before the entire world and talking to every ear. You never can tell where it will get to, so don't do it shoddily.

S T R A T E G Y 1 0 :

Never stop talking about your book.

What we see around town are authors who shout about their books prior to the launch, but as soon as the book is birthed and unveiled to the world, they go silent after a month or two.

Realize that your books are assets. Look at ladies who have pretty legs. They revel in flaunting those legs by wearing skirts that show them off. They don't go on holiday when it comes to doing so. That's how you should take your books.

Talk about them regularly.

Refer people to them.

Share about them on your social media channels.

Take them along to speaking engagements.

Set up Facebook and Google ads for your book consistently.

Do emails regularly.

Print exotic cards and give them away to people you meet.

They are products, same as the products we find in the supermarket or open market. They're worth being showcased to the world so that they can be bought.

You've got to keep making the noise.

Never stop talking about your book.

Congratulations and keep raking in the money!

About me?



I worked for nine years as an engineer in an oil servicing company. In the tenth year, I fired myself because I was tired of staying within the cubicles. I wanted to roam and explore the world. Today, I'm doing exactly that – with my feet and with my mind. On a typical day, my body kicks me at 5 a.m. (yea, a habit due to being an employee). I wake and walk into the toilet where I do my introspective contemplation.

Done, I take my bath, eat breakfast and head off to the office. Before the mindless scrolling on social media, I create what my audience consumes, send an email to the people who have joined my beautiful movement via email, run coaching sessions for my clients, attend to members of my staff at Switchpath Consulting where I'm CEO and Lead Consultant.

Like every human, I have my desires. I desire to eat Afghan food someday squatting on a mat with an Afghanistan family. I desire to sleep in one of the ice hotels in one of the Scandinavian countries, I desire to lounge in the forests of Namibia, Kenya, and Botswana and just commune with nature, squatting on a mat and spending the nights in a lodge in the forest. I desire to also see that my company becomes one to reckon with globally. I don't support one football club. I'm not a loyalist when it comes to football. I'm always with the winning team.

I'm married to my pretty wife, Joy, and we have three adorable children – Best, Adaeze and Chisom. We live in Port Harcourt, Nigeria.