

## Website Promotions

- Create a web presence and Facebook page for the book.
- Register the website with top 30 Search Engines.
- Secure web links back to website from over 1000 affiliated sites, thus driving key word search engine traffic to the Website.
- Provide sample pages for readers to review.
- Include endorsements from other prominent authors within the Christian publishing industry.
- Announce the release of the book to a target list of readers familiar with the authors' writing.
- Contact 3000 book clubs across the country with material introducing the book
- Offer a free monthly electronic newsletter to anyone who visits the site. Newsletter content will include samples from the book, writing tips for kids, audio readings, and a reminder they can still purchase the book.
- Create and sell merchandise with the name of the book on the website.
- Offer contests with real prizes for the winners.
- Swap display ads with other Websites featuring books, writers, authors, etc.
- Advertise on DevoKids.com, The Vessel Project, and ChristianDevotions.us (over 10,000 visitors each month) and Christian Devotions Speak UP! Radio show (90,000 listeners and two syndications through other outlets).
- Hold online author chats.
- Participate in virtual book readings and signings.
- Develop a blog tour that will cross the country within three months of the book's release
- Include a blog feature on the Website that encourages reader's comments of how the book has impacted them.
- Develop a "press room" on the site where media reps can visit and see relevant info, including a book review, author bio, FAQ's, etc.
- Become a Sponsor of the "I Love To Write Day" e-newsletter (30,000 subscribers).

## Media Promotions

- Secure advertising in all six *Common Ground Christian News* (circulation 20,000), plus, the *Tri-County News* (circulation 10,000); Local and regional daily newspapers and weekenders (circulation 70,000).
- Send press releases to local and regional media outlets.
- Send press releases to newspapers featuring book reviews.
- Send press releases to local and regional Christian organizations, civic groups and writers groups.
- Create an "author interview" blurb and send to programming directors at radio stations that feature author interviews.
- Send press releases to relevant print, broadcast and online outlets that feature articles about books and author interviews.

- Make and distribute a book trailer for posting on Facebook, Twitter, YouTube, GodTube and other video sites.
- Do television interviews, radio interviews and

### **Library Promotions**

- Send press releases to local and regional libraries.
- Visit local and regional libraries; offer to hold a presentation about the book.

### **Personal Appearances**

- Contact schools, churches, and bookstores within a 50-mile radius and offer to do a book signing and presentation.
- Contact local churches, writers groups, civic groups, and professional groups who deal with disabilities and offer to do an author presentation to small groups and classes.
- Teach at local, regional, and national conferences. Back of the room sales included at each event

### **Miscellaneous Promotions**

- Mail a postcard, with book cover art on one side, to family members, friends, business associates, etc. The other side will be a request for them to share the information with at least 5 friends, and information on how to order the book.
- Contact local stores (other than bookstores) and ask them to carry the book. Be available for a book signing, author presentation, etc. My local retailer has sold 400 copies of Mercy's Rain.
- Offer copies of the book as prizes for various contests.
- Create a magnetic sign that features the name of the book and the Website, and attach it to all vehicles owned by the author.
- Contact local Chamber of Commerce, Lion's Club and other service organizations and offer to be a guest speaker at an upcoming event.
- Create a "sell sheet" and e-mail to top 50 Independent Bookstores.
- Participate in local and regional book fairs and festivals like, Book'em, Book Lover's Affair, For the Love of Books, etc.
- Author will promote this book during National Disabilities Awareness week to help bring awareness to physical disabilities and deformities.

### **Note:**

Hartline Literary Agency now enhances the platform, marketing strategies and the building of name identification of all their clients. In-house publicist and marketing adviser, Jennifer Hudson Taylor is a long-time career publicist, working with Hartline authors advising them on marketing and promotion in addition to or in cooperation with the efforts of the publisher.