

A decorative graphic in the top-left corner consisting of a network of interconnected nodes and lines. The nodes are represented by small circles, some of which are highlighted in blue or have a blue outline. The lines are thin and grey, creating a web-like structure.

# **Book Marketing Made Easy**

A decorative graphic in the bottom-right corner, mirroring the top-left graphic. It features a network of interconnected nodes and lines, with several nodes highlighted in blue or having a blue outline.

# Arielle Haughee

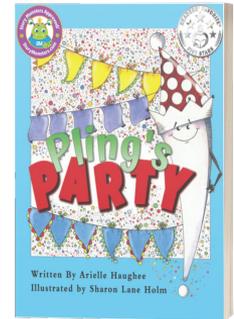
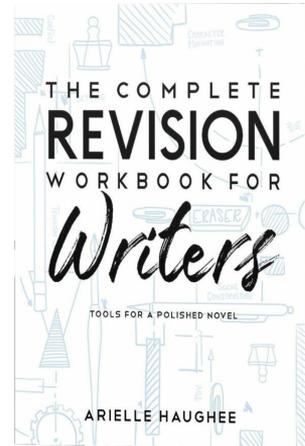
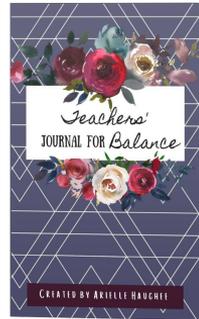
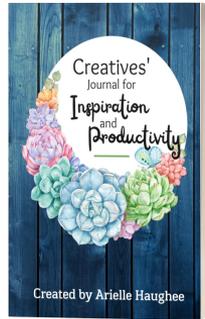
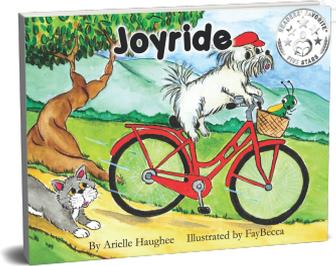
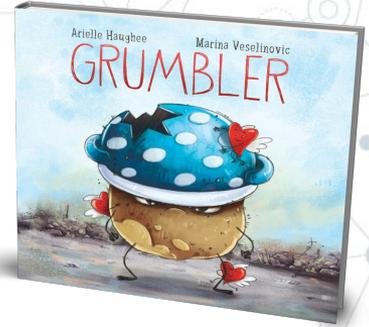
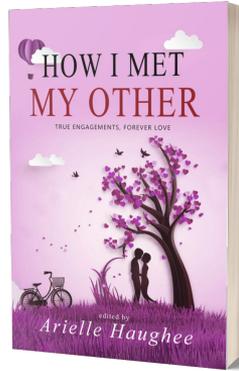
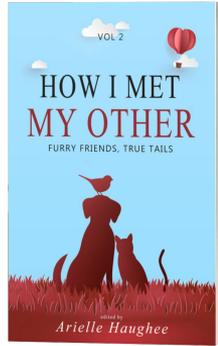
**Author | Editor | Speaker | Publisher**

Owner, Orange Blossom Publishing

Executive Vice President, Florida Writers  
Association

Five-time RPLA Winning Author







1.

# What is marketing?



“

*Marketing is making people aware  
of your book*



*Forming and maintaining  
relationships*

## Soft Marketing vs. Hard Marketing

- ◎ Soft marketing is indirect
  - Informational blog post with mention of book in bio at the end
  - Doing a presentation and having covers on one slide
  - Great for establishing yourself, making people comfortable

## Soft Marketing vs. Hard Marketing

- ◎ Hard marketing is direct
  - Ads, banners, sales pitch...
  - Important part of marketing \*as appropriate\*

A decorative network diagram in the top-left corner, consisting of various sized grey circles connected by thin grey lines, forming a complex web-like structure.

2.

**Who is your audience?**



## Ask Yourself

Who would be most interested in reading my book?

Who would be most likely to buy my book?



## Demographics to Consider

- ⊙ Gender
- ⊙ Age
- ⊙ Interests
- ⊙ Anything else?

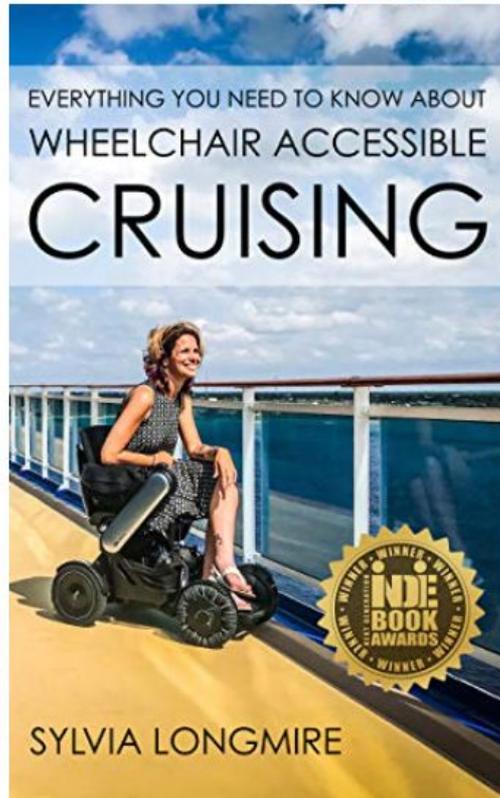


Narrow down your audience as  
much as possible

Think of it like a target



## Practice 1: Nonfiction



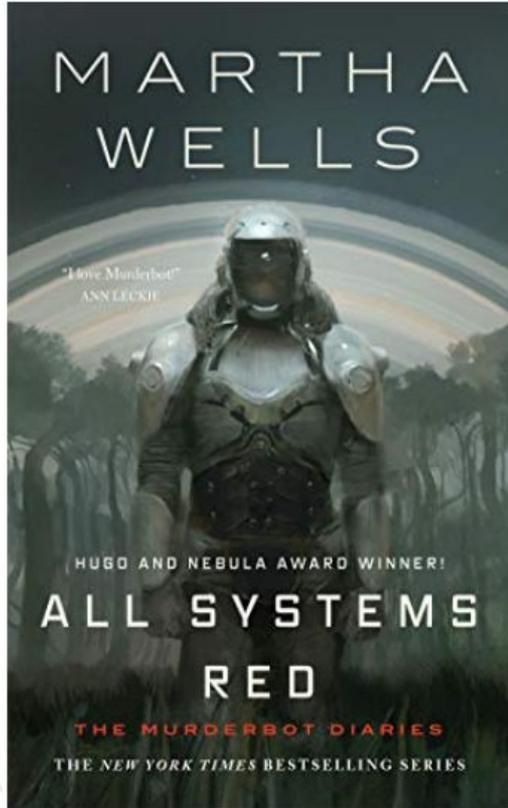
Are you a wheelchair user or someone with limited mobility? Have you always dreamed of going on a cruise, but weren't sure if such a trip was even possible? Have you already cruised, but want to know more about what accessible ships and itineraries are out there to explore? Then this guide is absolutely for you!

There are some aspects of accessible cruising you may not have considered, like how to rent mobility equipment for your cruise, or how to select the right travel insurance policy to make sure pre-existing conditions are covered. You'll find detailed information about these topics in *Everything You Need to Know About Wheelchair Accessible Cruising* and more—including invaluable listings of accessible shore excursion companies, tender ports around the world, and cruise line accessibility department contact information.

## Demographics to Consider

- ◎ Gender
  - Male or female
- ◎ Age
  - 25 - 85+
- ◎ Interests
  - Travel
- ◎ Anything else?
  - Wheelchair users
  - Caregivers

## Practice 2: Fiction

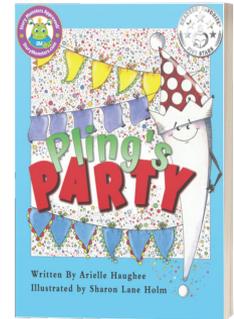
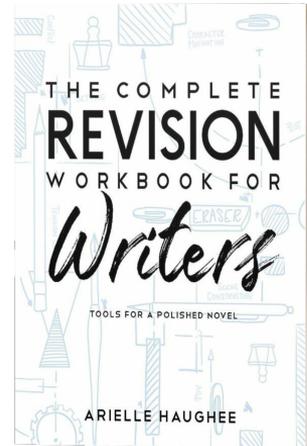
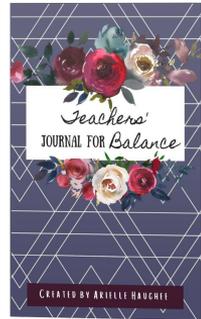
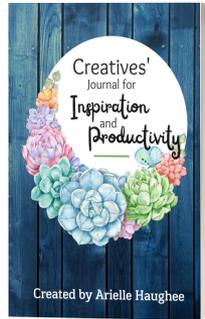
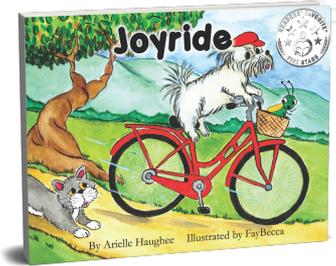
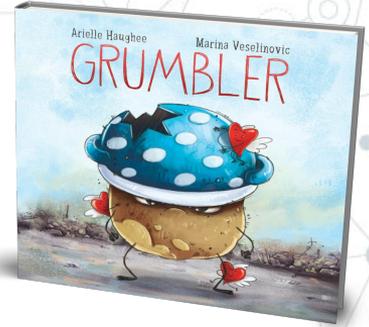
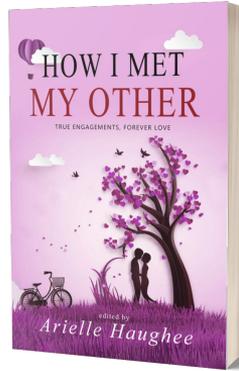
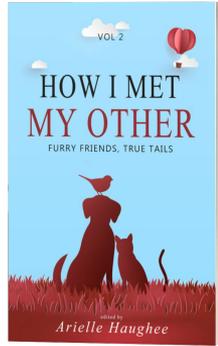


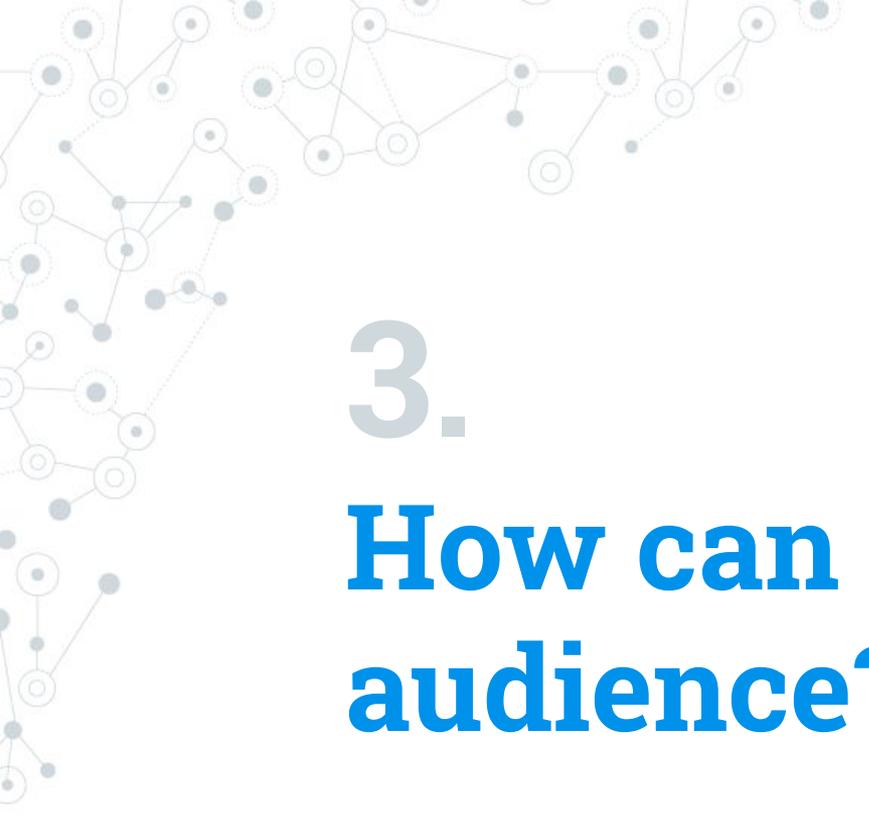
On a distant planet, a team of scientists are conducting surface tests, shadowed by their Company-supplied ‘droid — a self-aware SecUnit that has hacked its own governor module, and refers to itself (though never out loud) as “Murderbot.” Scornful of humans, all it really wants is to be left alone long enough to figure out who it is.

But when a neighboring mission goes dark, it's up to the scientists and their Murderbot to get to the truth.

## Demographics to Consider

- ◎ Gender
  - Male
- ◎ Age
  - 25 - 85+
- ◎ Interests
  - Science fiction
  - Technology
- ◎ Anything else?



A decorative network diagram in the top-left corner, consisting of various sized grey circles connected by thin grey lines, forming a complex web-like structure.

**3.**

**How can I reach my audience?**

## What skills and resources do you already have?

- ◎ Make things easy for yourself by utilizing your strengths
  - computer skills
  - ability to chat easily with new people
  - comfortable giving presentations
  - Other examples?

## What skills and resources do you already have?

- ◎ Make things easy for yourself by utilizing your strengths
  - computer skills      **Blogging, social media**
  - ability to chat easily with new people      **Table events**
  - Good at public speaking      **Give presentations**
  - Other examples?

## What skills and resources do you already have?

- ⊙ Resources include
  - Time
  - Money
  - Your personal network
    - ⊙ Who do you already know that could help you sell books?

Book club leader, church group, librarian, teachers, exercise class...



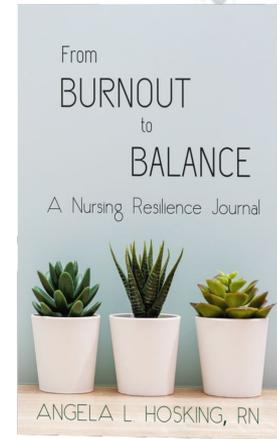
“

*Combine your skills and resources  
to reach your target audience*



## Angela Hosking

- Nurse leadership
- Women's empowerment speaker
- Building a house
- UF alumni
- Lives in NC
- Outdoorsy
- Dog lover

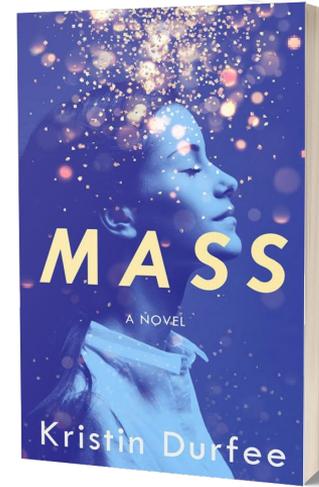


You are your most vulnerable patient. When was the last time you did a complete head-to-toe on yourself? This journal is designed to be your weekly partner in creating a plan for managing stress and anxiety, and mitigating the emotional and physical drain from long nursing shifts. Spend only 20 minutes each week: 10 minutes creating your plan at the beginning of the week, and 10 minutes reflecting at the end of the week so you can see learnings, make progress, and find balance between your work and the rest of your life. Dive deeper into your thoughts and feelings with longer monthly reflections as you practice balance, strengthen your resiliency muscle, and care for yourself in the way you care for others. Go from burnout to balance with this Focus Journal created by a nurse with inside knowledge to your special needs.



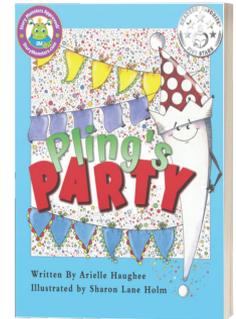
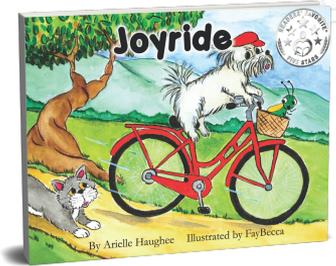
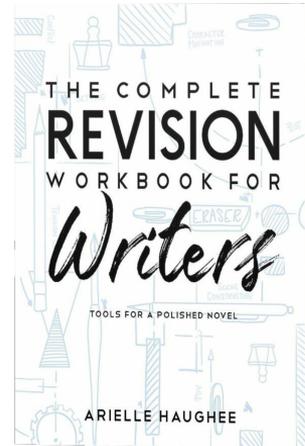
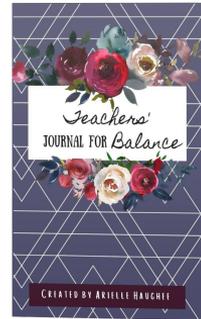
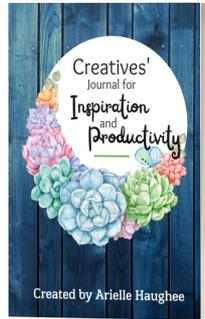
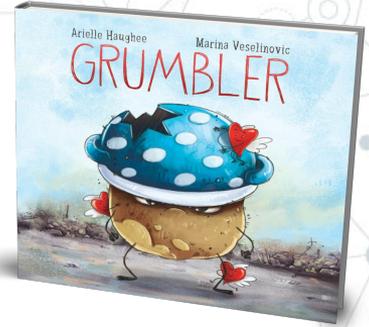
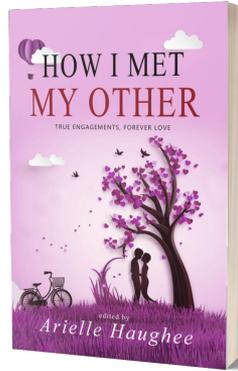
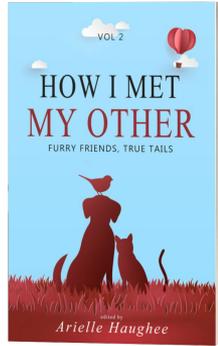
## Kristin Durfee

- Very sociable, easy to talk to
- Equestrian
- Runner
- ATF weapons analyst
- Has a 3 year old
- Lots of friends in the Orlando community



Sixteen-year-old Stevie Albie is a religious person, but nothing prepares her for meeting Mary. Like the Mary, mother of Jesus. Just as Stevie becomes convinced she has a special connection with God, doctors discover a brain tumor in her frontal lobe they claim is causing the hallucinations.

Her parents insist on removing the tumor as quickly as possible, but Stevie isn't so sure. Feeling special for the first time in her life, she runs away to a religious cult that's convinced her visions are their salvation and vow to protect her. But as time goes on she suspects they have their own agenda. Torn on who to trust, Stevie wonders if she'll have to choose: her visions or her future?



A decorative network diagram in the top-left corner, consisting of various sized grey circles connected by thin grey lines, forming a complex web-like structure.

4.

# Marketing Idea Bank

## Tech/Online Ideas

### Start Your Own:

- ⦿ Newsletter
- ⦿ Blog
- ⦿ Podcast
- ⦿ YouTube show
- ⦿ Clubhouse app
- ⦿ Social media\*

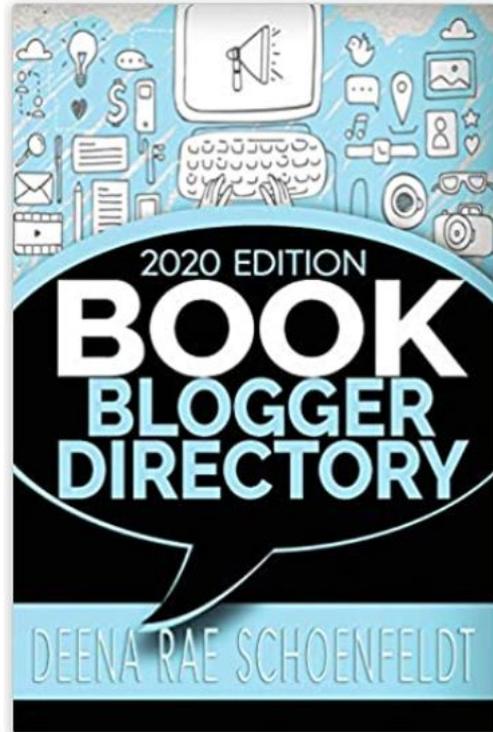
### Join Others:

- ⦿ Guest blogger
- ⦿ Podcast guest
- ⦿ Contact book bloggers/reviewers
- ⦿ YouTube guest

### Use a Service:

- ⦿ Book Funnel, Bargain Booksy
- ⦿ Bublish
- ⦿ Short story apps
- ⦿ Book Sniffer or other book apps

## Where can I find these things/people?



- ◎ Google is your friend!
- ◎ Take time to research--some book-focused programs lean more traditional
  - Remember your audience!
- ◎ Oftentimes people will put guidelines for guests
- ◎ Always be polite and follow their “rules”
- ◎ Keep trying!

## Social Media

- ◎ Social media is good for **soft** marketing and making/maintaining connections
- ◎ Not good for hard marketing
- ◎ Use your time wisely!!
  - You DO NOT need to be on every platform

## In-Person Ideas (some can be done virtual)

- ⊙ Events at bookstores
- ⊙ Events targeting your audience
- ⊙ Table events
- ⊙ Book stores
- ⊙ Stores related to your book theme
- ⊙ Speak to book clubs
- ⊙ School visits
- ⊙ Workshops with libraries
- ⊙ Guest speaker for regional clubs
- ⊙ Conferences
- ⊙ Community clubs
- ⊙ Storytime
- ⊙ Other ideas?

A decorative network diagram in the top-left corner, consisting of various sized nodes (some solid, some hollow) connected by thin lines, forming a complex web structure.

5.

**What \*not\* to do**

# Don't Be Pushy

# Don't Try to Do Everything

Don't Give Up



# Lasting Relationships

It's not just about launch day!



## Be Yourself

Make genuine connections  
with people as much as  
possible

Your not just selling your  
book, you're selling “you”



# Thanks!

## Any questions?

You can find me at:

[info@orangeblossombooks.com](mailto:info@orangeblossombooks.com)

[www.orangeblossombooks.com](http://www.orangeblossombooks.com)

