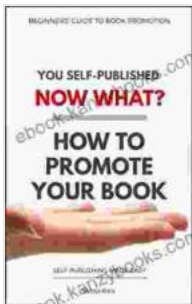


# You Self-Published. Now What? How to Promote Your Self-Publishing Made Easy

You've done it! You've written and self-published your book. Now what? How do you promote it and get people to read it?

Don't worry, we're here to help. In this article, we'll provide you with a comprehensive guide on how to promote your self-published book, from building a website to using social media to running ads.



## You Self-Published, Now What? How to Promote Your Book (Self-Publishing Made Easy 2) by Mateja Klaric

★★★★☆ 4.6 out of 5

Language : English  
File size : 453 KB  
Text-to-Speech : Enabled  
Screen Reader : Supported  
Enhanced typesetting : Enabled  
Word Wise : Enabled  
Print length : 188 pages  
Lending : Enabled



### 1. Build a website

Your website is your home base for all things related to your book. It's where people can learn more about you and your work, buy your book, and connect with you on social media.

When building your website, be sure to include the following:

- A clear and concise description of your book
- A professional author photo
- Links to your book on all major retailers
- A blog where you can share your thoughts on writing, publishing, and marketing
- Contact information so people can reach you

## **2. Use social media**

Social media is a powerful tool for promoting your book. It allows you to connect with potential readers, build relationships, and generate buzz around your work.

Here are a few tips for using social media to promote your book:

- Create a social media profile for your book. This will give you a dedicated space to share updates, interact with readers, and run ads.
- Use relevant hashtags to help people find your content. For example, if you're promoting a mystery novel, you could use hashtags like `#mystery`, `#thriller`, and `#suspense`.
- Share excerpts from your book. This is a great way to give potential readers a taste of your writing and get them hooked.
- Run contests and giveaways. This is a fun way to generate excitement around your book and get people talking about it.

## **3. Run ads**

Running ads is a great way to reach a larger audience and promote your book to people who might not otherwise find it.

There are a few different ways to run ads for your book. You can use social media ads, search engine ads, or display ads.

When running ads, be sure to target your audience carefully. You want to make sure your ads are seen by people who are likely to be interested in your book.

#### **4. Get reviews**

Reviews are essential for promoting your book. They give potential readers a sense of what your book is about and whether or not it's worth their time.

There are a few different ways to get reviews for your book. You can ask friends and family to read it and give you feedback. You can also reach out to book bloggers and reviewers.

#### **5. Attend events**

Attending events is a great way to meet potential readers and promote your book in person.

There are a number of different events you can attend, such as book fairs, author readings, and signings.

When attending events, be sure to have plenty of copies of your book on hand. You should also be prepared to talk about your book and answer questions from potential readers.

#### **6. Get creative**

There are endless ways to promote your self-published book. Get creative and think outside the box.

Here are a few ideas:

- Create a book trailer.
- Offer a free sample of your book.
- Partner with other authors in your genre.
- Submit your book to literary magazines and contests.

Promoting your self-published book can be a lot of work, but it's essential if you want to reach a wider audience and get your book into the hands of readers.

By following the tips in this article, you can create a successful promotion plan that will help you sell more books and build a loyal following of readers.

So what are you waiting for? Get started today!



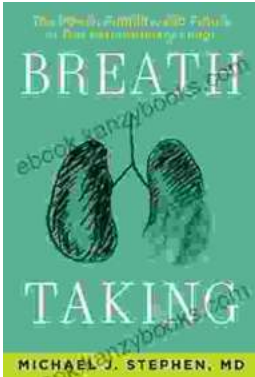
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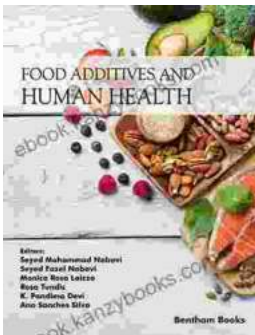
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