

Planning Your Book Launch:

Q & A with Davis Bunn, Janet Kobobel Grant, and Laura Christianson

You have a book in the works. When should you reveal the cover? What should you include on your author website? Do you have to be engaged on several social networks? Hire a publicist? Run contests with big-ticket prizes? During this panel discussion, you'll learn insider secrets for planning a successful book promotion.

The Big Shift in Book Marketing

- Why you need to take the lead in marketing your book(s).
- *Ideal readers* and *ideal book buyers* are not necessarily the same person.
- What it means to “invest in your readers.”

Your Book Marketing Plan

- What a marketing plan is and why you need one.

Audience Q&A

Potential questions you may wish us to address:

1. How long before my book comes out should I build my author brand: website/blog, e-mail list, social networks, and direct mail pieces?
2. What key elements must I include on my author website?
3. How important is public speaking to building my author platform?
4. When do I reveal my book's cover?
5. What should I do to promote my book?
6. Should I hire a publicist? How do I find the right one? How much should it cost?
7. How many Amazon and Goodreads reviews should I shoot for? How do I get people to write reviews?

8. What kinds of online book launch activities (contests, giveaways, Kickstarter campaigns, scavenger hunts, etc.) work best?
9. How can I establish a good working relationship with the marketing team at my publishing house? What's "kosher" to ask for and not ask for, in terms of marketing support?

Contact the Facilitators

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