

## **Marisha Chamberlain's 10 Book Marketing Tips for the Literary Novelist**

1. Several months in advance of your publication date, get a face-to-face meeting with your editor and publicist, ostensibly about marketing matters, but with the aim to get to know them as people. Bring your agent, if possible. You will probably pay your own travel costs to the meeting. It will be worth it.
2. Ask the editor and publicist to describe an ideal relationship with an author. Ask for dos and don'ts for the author helping to get the book attention. Use these questions as a beginning of mapping out the marketing plan. Ask *last* what you can expect of them in marketing your book.
3. Follow up with an email detailing your understanding of the marketing plan and your part in it. Send to your agent and to your publisher (the editor and the publicist). Ask for their comments on the plan. Revise the plan based on these comments and post it at home where you can see it.
4. Clarify for yourself what your aim is in fulfilling this plan. For instance, what are you trying to accomplish with book events? Be specific and simple. For example: my aim is to introduce myself personally to readers who may want to read not only this first novel, but my next. Stay simple, stay focused.
5. Coordinate your book tour with the publicist. Communicate about every invitation you get, and let the publicist lead, if possible. Don't embarrass the publicist by unwittingly double-booking yourself.
6. Develop criteria for events worth doing, such as, (1) a built-in audience that knows you personally or knows your book (2) a friend willing to help bring in an audience (3) a school or campus visit connected with your book event
7. Say yes to any offers to help get the word out about your book from friends in faraway cities. A 'meet the author' party or book club appearance can be very much worth doing, depending on your criteria. (See 6.)
8. Team up with another writer whose work you admire, to present together. This gives you an opportunity to introduce another writer's work to your following, doubles the audience and takes the pressure off you as a solo act.
9. Pace yourself. Four events in a week is about the maximum, unless you're wildly extroverted. If you really must have a six-event week, plan time off soon after, or you'll start to resent book marketing.
10. Use the novelty of your first book tour to generate ideas for your online presence (Twitter, Blog, Facebook). Tell how it's going. Tell the best and the worst of it, while keeping in mind how fortunate you are to have your novel out and to actually be on tour, *whatever* the tour may prove to be.