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9 Tips for Gaining Leads and Conversions by Marketing Your Book

- 1. Relevance** - Does the title and subject of your book align with your back-end product or service? Readers with whom your book resonates will be more interested in what you sell if there is that connection. And a clear link between the book and your product can shorten the time needed for an ROI.
- 2. Stay the course** - There may be a considerable time delay before you see a return on investment from your book marketing efforts. One expert suggests an average breakeven time of 60 days across \$1.5 billion worth of ad spend. So be patient.
- 3. Robust tracking** - It's important to consider all costs, including campaign management fees and ad costs, when calculating the return on investment. And again, ROI isn't instantaneous. For one thing, getting new people to know about your work takes time.
- 4. Consider your conversion process** - The conversion process can significantly influence the speed and success of a sales strategy. Sales calls, or having setters and closers as part of the sales team, can boost conversion rates, potentially to above 80%. Simpler offers without a sales process might result in lower conversion rates, especially when relying solely on webpages or email follow-ups.
- 5. Know the pros of your platforms** - Learn what advantages a promotion platform offers. Facebook for instance, is good for direct lead generation, while Amazon is effective if the goal is to boost book circulation, despite Amazon's lack of customer data provision.
- 6. Have a CTA** - Include calls to action in your book to direct readers to an email list or website, and better further the customer journey.
- 7. Cold campaigns** - Cold campaigns target a broad range of audiences, including lookalike audiences that resemble current subscribers or past customers, detailed targeting based on interests, or broad targeting without specific details. That said, warm campaigns have their place, and it can take testing to see which is more effective.
- 8. Focus less on direct monetary gain** - A book is more valuable as a tool for building one's brand and creating value. The expectation should be to provide valuable knowledge and solutions, which, in turn, can attract a targeted audience.
- 9. Get qualified help** - The advice or service of an expert can be invaluable in ensuring the success of your campaign. They will have had experience with numerous authors and cases, and made it their specialty to achieve more leads, conversions and sales for their clients. If you'd like help marketing your book, you'll find Chris Benetti and his services at smartauthormedia.com.

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