



# Smashwords Book Marketing Guide

*Mark Coker*

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## **Smashwords Book Marketing Guide** Mark Coker

Learn how to market any book. This popular book marketing primer has helped over 100,000 authors and publishers dramatically improve their book marketing results.

The Smashwords Book Marketing Guide contains practical, easy-to-implement advice on how to market any book. 41 simple, do-it-yourself marketing tips explain not what you can do to market your book, but also explain the context and thinking behind each recommendation. The marketing techniques apply equally well to both ebooks and print books.

Here's what you'll learn in the Smashwords Book Marketing Guide:

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Background on Smashwords

Setting expectations

How Smashwords helps authors and publishers market books

Adopting a proactive marketing mindset

Marketing starts now

Hyperlinks help readers discover books

The importance of authors helping authors

### 41 Marketing Tips (all free to implement!)

Tip #1 – Update your email signature

Tip #2 – Post a notice on your web site or blog

Tip #3 – Contact your friends, family, co-workers and fans

Tip #4 – Post a notice to your social networks

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Other Kindle Books by Mark Coker

Smashwords Style Guide (how to format and produce an ebook)

## Smashwords Book Marketing Guide Details

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# From Reader Review Smashwords Book Marketing Guide for online ebook

## Coreena McBurnie says

This is a great free and easy to read book about marketing your book written by Smashwords founder, Mark Coker. I have yet to publish my book, but am doing so soon, so am doing research to help with the marketing. Coker's book has lots of great tips, all of them free, about how to market your book.

The first half of the book gives a bit of a history of self publishing and outlines what Smashwords does, how books are distributed. I have seen a lot of complaints that this book is just a big advertizement for Smashwords, but I enjoyed learning more about what they do -- and it is a free book put out by Smashwords. Also, don't read that part of the book if you don't like it.

Next, Coker explains about book marketing and social media, how hyperlinks work, building a platform, and how authors can help each other. This was a useful overview, especially for someone like me who is diving right in and trying to understand how it all works.

Finally, there are 41 free marketing tips. You can pick and choose what to do and what will work for you. Some are easy, like updating your email signature, and some are more involved like, publish more than one book. This is a great check list of things to do, compiled in an easy list with clear instructions on how to do them and why they are a good idea.

Overall, I got a lot out of this book -- and it gets the juices going for how to market, something I'm not familiar with at all. I appreciate Coker putting this book out and especially that it is free. I didn't always agree with his advice, but it gave me a place to start and lots to think about.

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## J.D. Spero says

### Great, actionable tips that won't break the bank!

Easy to read, helpful information on how to market your book. Come away with a to-do list that empowers the author. I've also recommend Coker's Style Guide. Thank you!

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## Jean Oram says

Lots of great marketing tips from authors. A crash course (that's free!) for anyone looking to publish in any format. It's a whole new world and we need to get our work out there!

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## Allan Walsh says

**Book Review – Smashwords Book Marketing Guide by Mark Coker**

Smashwords Book Marketing Guide by Mark Coker is a non-fiction that covers off of marketing techniques.

**The Cover:** The cover is basic but professional and clearly fits the non-fiction title.

**The Bad Stuff:** This is an obvious Smashwords promotional tool and the tips provided really shouldn't be anything new to the average author who has been publishing for a while.

**The Good Stuff:** The book is well produced and all the basic marketing tips are here in one place (along with a few things that some authors may not know or have considered). This would certainly be a very useful resource for a new writer and will help them set themselves up as an author, giving them the best shot at making their writing a successful business.

Overall, this is more a marketing tool for Smashwords and I really don't have an issue with that. In my opinion this book does not contain much in the way of new information for a writer that has been self-publishing for a while (though I appreciate there are differing levels of experience out there). It is however a treasure trove of good ideas and advice for the novice. For this reason I'm giving this one a profile lifting 3 out of 5 golden bookmarks.

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### **Tallulah A. Scribbles says**

As an avid reader, blogger, and Shelfari Librarians & Editors group member, I am often surprised how few of the tips in this e-guide have been followed by authors. Don't just publish your book and hope that we will come. Help us find you.

I picked up "Smashwords Book Marketing Guide – How to Market any Book for Free" (Smashwords Guides) because it was free, short, and available for Kindle. [I am also a bit nosey.] This guide provides authors and publishers basic practical advice on how to market their books. The title is pretty clear. No bait-and-switch here.

Yes, this e-guide is a marketing tool for Smashwords. I think that it is a good way to get the word out about their services. Although I am not an author, I can see why people would use it. I have a couple of books from authors who used Smashwords and can see that they have put some of the tips to work. If you are curious about Smashwords, this guide is a good place to start.

Yes, you can get something out of reading it even if you don't plan to use Smashwords. Yes, you can probably find similar tips all over the web. However, with this book, you don't have to hunt them down. You get 30 solid tips (paired with comments from Coker's PR perspective) all in one place for easy reference.

So, take 30 minutes to read the 39 pages and review your marketing plan. Do you have all of the relevant marketing tips covered? If it helps you tweak at least one area in your marketing mix, then it was worth the reading time and monetary investment (IT'S FREE PEOPLE – as of 5/21/12). If you are ahead of the curve and it is too basic for you, considering passing the book on to another author who could use the help. Consider it karma-worthy. Your thoughtfulness may come back to help you someday.

I am taking my own advice and making some updates to my marketing plan based on the "Smashwords Book Marketing Guide – How to Market any Book for Free". Sometimes it pays to be nosey.

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## **Wanda Luthman says**

### **Book Marketing Tips**

I wish I had read this book first before I published my first book. Mark Coker covers all the different aspects of marketing your book in a way that does not feel overwhelming. He is clear and honest. I highly recommend this book to new authors but my bet is seasoned authors would learn a trick or two as well.

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## **Ronda Del Boccio says**

although this book is very basic, it has some really good reminders. For example, I had started in about Me page but pretty much forgotten about it. So I gave that a fresh lick of paint. These are things that are easy to do and are definitely important for any offer to have, so I still recommend it even for the more seasoned author. Worth the read.

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## **Jane says**

*Smashwords Book Marketing Guide* has forty-one marketing tips on how to get your self-published book not only to market but promotion ideas too. It was an interesting read for any self-publishing author or for that matter for any author. With forty-one ideas it is bound to be useful to all authors to promote their books and stories. It is worth the short time it takes to read and keep for handy reference too.

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## **Sharon says**

There's a better than average chance that, as an author, you haven't given much thought to how to market your book. I've met several authors over time who believe that just putting a quality book out there is all that it takes; somehow, magically, your book will just sell itself.

Except, that isn't reality. The challenge for independent authors is that we have to wear all of that hats -- and that includes being your own marketing director. Even traditional publishers aren't putting much money into marketing anymore, so it behooves authors to learn best practices for tooting their own horns without being obnoxious.

This book literally is the guide to those best practices. Smashwords CEO Mark Coker provides lessons learned from his days not only in corporate PR but as an author himself. This little book, free of charge on Coker's site, provides easy tips to incorporate into your marketing plan, as well as practical examples.

If you read no other business book as an author, read this one.

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## **Jay Williams says**

### **Good rehash of previous work**

Read the earlier version so this was just like a review of practices. He did have some updates to it and it would help if those were highlighted somehow. His tips are useful and worthwhile and you can't argue with the price (free) so every author should get this and at least skim the contents.

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## **Kenna Reed says**

As an introvert self-published author, this was great advice on not only why to get out and be part of the big world, but how. Will I find it easy? No. There are some tips that are scary and would force me too far outside my comfort zone. But this is about baby steps. Now, if you'll excuse me, I'm about to go off and update my back-matter.

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## **Brian K. K. says**

### **The Best Free Advice You'll Ever Get**

I met Mark Coker at a book convention last year and was impressed with his knowledge of the self-publishing field. This book made me a fan.

The Smashwords Book Marketing Guide is packed with advice we all need to follow that isn't limited to using the Smashwords platform. There's solid guidance for getting the word out about one's work and to build a reputation as a creator. Definitely a book to read and then dive into later to refresh the memory. Very highly recommend!

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## **Jessica Adams says**

I downloaded a free ebook back in November of 2015, but I didn't get around to reading it. I didn't know what Smashwords even was, but it was free and I needed all the help I could get with marketing my children's book. It was not until a fellow author introduced me to the coupons you can create on Smashwords that I decided to read this book. I think this book is very helpful to authors trying to promote their books. It is a basic book, would be most beneficial to newly published authors.

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## **Lee Rubsam says**

I eagerly awaited Mark Coker's new edition of the Smashwords Book Marketing Guide, and have not been disappointed! Whether you distribute your e-book through Smashwords or not (and you should) this book is full of practical marketing advice. It's always free, and whether you're new to indie publishing or you've been around for some time, you will find lots of valuable tips here.

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## **Les says**

I should have realised that this book would just be a big ad for Smashwords. The first half of the book is about how Smashwords can help you, the second half of the book is genuine tips and suggestions on how to market your book. Of the 30 or so tips two were ones that I had never thought of before so that makes reading this book completely worthwhile.

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