



Sustainable Book Marketing for Indie Authors

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Do you suffer from....

Book marketing anxiety?

Fear of missing out?

Obsessive checking of sales numbers?

Sense of marketing inadequacy?



Sustainability

1. Market Sustainability
2. Financial Sustainability
3. Personal Sustainability

3 irrefutable truths

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1. Publishing is in a state of flux

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2. Indie author business models are unique

3 irrefutable truths

1. Publishing is in a state of flux
2. Indie author business models are unique
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Market sustainability

—— #1 Truth: Market Impermanence ——

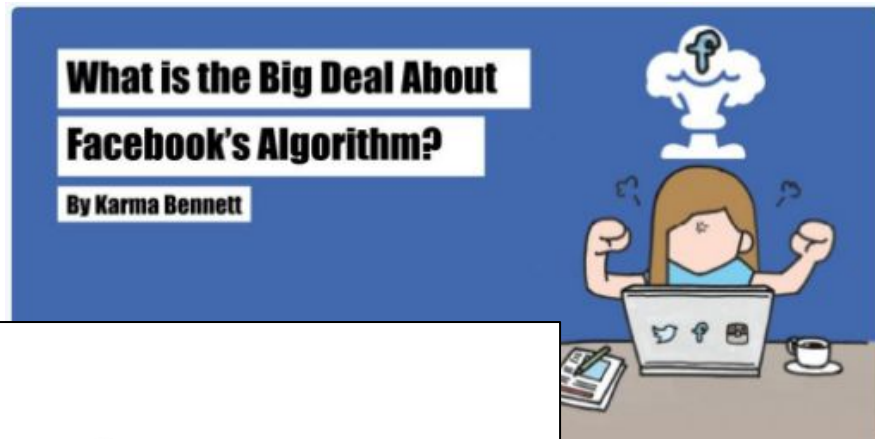
Stuff changes -- all the time

Facebook algorithms

Kindle Unlimited policies/payouts

Amazon listings

BookBub policies



Rented land

Facebook

Amazon (really)

BookBub and other promotion sites

Instagram

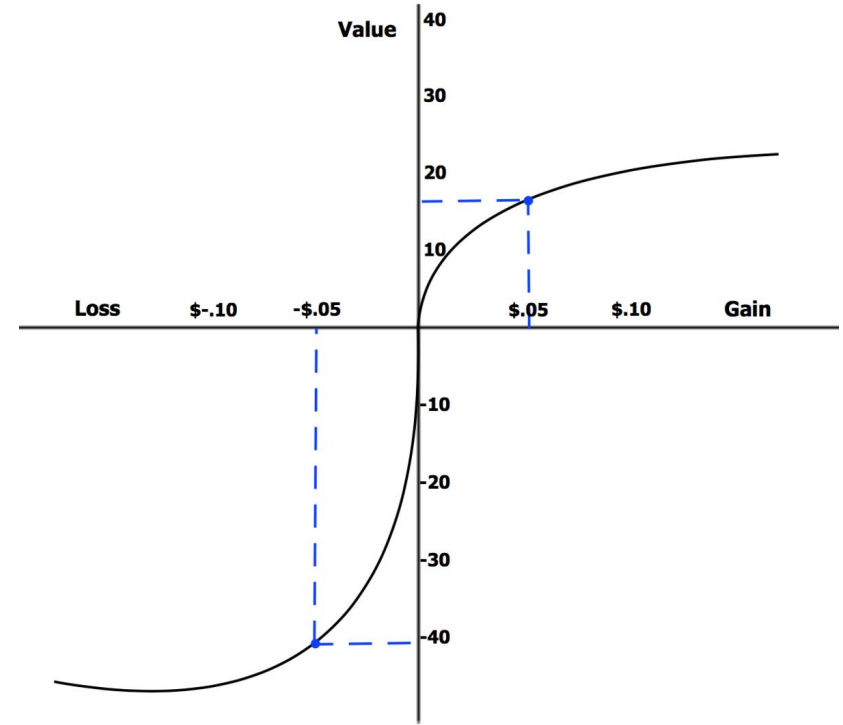
Goodreads



Loss aversion

Loss hurts twice as much as gains.

We risk more to avoid losses.



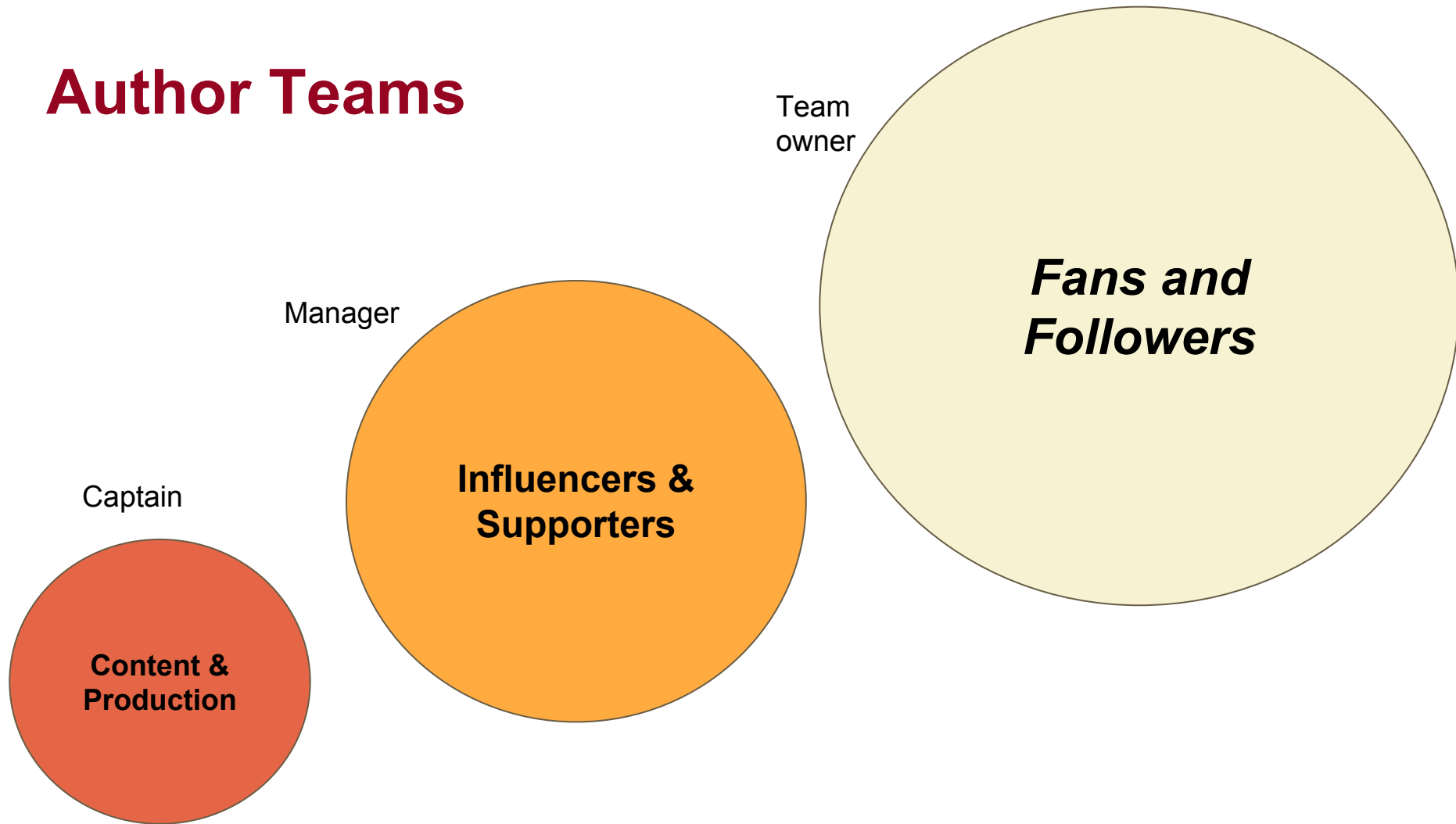
Sustainable book marketing...

...survives changes in algorithms and policies

...builds your author platform while selling books

...is based on long-term strategy

Author Teams



Author Platform

Manager

**Influencers &
Supporters**

Team
owner

***Fans and
Followers***

A diagram illustrating the components of an Author Platform. It features two circles: a smaller orange circle on the left and a larger yellow circle on the right. The orange circle is labeled 'Influencers & Supporters' and is associated with the role of 'Manager'. The yellow circle is labeled 'Fans and Followers' and is associated with the role of 'Team owner'.

You own your platform

Email lists

Content I generate & publish

Relationships

Enduring strategies

Providing value

Understanding your ideal reader

Building your fans and followers

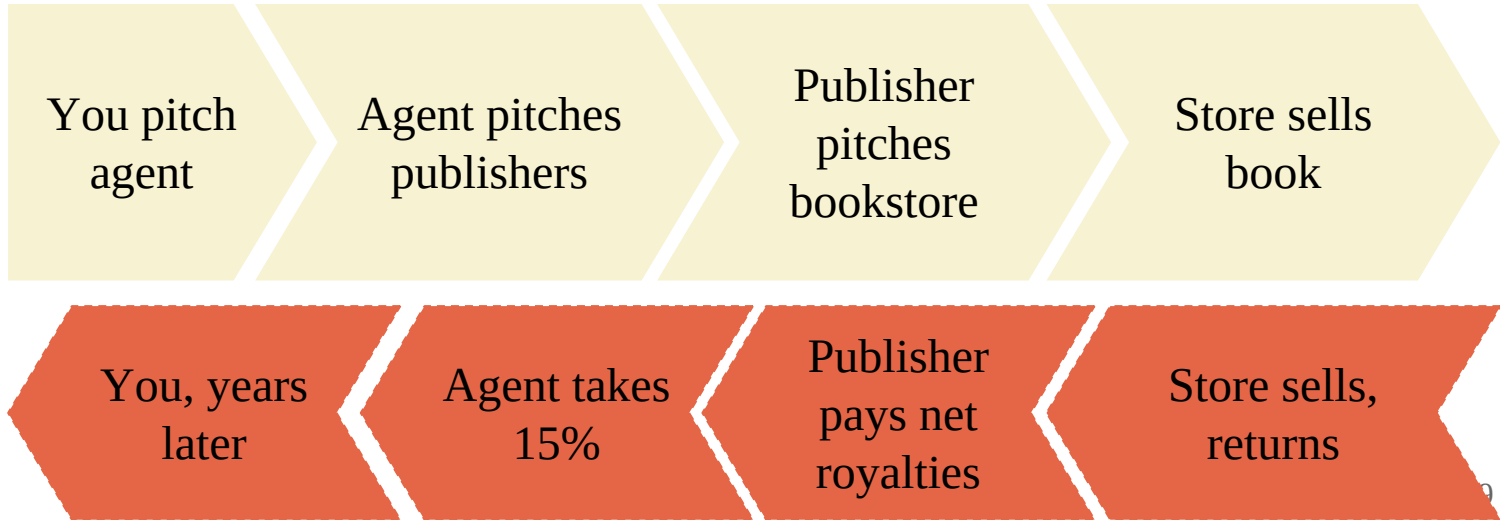
Managing relationships

Worksheet: Market Sustainability

Financial Sustainability

— #2 Truth: Indie business models —

Traditional vs. indie



Traditional publishing

1. The publisher's customer is the retail bookstore
2. The bookstore markets to customers (or not)
3. The shelf life may be short

Think like an indie publisher

1. *Your customer* is the buyer (and maybe retailers)
2. (Amazon can help you market)
3. Time is on your side!



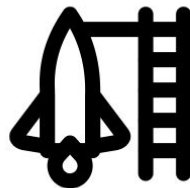
Rethinking publishing truisms

Formats

Pricing

Timing

The big launch

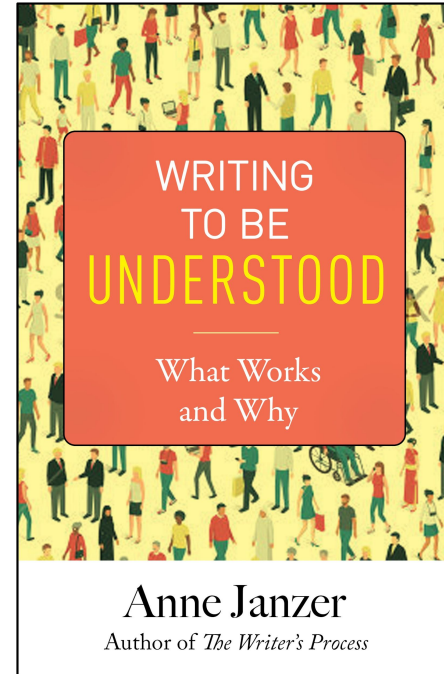


Case study - the next book

August

Paperback and hardback at the same time

“Also Bought” Launch



Financially sustainable book marketing...

Requires investment of money, time, or both

Has long-term return on investment

Doesn't make you broke

Multiple revenue streams

Book marketing strategies

Genre specific

Indie authors have more options

The \$6.50 thank-you with a difference

Promotions - Pros and cons

Using them to expand reach, growth, etc.

Relying on them for everything

The dopamine hits

Sales pages

“Validation”



A decorative graphic on the left side of the slide consisting of a teal triangle and a white diagonal stripe.

**Money and data or
people?**

Investing in the Platform

As your platform grows, so does your marketing reach.



Worksheet: Financial Sustainability

Personal Sustainability

— Truth #3: You're never done. —

Personally sustainable book marketing....

... leaves you time for writing

... doesn't drain your energy (or health)

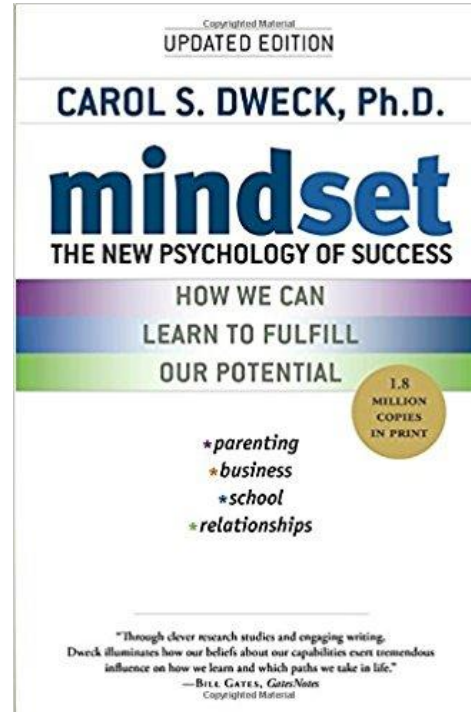
... supports personal growth

Strengths

Apparent strengths vs. real ones

Discomfort vs. growth

Growth mindset



Personal strengths worksheet

Things you know you're good at (and enjoy)

Things you could try or learn more about

Things you should give up or get help on

Moving to sustainability

— What makes sense for you —

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Your sustainable plan ...

...withstands changes in the industry

...supports your specific business model

...maintains your sanity and time for writing

3 filters to apply to marketing advice

1. Genre
2. Platforms
3. Strengths



Workshop!

Biggest dangers to personal welfare

FOMO

Scarcity

Chasing short-term wins

Perfectionism



Enough

— Is a moving target —

Your next actions

Want to connect?

AnneJanzer.com

- Every-other-week writing practices
- Monthly book marketing list

Contact me directly: Anne@AnneJanzer.com

