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# **Effective Online Marketing For Authors And Publishers**

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## Introduction

### Do you want to sell more books online?

The Internet has evened out the playing field between big businesses with millions of dollars in their advertising budgets and smaller businesses with only a few hundred dollars earmarked. Being able to get online has enabled book publishers to reach people who would have never heard about their books otherwise and sell more books as a result.

Selling books online makes a lot of sense:

- **Your overhead is minimal** – all you need to sell online is a web site, a shopping cart and a payment processor.
- **The buying process is mostly automated** – buyers are able to purchase your book by completing a payment process online. Once you receive notification that someone paid for your book, you just need to mail the book to the customer. (With digital products like e-books, you can even automate delivery.)
- **You can drive hundreds of buyers to your web site for little or no money.** Applying online marketing techniques requires some marketing knowledge, but it does not cost a lot of money. In fact, it will not cost any money to apply many of the techniques I will be discussing in this special report.

It is important to now that that it's not enough to put up a web site to sell your books and expect an avalanche of sales to come immediately. If you want your web site to become a real sales machine, you need to use online marketing techniques to drive traffic to it. The more targeted traffic you can drive to your web site, the more books you will be able to sell. In this report we will discuss a few different techniques to help you do just that.

## Create A Web Site That Actually Sells Books

Your web site is the foundation of your business; it is as simple as that. Your web site visitors decide in less than a second whether they will stay and explore your web site, or move on to the next one. Use these web site tips to maximize your chances of web site visitors sticking around your web site, and actually buying from you:

- **Have A Professional Web Site.** You are a professional, so make sure that your web site reflects that fact. Your web site does not have to have a formal look, especially if your book is not about a “formal” subject.



Your web site should be professional, but not completely dry. It should speak to your customers, tell them about you and your books, and at the same time create a feeling of trust.

- **Make The Web Site Easy To Use.** Different people may want to use your web site differently. Some may want to buy your books. Others may want to learn more about you. Yet others may want to get in touch with you, read your articles, etc.

As various visitors with varying purposes come to your web site, they need to have an easy way to find and do exactly what they want. To achieve this, make your web site easy to read. Use bold text, a color or two and a lot of white space to separate the text and point your visitors in the right direction.

- **Create User-Friendly And Easy To Follow Web Site Navigation.** In order for your web site visitors to navigate easily and effectively around your web site, you need to provide them with an easy-to-use web site navigation menu.

The navigation menu should be consistent throughout the web site. This way your web site visitors get used to it and are able to use it to navigate from one section of your web site to the next. For an example of a good web site navigation menu, see the menu on the left hand side of my web site,

<http://www.AvocadoConsulting.com>

- **Make It Easy For People To Buy From You.** Sometimes online business owners make the mistake of creating a professional, user-friendly web site, but make it excruciatingly hard for web site visitors to buy anything from them.

Remember, the main purpose of your web site is to be a good sales tool. Therefore, you should make the buying process as easy as possible:

1. **Make sure that it is very easy to find the products you are selling.** Make sure there is a separate item for products in your web site menu, or an equally easy way to find the products. If you have many products, consider having a "Search" function to find them. Otherwise, be sure to group them by logical categories.
2. **Create good sales copy.** You know how great your book is, but your web site visitors don't. Create a crisp, effective sales copy that convinces your web site visitors that they should buy your book.



3. **Spell out the terms of sale on the web site.** If this is a tangible book, tell your buyers when it will be shipped. Tell them how long it usually takes to ship, what shipping methods are available, etc.

If this is an e-book or a digital product, tell the buyers how they will get access to it – by downloading it, but e-mail, etc.

4. **Make the checkout process as easy as possible.** Create a checkout process that helps you collect the information you need, as well as the payment, and at the same time is as easy and intuitive for your buyers as possible.

- **Have Newsletter Sign-Up Box On Every Page Of Your Web Site.** Not everyone is going to buy from you as soon as they find your web site. Research shows that potential buyers need to hear from you an average of 8 times before they will buy.

In order to keep in touch with your potential buyers, you need to publish a newsletter. And in order to get as many subscribers as possible, place the newsletter sign-up box on every page of your web site. See the next section of this report on tips for publishing an effective newsletter.

## Starting And Publishing An Effective Newsletter

The majority of visitors to your web site will not buy your books or other products immediately. Many customers need time to build up the trust factor with you. When they visit your web site for the first time, they are not sure who you are, so they may (understandably) not be ready to buy from you. The best way to create trust between you and your online customers is by publishing an online newsletter.

If a potential customer comes to your web site, does not buy, and leaves, you have lost this person forever. However, if you offer a free newsletter on your web site, you will have the opportunity to share information with this person and market to this person again and again.

Make sure there is a link to the newsletter subscribe page (or a newsletter sign up itself) on every page on your web site. After all, the vast majority of your web site visitors leaves without buying anything from you. Make sure that you can stay in touch with some of them by asking them to subscribe to your newsletter.



An effective way to convince your web site visitors to subscribe to your newsletter is to offer something in exchange for free. You can offer a short report, an article or a chapter from your book. A free gift convinces more people to subscribe to your newsletter. See an example of using a free gift to get more newsletter subscribers at my Effective Online Marketing Newsletter Page, [http://www.avocadoconsulting.com/free\\_newsletter.html](http://www.avocadoconsulting.com/free_newsletter.html)

Your newsletter is not one giant ad for your business. Rather, you should use your newsletter to connect with your subscribers and offer something of value to them – information, tips, ideas, resources. Of course, the newsletter should also contain information about contacting you and about your books and other products.

Make your newsletter content-rich. The content is what will keep your subscribers reading your newsletter, buying from you and forwarding your newsletter to their friends and colleagues.

## Using Business Blogging To Promote Your Business

A blog is an excellent tool for any author to promote his or her books. When you wrote your book, you did a lot of writing, and publishing a business blog involves more of that – writing.

So what is a blog? A blog is your business journal, a tool that can help keep your customers and web site visitors up to date with what is going on with your company. A business blog is an excellent tool to toot your own horn, let the world know about your new products, and tell your target customers why they should do business with you rather than your competitor.

Don't have a blog for your business yet? No problem! Here is how you can start blogging in just five easy steps:

- **Set Up A Blog For Your Business.** If you don't want to have to set up things on your own, visit Wordpress.com. Wordpress.com will host your blog on its server, so that you don't have to add anything to your own web site.

I recommend, however, spending a bit more time and getting blogging software that you can install on your own web site. You can get free blogging software at WordPress.org, set it up on your web site and start blogging very fast. Using the



software on your own web site will help you build your own brand with your blog and fully benefit from the additional web site traffic that the blog will create.

- **Make Your Blog An Extension Of Your Business Identity.** The look and feel of your blog should match that of your business web site. Don't forget to include your logo!
- **Don't Make Your Blog Into A Giant Ad.** Your readers will immediately recognize that ruse and stop reading the blog. Instead, post the items that are of interest to your current and potential customers. Use the blog to post tips and ideas, articles, information about new products, etc. Discuss trends in your industry or issues of paramount importance to your readers.
- **Strike A Balance Between Personal And Business Stuff.** While customers like to read the blog to learn about the person behind the business, don't use the blog as a tool to vent, complain and discuss the details of your personal life. You use the blog to converse with your customers, so the blog should be as professional as your newsletter and phone conversations with customers.

It is great to post a story about how you helped a client get an important product out on time, and how proud that made you feel. It might not be appropriate to post a story about an argument you had with a video store clerk over the weekend.

- **Leverage Your Blog.** When you are in business, you realize that many customers have similar questions/concerns. Maybe people are asking the same questions about your book over and over again. Address these questions in your blog, and when another customer has the same question, link directly to the blog entry that answers these questions.

A blog is an excellent tool to reach potential customers, rank higher in search engines and generate more of the ever-important targeted visitor traffic to your web site. For an example of a business blog, take a look at my blog at <http://www.avocadoconsulting.com/marketing/>

## Article Marketing

Article marketing is one of my favorite online marketing techniques. It has helped me promote my expertise, get my name on many different web sites and get re-printed on thousands of web sites, blogs and newsletters. In fact, if you search Google for Biana Babinsky, you will get over 22,000 results.



Article marketing is an excellent way for authors and publishers to promote their expertise and books online. Here is how it works:

- **Write An Article Of Interest To Your Target Customers.** Your article needs to be interesting and useful, in order for it to be picked up by web site owners and newsletter publishers. At the same time you want it to appeal to your target customers – these are the people who you want to read your article, learn more about you and, ultimately, buy your products.
- **Write A Good Resource Box.** A Resource Box (also called an Author Box) is a paragraph that comes right after the article. It introduces the author to the article readers and contains link(s) to the author's web site. You only have a few seconds to grab the readers' attention and get them to click on the link in your Resource Box.

Make your Resource Box short and to the point. People get bored easily, so don't use your resource box to mention the awards you have received in the last 5 years or the names of your top 25 clients. Instead, concentrate on what the article reader wants to know about. They want to hear about your qualifications, and they want to know what's in it for them. How can they check out your web site? Can they get a gift from you?

The most effective Resource Boxes offer a gift in exchange for an action. If you followed our suggestion in one of the previous sections, and are offering a gift to everyone who subscribes to your newsletter, offer this gift in the Resource Box.

- **Submit Your Article To Article Directories.** In order to get the most exposure for your articles and your expertise, submit your article to Article Directories. Pick 10-20 directories where you article can get exposure, and start submitting! Here are a few Article Directories I recommend:

<http://www.ezinearticles.com/>

<http://www.goarticles.com/>

<http://internationalpractice.com/business/>

<http://www.buzzle.com/>

<http://www.ideamarketers.com/>



## Turn Your Book Into Other Products

Having written a book is a huge achievement – it makes you an author, it becomes a vehicle to promote your business and your expertise, and you can make money on your book sales.

However, you can further promote your business and expertise and make more money if you re-package the information in your book in a few different formats and media. Different people learn differently. Some prefer to read a book, others prefer to view a digital document online, yet others prefer to learn by listening to audio recordings while they exercise or complete simple tasks. You can reach more customers and as a result make more money if you make your information available in other formats, in addition to selling your book.

Here are different formats you can use to present your information:

- **E-books And Special Reports.** E-books are longer, and special reports are shorter manuscripts. These manuscripts are usually sold in the PDF format. The best thing about e-books and special reports is that both the selling and the fulfillment process can be completely automated. This means that once set up, you do not have to do anything for selling and fulfillment – everything is completely automated. Also, errors can be corrected or updated information provided with relatively little and effort; no reprinting, binding or restocking is necessary.
- **Audio Products** can be delivered through two different channels. They can be instantly downloaded from your web site in a popular audio format (MP3, Wave, etc.), or you could burn them onto a CD and physically ship the product.
- **Teleclasses And Teleseminars.** Create classes based on the material you have written about. Teaching classes over the phone is an excellent way to create additional income streams based on your book.

Teleclasses are a great example of re-packaging your material and selling it again and again. Material taught and discussed during teleclasses can again be reused to create special reports, e-books and audio products.

- **Workshops.** Workshops (teaching classes in person) can be used to teach to many people at once, instead of doing one-on-one sessions. You also gain a back-of-the-room sales opportunity for tangible books and courses on CD or DVD.



- **Community and Membership Web Sites.** Creating a community around your book and other products and services is another way to re-package your material. Your community web site is a powerful way to increase your sphere of influence and create a group of people who are interested in you and your expertise.

As you can see, you can increase your profits and promote your expertise by re-packaging your knowledge and materials. Re-use the materials you used for your book in e-books, teleclasses, workshops and reports – this will promote your expertise and increase your sphere of influence.

Thank you for reading this report. Now it is time to take action – use the marketing methods I have discussed in the report to sell more of your books and other products!

## About The Author

**Biana Babinsky** is the online business coach and expert, and entrepreneur. Online business and marketing is her passion - she has been in the field for the past ten years, and loves every minute of it. During this time, Biana have seen numerous fashionable web trends come and go, so she focuses on using proven, long term techniques in her work.

Biana holds a Bachelors degree in Computer Science from Cornell University, and a Masters degree in Computer Science from Purdue University.

Biana loves to write – she is the author of numerous articles, e-books and special reports and she publishes the [Internet Marketing for Solopreneurs By Biana](#) blog. Here are other resources available from Biana:

- [Effective Online Marketing Newsletter](#) subscribe to receive tips and articles on promoting your business online and get the special report, “*Top 5 Ways To Increase Your Online Sales*” absolutely FREE: [http://avocadoconsulting.com/free\\_newsletter.html](http://avocadoconsulting.com/free_newsletter.html)
- [Complete Step by Step Online Marketing Course](#) is your how-to guide to marketing your business online. The course describes, step-by-step, how to do business blogging, search engine optimization and many other online marketing techniques.
- [MarketingSalad.com, the Online Business Coaching Community](#). Members have access to online business teleseminars, worksheets and business coaching to help them get more clients and make more money online.