



Bill and Pam Farrel have written over 50 published books, so we have learned a little about book marketing, releases and launches over these years in publishing. Overall, I believe God wants all of us, in any part of publishing, to have an “othercentered” philosophy of marketing. Applying the Golden Rule of Jesus is a simple place to start,

“*[Market} unto others as you would like [marketed] unto you.*” (Matt 7:12, Luke 6:31 verse adapted to apply.) The Apostle Paul concurred when he challenged us to “consider others as more important than ourselves” and “*have same attitude as Christ Jesus who humbled himself...*” (Phil 2:1-11) Before you ask any of the questions below, ask yourself, “Am I willing to be an other-centered marketer and always ask, “How can I bless and build OTHERS? How can I encourage, enrich, educate and inspire others for THEIR good and gain?”

Here are a few questions I ask myself before I launch a new book. If possible, ask them while writing the book so you can weave connection between you and the reader into the pages. These questions are in no linear order, so read them and decide how you will apply and work your way through these.

God bless your writing!

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1. Have you prayed for the audience and readers of your book? Who are they? Have you created a customer avatar (portrait of your most likely customer: age, gender, interests, what they watch, where they go to church, are they married/sing/parents/grandparents?)

 2. Have you calculated the amount of time you can (should) give to marketing book? A marketing expert once told me writing is 70% marketing! I have calculated that in the year I am preparing for launch on thru the first year after (about a 15- 18-month window) I spend as much time marketing as I did writing the book. Mark off time to DO marketing weekly for at least a year.

 3. Have you pondered hiring part or all the book launch out to an expert (You will still have plenty of work that only YOU can do, but a publicist who is an expert can be very valuable if you can afford it.)

 4. Who are your most loyal friends and family? (Approach these to be street team members to spread excitement and specific helpful messaging to those in their world)

 5. Who are friends and colleagues with influence and platforms? Approach these to be possible endorsers and book influencers.

 6. Who are those well known in the field your book is entering? How can you bless them and build relationship with them? When relationship is strong enough these gatekeepers might be open to endorsement, influencer, or promoting your work with allowing guest blog or appearances of you or your book in front of their audience.

 7. What networks would benefit from your book (for example, do you have list of gatekeepers like Pastors, Directors of Women, children or youth Pastors, business leaders, entrepreneurs, etc.?)

 8. Which of my friends/ colleagues have radio shows or podcasts? Or Facebook Live/ You tube?

 9. Which of my friends/ colleagues have blogs I could guest blog on?

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10. Can I link my book to a positive CAUSE that will motivate and mobilize readers to be difference makers?
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11. Do I have 6- 10 unique blogs ready? Do I have 4-6 excerpts ready to share?
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12. Do I have 10 – 20 memes ready? (quotes, verses, images)
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13. Have I thought what could create a presale buzz?
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14. Do I have a plan for reaching and blessing meeting planners?
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15. Will my ministry sponsor any events at launch?
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16. Is there a business or ministry that I might consider partnering with for events, guest appearances, media, etc.?
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17. Do I have a plan to teach my book (locally, online, thru Facebook Live, Zoom, video curriculum, weekly, weekends, etc.)?
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18. Have I created a prayer covering (prayer team, prayer partners, prayer calendar, prayer meeting, etc)
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19. Do I have presale freebies and downloadables to thank loyal readers?
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20. Do I have thank you gifts that would bless endorsers, influencers, meeting planners?
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21. Have I created an online or networked community? These readers can discuss the book before and after release to create a buzz and expose and equip key leaders.
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22. Is my book set up for sales on multiple online retailers? (Amazon, Barnes and Noble, Christian Discount Books and many other retailers WORLDWIDE are available. Check with your publisher what has been arranged. {If you are self-published/Indie—you will have extra work at this step}).
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23. Have I talked with my publisher about what THEY will do and what they EXPECT ME TO DO? (Ask about marketing budget plans, launch plans, interviews, marketing pieces, and free product, etc.)
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24. Do I have a plan to celebrate on launch day? (and 6-8 weeks following—it is great to have more than one celebration, and some virtual and some LIVE. Other loyal readers and gatekeepers can also host celebration parties (Picture a network of celebrations)
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25. Have I looked at networking with networks? (denominations, military, biz leaders, para-church organizations, etc.)
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26. Have I cultivated relationship with media? (Possible ideas: bloggers, online magazines, print journals and magazines, devotionals, etc.)
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27. Have I thought out of the box of what would bring attention to book? (hot air balloon, a fun event or activity, billboards—brainstorm with a trusted team of marketing minds)
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28. Have I planted connections in the book that will bring readers to my website so I can capture their emails? (inventories, free test, cheat sheets, free downloadables, etc.)
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29. Do I have a lead magnet I can offer a potential reader? (sample chapter, checklist, additional bonus material, etc.)
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30. Have I surrendered this book and released it to HIM to do with as HE desires? My mentor in ministry gave me great advice when I was 19—and is still great wisdom now “Do my best and commit the rest” and “Give God your best and then leave the results to Him.”