

Marketing

Whether you publish a book yourself or go the traditional route, you will still need to market. A lot. Few authors like that, but it is reality.

Five Stars

1. Eager, Rob, *The Author's Guide to Email Marketing*
2. Eager, Rob, *The Author's Guide to Marketing Books on Amazon*
3. Eager, Rob, *Sell Your Book Like Wildfire: The Writer's Guide to Marketing & Publicity*
4. Eckstein, Kristen, *Author's Quick Guide to Having a Successful Book Signing*
5. Eckstein, Kristen, *Author's Quick Guide to Turning Your Book into Endless Content*
6. Edwards, Ray, *How to Write Copy That Sells: The Step-by-Step System for More Sales, to More Customers, More Often*
7. Giard, Kasey, *Reviews Wanted: An Author's Guide to Effective Networking with Book Bloggers*
8. Hart, Heather, *A Year of Book Marketing Part I*
9. Hart, Heather, *How to Get Honest Reviews (Book Marketing Survival Guide #1)*
10. Hitz, Shelley, *Marketing Your Book On Amazon: 21 Things You Can Easily Do For Free To Get More Exposure and Sales*
11. Miller, Donald, *Building a Story Brand: Clarify Your Message So Customers Will Listen*
12. Penn, Joanna, *How To Market A Book*
13. Sernovitz, Andy, *Word of Mouth Marketing: How Smart Companies Get People Talking*
14. Vaynerchuk, Gary, *Jab, Jab, Jab, Right Hook: How to Tell Your Story in a Noisy Social World*
15. Walker, Jeff, *Launch: How Ordinary People Are Creating Extraordinary Success Online*
16. Williams, Lacy, *the smart indie: copywriting*

Other Worthwhile Books

17. Bolme, Sarah, *Your Guide to Marketing Books in the Christian Marketplace: Third Edition*
18. Fox, Chris, *Launch to Market: Easy Marketing For Authors (Write Faster, Write Smarter #4)*
19. Godin, Seth, *All Marketers Are Liars: The Underground Classic That Explains How Marketing Really Works—and Why Authenticity is the Best Marketing of All*
20. Godin, Seth, *Tribes: We Need You to Lead Us*
21. Grahl, Tim, *Book Launch Blueprint: The Step-by-Step Guide to a Bestselling Launch*
22. Hitz, Shelley, *Indie Author Book Marketing Success: Proven 5-Star Marketing Techniques from Successful Authors and Book Marketing Experts*
23. Hyatt, Michael, *Platform: Get Noticed in a Noisy World*
24. Lamb, Kristen, *We Are Not Alone: The Writer's Guide to Social Media*
25. Nolfi, Christine, *Reviews Sell Books*
26. Stables, Ian, *The Blog Post Writing Formula: How to write a compelling blog post – An easy way to write blog posts fast*
27. Roberts, Lorilyn, *How to Launch a Best-Selling Christian Book*
28. Scott, Steve, *How to Write Great Blog Posts that Engage Readers*
29. Sharp, Byron, *How Brands Grow: What Marketers Don't Know*
30. Stephenson, Nick, *Supercharge Your Kindle Sales: Simple Strategies to Boost Organic Traffic on Amazon, Sell More Books, and Blow Up Your Author Mailing List (Book Marketing for Authors #1)*
31. Williams, Lacy, *the smart indie: how to find readers*