

Real Costs of Self-Publishing – Part Two

Who is your audience and how will you find them?

Publicity – start local and build.

- Media Kit
- Press Releases – a series over 6 months
- Book Signing
- Other events and fundraisers
- Radio and TV interviews
- Reviews

Website with blog

Social media setup

Video trailer for website and YouTube Channel

Handout materials – bookmarks, beards with online discount

Author pages on all appropriate sites: Author Central, Red Room, GoodReads, etc plus fan sites for your genre

Online bloggers for your genre

Virtual Book tour – From \$1000 to \$7500 and up, depending on volume and number

Advertising on appropriate websites (no print)

Book Clubs, in person and online

Events:

- Library appearances – you may need to donate the book
- Book signings at bookstores and related shops (create a sign to leave with books)
- Charities
- PBS