



7 Mistakes to Avoid When Launching A Book

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7 Common Mistakes Indie Authors Make When Launching a Book

It's not easy to self-publish a novel. It takes miles of courage because Indie authors must wear several hats at the same time –writer, publisher and marketer. It's no wonder many feel overwhelmed with all the marketing options available.



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In fact 80% of those surveyed said that marketing a book is the most challenging part of the publishing process ([Written Word Media Survey](#)). That's especially true in today's saturated market in which Amazon sells 1.4 million new books each year.

The gold rush of self-publishing is over, but savvy authors can find creative solutions and develop a solid plan to ensure their book stands out among the crowd.

Let's start with the fundamentals. As a book marketing coach and the leader of an indie author support group, here's the most common mistakes I see authors make when prepping for their launch.

#1 - LACK OF PROFESSIONAL EDITING AND COVER DESIGN

Quality counts and it's more important than ever before. That's because readers have too many choices when buying a book.

Professional editing will ensure your book does not turn off readers because the character development or the storyline is not solid and there are too many grammar and spelling issues.

I recommend using beta readers who can identify weaknesses or validate your novel. Also, by suggesting a book swap with another author, both of you can benefit from giving and receiving feedback.

The right cover design is the best investment you'll ever make. It should resonate with those consumers who read your genre. A good place to start is to learn from the top-selling books in your niche so you can better understand their visual appeal.

When engaging a graphic designer, give them a creative brief that includes your target audience, preferences such as color, photography or illustration, and any additional text you want to include beyond your name. This collaborative approach will help ensure your cover is on target.

#2 - FAILURE TO OPTIMIZE YOUR BOOK'S SALES PAGE

A thought-provoking and engaging blurb is essential. When a shopper views your book on Amazon or another retailer page, you'll only have a few seconds to grab their attention, so make it count.

Don't confuse your book blurb with your synopsis, which is another common mistake. If you struggle with blurb writing, I highly recommend trying AI or hire a professional.

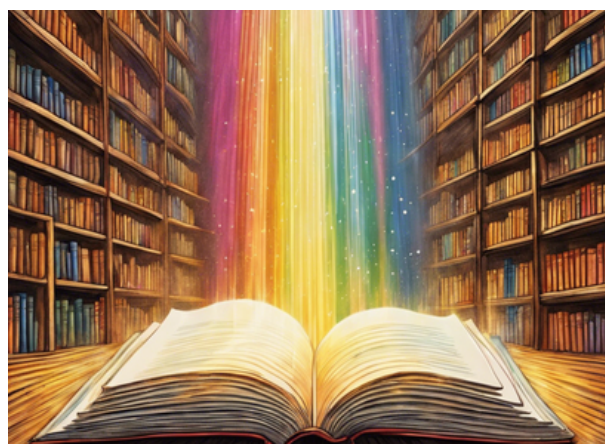
After I worked with a blurb writer on my debut novel, I tweaked the copy to make sure it reflected my voice. This worked like a charm. Don't be afraid to edit or completely revise your blurb at any stage of the process.

If you're posting editorial reviews, short highlights are much more effective than paragraphs of copy that shoppers won't read through.

When selecting the best keywords and categories, I highly recommend Publisher's Rocket. This program is worth its weight in gold. Review the tutorial videos and spend some time inputting a variety of keywords and categories to make sure you get the best results. I work with clients to develop a spreadsheet for their keywords which helps them track the most effective options.

Also, consider using A+ Content on your Amazon sales page. This allows you to combine copy and images into a billboard that will make your book stand out.

#3 - NOT KNOWING YOUR TARGET AUDIENCE



To reach readers who will be interested in your book, it's helpful to know their demographics and interests. Social media sites like Goodreads, Facebook and Instagram are a great place to start. Look for books that are similar to your genre or niche. If a comparable author has a reader group on Facebook, join it and learn from the readers who are posting. Consider joining Facebook reader groups or Instagram book clubs that share the same genre as your book.

I used Goodreads to find my target audience by studying the reviews posted on my comp books then I researched the reviewers, which helped me identify two distinct audiences based on gender, age, interests, etc.

When you understand who your readers are, you can focus your efforts on channels and platforms where they are most active. In addition, you can target your advertising and/or identify opportunities for collaborations, promotions, and events that cater to their interests.

This can lead to partnerships with influencers, participation in genre-specific events, and other promotional activities that boost your visibility.

#4 - NO MARKETING PLAN

It's hard to be effective in selling your book without a road map, and a solid marketing plan will be your guide. This should include your goals, target audience, the strategies you'll use to reach those goals and the tactics (or projects) you'll implement going forward.



#5 - NOT GETTING EARLY REVIEWS

Like a bird getting ready to take flight, early reviews are the wind beneath a book's wings, helping it build momentum before the launch. I promoted my Advance Reader Copy (ARC) sixty days before my book went live.

There are a variety of ARC websites, such as BookSirens and NetGalley, that will introduce your book to avid readers. You can also reach out to Goodreads, Instagram, or TikTok influencers directly to ask them to read your book and provide a review, but that is very time consuming.

NetGalley is expensive, but there are several discounted options available online. I highly recommend you approve your readers in advance to minimize negative reviews and ensure a better response from reviewers interested in your genre.

#6 - LIMIT YOUR MARKETING ACTIVITIES TO THE FIRST 30 DAYS AFTER YOUR BOOK LAUNCH

My debut novel launched in February, but my sales didn't peak until July. I sold more books over the course of that first year than I did in the first month. Book sales are a long ride, not a sprint. Don't put all your eggs in one basket.

Instead conduct ongoing marketing activities beyond the first thirty days such as creative giveaways, newsletter swaps, Facebook or Amazon advertising, and more.

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#7 - RELYING SOLELY ON IN-PERSON EVENTS

It's great to take part in book readings or author talks at bookstores, libraries, literary festivals etc. You'll get to meet and connect with your audience in person.

But don't make this your only focus for your launch. Include a range of strategies to promote your book. Options can include, but are not limited to, Facebook advertising, Goodreads giveaways, promo stacking where you discount your book on several promos (newsletter) sites, etc.

These efforts will support your in-person events and help you reach a much larger audience.

Your Free Consultation

As an Indie author and a Book Marketing Coach, I understand the challenges many authors face, from the struggle to stand out in a crowded market to the confusion surrounding the latest marketing trends. Let me be your partner in navigating the intricacies of promoting your book with my proven approach.

Visit my website at Heidimcintyre.com/coach or email me directly at Heidi@mcintyremktg.com to schedule a free consultation.