



*Dream of
Travel Writing*

You Are Your Non-Fiction Book's Best Marketer - How to Make It Work

by Gabi Logan, founder of Dream of Travel Writing

Today, we're going to
talk about...

1. Your market (last webinar) and competitive research (1st webinar in this series) are the linchpins of building your marketing plan
2. Reviewing the sections of the non-fiction book proposal
3. How to appear exactly where you book readers already are
4. How to create news around you/your book/topic and turn it into even more coverage



Before we get this train moving...

Why does the market and marketing matter so much to getting your book finished and out there?

Once you understand exactly who your book helps, it's dead simple to get in front of them.

The Spheres of Readers for Your Book

- Who needs this book? Who has a question or need that this book answers?
- Who is already spending money to follow their interest in this topic?
- Who is interested in this topic and joining groups to pursue that interest?
- Who is already buying books about this topic?
- What other types of interests overlap with this topic?
- Don't say: ### readers of books in the world
☺



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The Sections of Your Non-Fiction Book Proposal (and how to attack them)

- Overview (write this last)
- Comparative titles
- Target Market or Target Audience
- Marketing Plan
- Author bio
- Table of Contents
- Sample Chapters

It's interesting how much this has to do with how we pitch content marketing gigs!

According to
Blogging.org, there
are 152 million blogs
in there world.

The best estimates
claim there are
550,000 podcasts.

People/Places to Mention: Use Platforms that Already Exist

- Who do you know that has a large following? Use aggregate numbers. Don't worry about your own.
- Where can you guest post where readers of your book already congregate?
- Where can you pitch articles where people interested in your topic go to learn it?
- What already-developed podcasts can you appear on that reach people who need what you're teaching?
- Whose newsletter or instragram could you take over and highlight the topic of your book?

With enough **time** and
focus, you can appear
anywhere you want.



A blurred, grayscale background image of a person in a business suit, possibly a woman, holding a laptop. The person is positioned on the left side of the frame, and the image is out of focus, creating a soft, ethereal atmosphere. The text is overlaid on the right side of the image.

Start building
those
relationships
now.



Be the news, rather than report on it.

What data can you pull from your book to release cool “findings”?

What “publicity stunts” can you do to promote your book?

Events are a Classy + Classic Way to Promote Your Book + Be the News

- DIY book tour
- Go clubbing (book clubbing that is)
- Actually, what party planners can you partner with? (tarot cards in the club)
- Conferences?
- What university classes could benefit from you speaking on this topic?
- Non-profit groups holding events when your speaking or including your book in the ticket price could be valuable?
- Where does the topic of your book coalesce with the interests of your readers in cool ways? (WDS + the world record breakers)
- You could always buy a ghost town (via Brent Underwood)

Take each success and do a pitch/press release on it to **leverage up** to **bigger profile opportunities.**

Make your plans specific and detailed, with audience **numbers.**

And show that you are already **starting now.**

Thanks so much
for joining us today!

It was a pleasure chatting
travel writing with you 😊

Have a follow up question on this webinar? Email questions@dreamoftravelwriting.com and we'll cover it in an upcoming webinar or in our Monday reader mailbag post on the Six-Figure Travel Writer blog.

