



The Author Guide Course for non-fiction authors

Insight 11 – Marketing

[Here is the AGC video tutorial for this Insight](#)

Marketing is an endless activity

The launch is only the arrowhead of your marketing. A successful book keeps selling over time.

That means that you need a marketing plan for your book.

You already know who your ideal readers are.

You have a clear idea how your book helps them.

Hopefully, you also know where they are active – social media, podcasts they follow, YouTube channels they subscribe to, journals they read, etc.

Now it's time to explore the potential tools available to you to help to market your book.

Social platforms

- Posting strategy
 - Groups
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Blog articles

- Frequency
 - Where to post
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Networking

- Choosing the groups
 - Pitch
 - One-to-ones
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Marketing funnels

- Lead magnets
 - Autoresponders
 - Offers
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Website

- Dedicated page
 - Copy message
 - SEO keywords
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Email marketing - newsletters/email campaigns

Direct mail

Advertising

- Google ads
 - Facebook ads
 - Amazon ads
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You don't need to do ALL of these, or you would never have time to work with your clients. But you do need to think about which activities will be most effective in reaching your potential readers.

Useful support tools

Content generation

- [Chat GPT](#)
 - [Claude](#)
 - [Perplexity](#)
 - [Gemini](#)
 - [Deepseek](#)
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[Voicepen.ai](#) turns videos into blog posts and can transcribe audio into text.

[ElevenLabs.io](#)

- Audiobooks
 - Blog to speech
 - Course creation
 - Video voiceovers
 - Podcasting
 - Content in other languages
 - Sales pitches and demos
 - Sound effects
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Graphics generation

[Canva.com](#)

[Dall-e](#)

[Leonardo.ai](#)

[Napkin.ai](#)

Video

[InVideo](#) – creates videos from a short brief

Video editing:

- [Capcut](#)
 - [Descript](#)
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Video clips from longer video:

[Opus.pro](#)

[Getmunch.com](#)

[Taja](#) (also creates the description and keywords to optimise your SEO)

Don't try to do it all. Pick a couple of things and get good at them, then you can add more. Remember this isn't a short burst, it's a long haul. If you do it right your book will continue to sell year after year.

- SemRush.com gives you stats on your website showing how your keywords perform.
 - SEObility.net crawls your website and finds errors, problems with on-page optimisation and other problems.
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This week's assignment

Use the **Marketing Tools worksheet** to start putting together your marketing plan.

Write another chapter!