

Partner for Promotion: Turning Authors into Confident Marketing Allies

Building author training programs that drive results

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The Reality Check

The Ideal

Polished author marketing campaigns. Strategic social media. Consistent engagement with readers.

The Reality

Frantic last-minute emails. Missed opportunities. Authors who feel overwhelmed by marketing demands.

Today's Roadmap

1

Assessing Author Needs

Discover what your authors really need to succeed.

2

Overcoming Barriers

Help authors push past resistance to marketing.

3

Building Literary Citizenship

Create supportive communities that amplify marketing efforts.

4

Creating Training Programs

Implement right-sized solutions for your publishing house.



What Authors Really Need

Understanding

Clear knowledge of their role in the marketing process.

1

2

Community

Support system of peers and professionals.

4

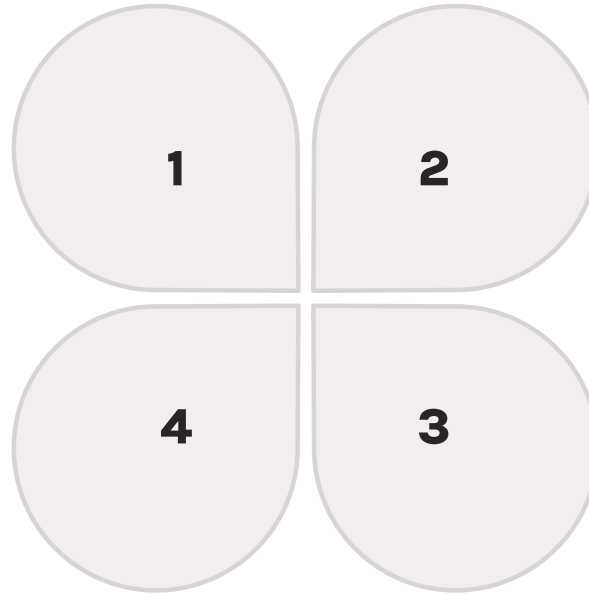
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Skills

Practical marketing tools they can implement consistently.

Confidence

Self-assurance to execute marketing strategies effectively.



The Author Marketing Assessment

Question 1

How comfortable are you describing your book's audience?

Question 2

What marketing activities have you tried before?

Question 3

What's your biggest concern about marketing your book?

Question 4

How much time can you realistically commit weekly?

Question 5

What support would make you feel more confident?

Meet Your Marketing Partners



The Reluctant Promoter

Has skills but lacks confidence.
Needs encouragement and validation.



The Eager But Scattered

Full of enthusiasm without focus.
Needs structure and prioritization.



The Industry Newbie

Requires foundational knowledge.
Needs publishing basics and mentorship.

Why Authors Resist Marketing

1 Imposter Syndrome

"Who am I to promote myself?" Authors doubt their legitimacy to self-promote.

2 Time Constraints

"I should be writing my next book." Authors struggle to balance creating and promoting.

3 Skill Gaps

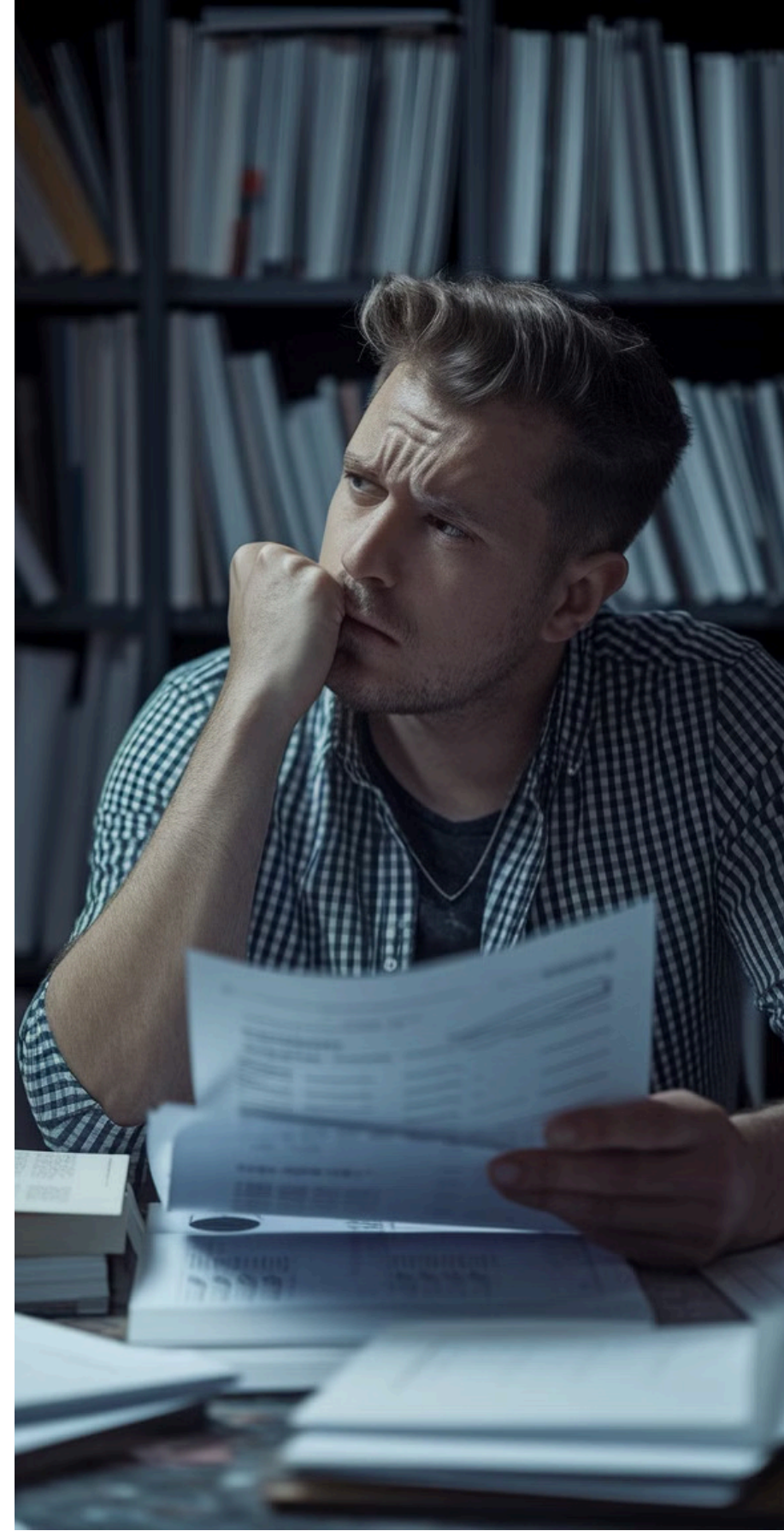
"I don't understand how this works." Technical aspects feel overwhelming.

4 Value Disconnect

"Marketing feels like 'selling out'." Authors fear compromising artistic integrity.

5 They Believe that Marketing is the Publisher's Job

"What's the point of a book deal if I still have to do all my own marketing?"





From Self-Promotion to Reader Connection

Instead of "Sell your book"	Try "Connect with your ideal readers"
"Build your platform"	"Create your community"
"Promote yourself"	"Share your unique perspective"
"Marketing requirements"	"Reader engagement opportunities"

Building Confidence Through Small Wins

Start Small

Begin with low-pressure tasks like updating author bio or sharing reading recommendations.

Build Skills

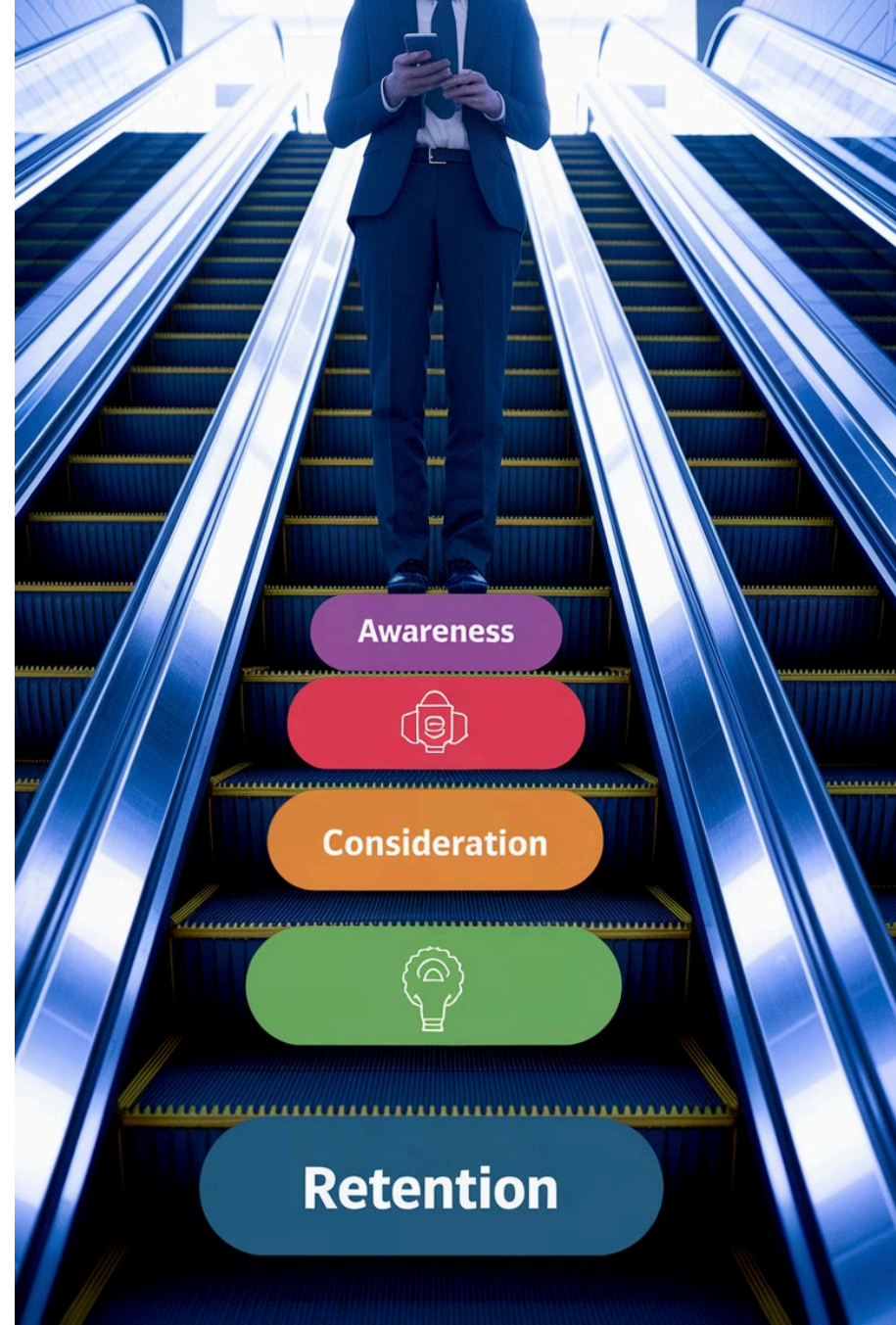
Progress to creating content about topics related to your book.

Expand Reach

Connect with other authors and engage with reader communities.

Lead Confidently

Host events and guide discussions about your book's themes.





Literary Citizenship: Marketing That Doesn't Feel Like Marketing



Support Others

Promote fellow authors. Attend their events. Share their work.



Engage Genuinely

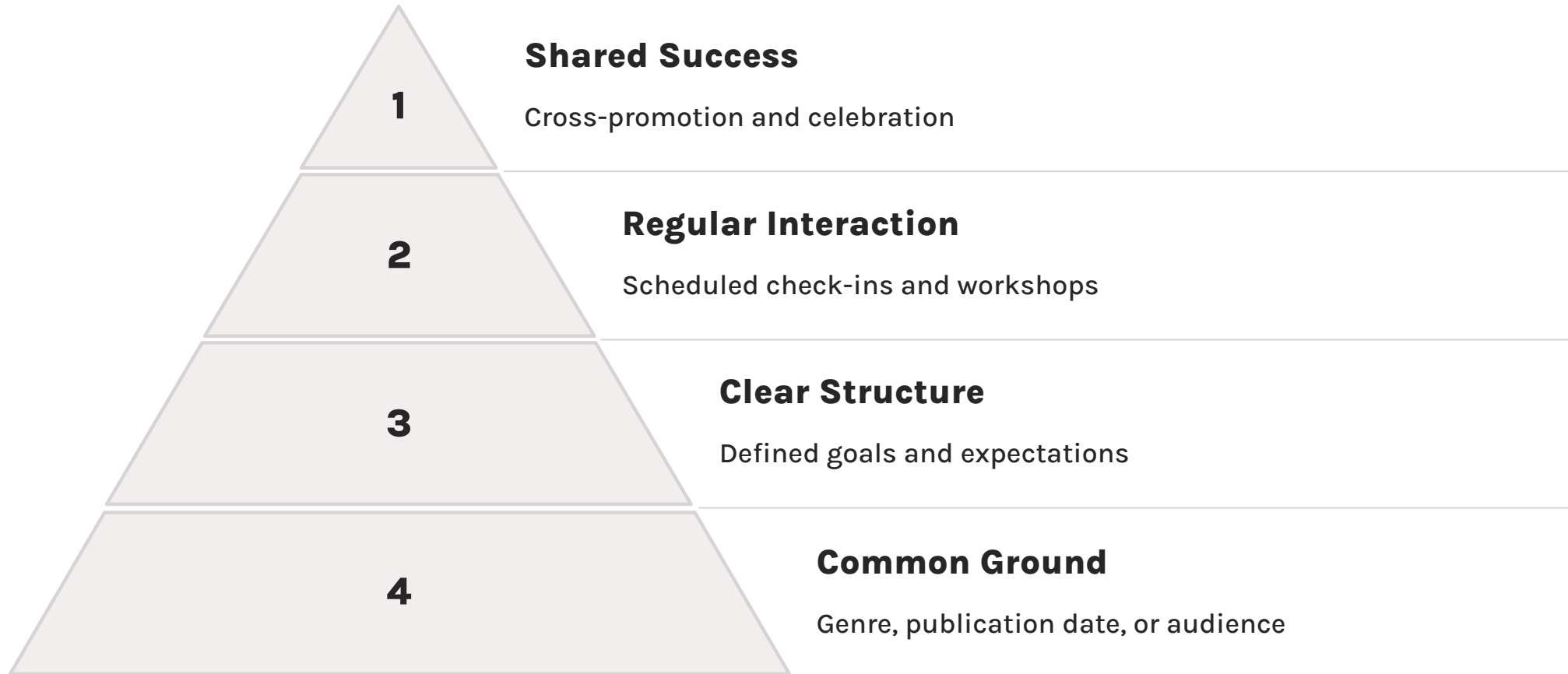
Participate in literary discussions. Ask questions. Share insights.



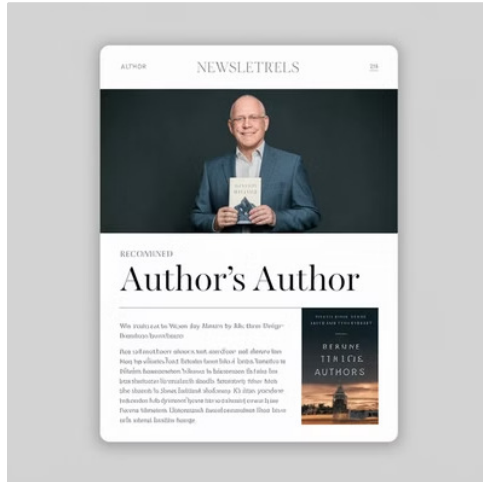
Provide Value

Offer helpful resources. Create content that serves readers.

Creating Supportive Author Communities



Amplifying Reach Through Collaboration



Cross-promotion creates win-win opportunities. Authors reach new audiences. Publishers maximize marketing impact.

From Simple to Comprehensive: Finding Your Right Size

1

Comprehensive

Full training program + community

2

Mid-Level

Monthly workshops + resources

3

Basic

Welcome email series



Components That Won't Break the Bank

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Peer Mentoring

Connect experienced authors with newcomers for mutual benefit.

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Templates

Create reusable marketing templates authors can customize.

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Resource Library

Build a growing collection of guides, videos, and examples.

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Community Platform

Invest in a dedicated space for author interaction.



90-Day Rollout Plan

1

Month 1: Assessment

Survey authors. Identify needs. Determine program scope. Select tools.

2

Month 2: Development

Create content. Build resources. Set up platforms. Train internal team.

3

Month 3: Implementation

Launch pilot program. Gather feedback. Make adjustments. Plan full rollout.

Tech Stack Options for Every Budget

Cost-Effective Solutions for Publishers

Choose the right technology tools based on your program scale and budget

Budget-Friendly Starter Package

For publishers just beginning with author education:

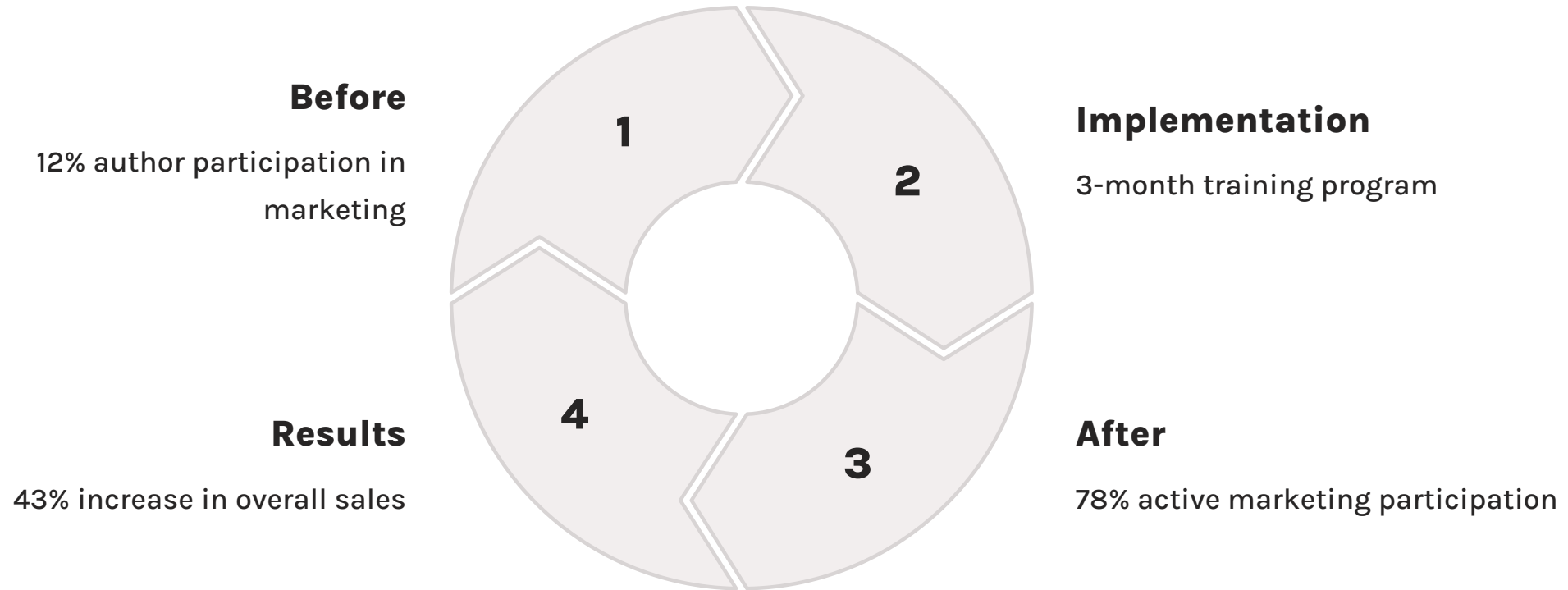
- **Google Workspace** - Docs, Forms, and Sheets for content and surveys
- **Slack or Discord** - For community building
- **Loom** - For quick tutorial videos
- **Canva** - For marketing templates authors can customize
- **Mailchimp** (free tier) - For email communication

Enterprise-Level Solution

For larger publishers seeking a comprehensive system:

- **Kajabi or Teachable** - For structured course delivery
- **Circle** - For community management
- **ActiveCampaign** - For sophisticated email automation
- **Airtable** - For tracking author participation and progress
- **Zoom Enterprise** - For webinars and group coaching

Case Study: From Reluctant to Remarkable



What This Looks Like in Practice

Small Press

Monthly Zoom workshops. Shared Google Drive resources. WhatsApp group for quick questions.

Mid-Sized Publisher

Dedicated portal with training videos. Quarterly in-person events. Genre-specific cohorts.

Large Publisher

Comprehensive learning management system. Full-time author relations team. Customized marketing plans.

Watch Out For These Traps

1

One-Size-Fits-All Approach

Authors have different needs. Tailor your support accordingly.

2

Information Overload

Too much too soon overwhelms authors. Start small and build gradually.

3

Neglecting Feedback

Authors know what they need. Listen and adjust your program.

4

Abandoning Too Soon

Results take time. Commit to at least six months before evaluating success.



Start Tomorrow: Your Action Plan

1

Survey Your Authors

Send a quick 5-question assessment to identify current needs.

2

Create One Resource

Develop a simple template or guide that addresses a common pain point.

3

Connect Authors

Introduce two authors who could benefit from collaboration.

