



www.CreativeTeamPublishing.com

Marketing Guidelines and Recommendations

Copyright © 2021 Creative Team Publishing. All Rights Reserved.

2021

Creative Team Publishing (CTP) offers strong recommendations about marketing and distribution. These are two topics every published author should consider.

Anyone or any organization, including CTP, can hire a publicist or a PR (public relations) firm. And CTP does engage a very successful PR firm if a book is, or can be, marketable to a wide or national audience. An author who desires this kind of exposure is charged a fee, and if the PR firm accepts the book, we have experienced great success in this area. You may want to consider this option.

Plus, if you want to be involved in your marketing and distribution, we invite you to consider *consistent networking*. Generally, the networks you already have and will develop, as well as multiple websites through which your book can be ordered, are the best options from which to choose.

A Website for Your Book:

We strongly recommend creating a website for your book(s) through which an author's books can be sold (see next page: Customized book websites). We have an excellent website development organization to which we send our authors—we are not paid a commission on this referral—we send our authors there because of quality, reputation, and price.

Internet "Big" Websites:

Of course, your works will be listed on Amazon and Barnes and Noble online stores and many others at no additional cost to you above a normal discount charged by the internet provider (usually 40%).

The CTP Website:

The books CTP publishes are listed on the CTP website and can be purchased through www.CreativeTeamPublishing.com or associated links. Please visit the store often to see the new books!

Customized book websites—your book should have one designed by a competent and price-competitive website development company. We strongly recommend My Domain Tools: www.MyDomainTools.com. They are independent contractors, not employees of Creative Team Publishing. We highly recommend them, and owner, Randy Beck.

Examples of author's and book websites:

- www.all-in-nothing.com
- www.goldstarparent.com
- www.myawesomehumility.com
- www.faithmatterstoyou.com
- www.godsplanunfolding.com
- www.knowingyouhavedoneyourbest.com
- <https://resiliencegodstyle.com/>
- www.ResilienceTrilogy.com
- www.policingpeace.com
- www.GallantFew.org and www.KarlPMonger.com
- www.LincolnTheMakingOfALeader.com
- www.EnjoyAndImprove.com
- www.IndustrialStrengthSolutions.com
- www.LincolnsLeadership.com
- www.LincolnsAdviceForAmerica.com
- www.CoreTeamsWork.com
- www.LeadershipIs.com
- www.GoFromTheNight.com
- www.Freedom-Light.com
- www.CrisisManagementLeadership.com
- www.DeannaChristiansen.com
- www.MedicalMalpracticeAndTheLaw.com
- www.LifeIsFullOfChoices.org
- www.FindingGodInSiliconValley.com
- www.SethTheBook.com
- www.TheSethFoundation.org
- www.HopeAndLoss.com
- www.ctrg.com/lead/index.htm
- www.glenaubrey.com
- www.CreativeTeamPublishing.com

- www.ctrg.com
- www.ctrg.com/low/ (*Lessons of War*)
- www.rearingupamerica.com
- www.ctrg.com/llag/ (*Lincoln, Leadership and Gettysburg*)

Expanded Promotion:

CTP can offer its authors a three-hour interactive seminar entitled “Book Promotion Author Training” at various locations throughout the United States. Authors are made aware of upcoming seminar dates, times, and locations. This *exclusive training* is made available only to CTP Authors.

Among the topics covered:

- Media exposure, including radio and television interviews: Becoming a Published Author
- Newspaper Articles and Press Releases: Contact local newspaper and other printed media outlets to tell them about your book. CTP will provide a press release for you at a nominal charge of \$150.00 payable to Creative Team Publishing.
- Book Signings: You are encouraged to personally contact local book stores and arrange for book signings with the owner/manager.
- Blogs: promote your book and be sure to include your book’s website for ordering!
- Readings and Literary Societies: Participate in local and regional book readings. Contact literary or published author groups in your area and get involved.
- Schools and College/Universities: Introduce your books to schools in your area. Some of our most successful authors have books in university bookstores and their books are used as curriculum.
- Print Media (advertising catalogs, business cards, flyers, response devices) and how to use these tools
- Networked connections: those which promote your book
- Social media exposure
- Training seminars, conventions, retreats, and more...

Beginning Action Steps:

1. Make a list of your networks—those who would like to purchase your book and those who express interest in selling it. Actively promote your new book to these networks.
2. Extensively use email for promotion.
3. Establish a website for your book.
4. Contact local media outlets.
5. Extensively use social media.

6. Follow up on every contact and pursue building these relationships.
7. Print business cards with you book's title, your name, and the book's website.
8. Seek well-known endorsers for your book and note these names on your email promotion (with their permission).

**How important is marketing?
It is as essential to the success of your book
as breathing is to life itself.**
