



Marketing Your Books & Yourself

with NaShantá Fletcher

Thank you for joining me on Zoom. There was a LOT of information in my presentation. I hope you find this PDF a helpful resource.

Helpful tips

Social Media

- Don't get caught up in the numbers.
- Make connections with your peer and audience.
- Try to participate in kidlit social media events.
- Don't forget to tag relevant profiles, so they can reshare your post.
- Find the platform that works for you.
- It's OK if social media isn't a right fit for you.

Local Libraries

- Request your book.
- Contact the library after requesting your book, and let them know you're local.
- Find out what library events you can participate in.

Book stores

- Contact bookseller.
- Have your book ISBN ready.
- Ask about the criteria to have your book in the store.
- Ask about consignment options if they can't order your book, but you still want it in the store.
- Ask about book signing.

Media Outlets

- Find book bloggers or reviewers who review your genre.
- Ask about their submission policy, or look for it on their website.
- Contact local radio/TV shows in your area.
- Contact kidlit or book-related podcasts.
- When pitching your book to media outlets, tell them what's special about your book or why it's relevant for them to talk about it on their show.

Authors and Illustrators Mentioned

- **NaShantá Fletcher** (illustrator) - <https://www.nashanta.com/>
- **Debbie Ridpath Ohi** (author/illustrator) - <https://debbieohi.com/>
- **Samantha Cotterill*** (author/illustrator) - <https://www.samanthacotterill.com/>
- **Candice Pedraza Yamnitz** (YA author) - <https://candiceyamnitz.com/>
- **Sarah Jane Wright** (author/illustrator) - <http://www.sarahjanestudios.com/>

**3-Point Perspection Podcast* interview mentioned in the presentation with Samantha Cotterill. Where she discusses why she left social media altogether:

<https://www.svslearn.com/3pointperspectiveblog/3pp109>

Mentioned in the Presentation

Tools and Resources	Links
Instagram	Learn how to use their features: https://help.instagram.com/
Twitter	How to use Twitter Lists: https://help.twitter.com/en/using-twitter/twitter-lists
Linktree	Linktree Website: https://linktr.ee/ Free landing page used to create links to websites and all your social media profiles. Has a paid service, but you can just use the free version. How to sign up for Free Account: https://youtu.be/NwqPS7dBgAk

Canva

Canva website:

Free design website you can use to build marketing materials

<https://www.canva.com/>

Weebly

Weebly website:

Website service I use to build my website

<https://www.weebly.com/>

SCBWI

Member benefits:

Society of Children's Book Writers and Illustrators

<https://www.scbwi.org/membership-benefits-new/>

Member awards and grants:

<https://www.scbwi.org/awards-and-grants-new/>

SCBWI Awards Schedule:

<https://www.scbwi.org/awards-and-grants-calendar/>

Bonus Resources

A couple of helpful resources I wanted to share but didn't have time to add to the presentation.

Tools and Resources	Links
Reedsy YouTube Channel	Youtube Channel:
Helpful YouTube Channel that produces informative videos and interviews about writing, publishing, book marketing, and helpful tips.	https://www.youtube.com/@Reedsy
	Book Marketing Playlist:
	https://youtube.com/playlist?list=PLeNEAJ6hQSSjQBdOnDTPa1skf49IT481S
Book Marketing Tips and Author Success Podcast	Podcast Website:
It's all in the name of the title.	https://www.amarketingexpert.com/podcast/
