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# Your First 1000 Copies: The Step-by-Step Guide To Marketing Your Book



## Synopsis

Imagine if you had a direct connection with thousands of readers who loved reading your books. And imagine if those readers eagerly awaited the launch of your next book. How would that direct relationship with your readers change your writing career? How would you feel knowing that every time you started a new book project, you already had people excited to buy it and ready to recommend it to others? In *Your First 1000 Copies*, seasoned book marketing expert Tim Grahl walks you through how successful authors are using the online marketing tools to build their platform, connect with readers and sell more books. Tim has worked with over 100 different authors from top best sellers such as Hugh Howey, Daniel Pink, Charles Duhigg, Chip and Dan Heath, Ramit Sethi, and Pamela Slim to authors just get started on their first writing project. He has worked with authors across all fiction and non-fiction genres. The result is *Your First 1000 Copies* and the Connection System, a plan that every author can immediately start using. The plan looks like this:

- Permission - How to open up communication with your readers where you can reliably engage them and invite them to be involved.
- Content - How to use content to engage with current readers and connect with new ones.
- Outreach - How to ethically and politely introduce yourself to new readers.
- Sell - How all of these steps can naturally lead to book sales without being pushy or annoying
- Track - How to use modern online tools to see what's working and what's not working, and how to make decisions based on data.

This is a system that any author can immediately put in place to start building their platform. Whether you're a seasoned author looking to step into the new publishing landscape, or you're a brand new author, *Your First 1000 Copies* will give you the tools to connect with readers and sell more books.

## Book Information

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## Customer Reviews

I'm a successful full time author working on my fifth book. I'm familiar with book marketing experts and methods and sadly most of what's out there isn't very good. Many books make outlandish promises few authors achieve and are poorly written books of little substance. This book is a glorious breath of fresh air. He honestly covers the facts, the methods and the attitudes that have worked for the authors he's worked with. These are not the cheapest or easiest methods to try and he's honest about that. Both he's also clear on the reasons and logic behind why these approaches are worthwhile in the long term. It's a short, well written book - I read it in about an hour. Most of what I feel is regret I couldn't have read this a decade ago when I began writing books.

Grahl offers a coherent and focused plan to help authors build their platforms. It's a quick read, full of advice you can immediately put into practice. Having read Michael Hyatt's excellent and comprehensive book Platform, I was skeptical that this book would offer anything new, but I was delighted to find Grohl's advice to be substantive, fresh, and insightful. The book is particularly helpful in sorting through the conflicting popular wisdom around social media and email marketing for traditional books. Highly recommended for anyone looking to build a platform.

I'm a publishing consultant that helps authors to produce their books and I could truly say, the struggle of authors usually isn't on writing the books, but to market the books upon having it published. Many authors have this belief that "I just want to write a book, I don't want to be involved in the marketing process." If I could give them to read this book, that will change their entire mindset about marketing their book. I like the author's Connection System which consists of four parts: Permission - Content - Outreach - Sell. The author puts everything in a very methodical and systematic way of executing the book marketing process. Also, the author highlights an interesting point about social media which is exactly what I am thinking. Many people over-emphasized on social media as the end to a means. What a social media should be, it should be a means to an end. Social media is a merely tool for the author to use to boost his platform. The main platform of an author should still be his EMAILING LIST. The author would explain the great importance of having an EMAILING LIST as the way to build your follower base. The author also quotes from many real-life dealings with authors. Every author has their fears and misconceptions when it comes to

certain part of the book marketing process. Things like "Is it harmful to share too much free content on my blog?" "I don't want to appear too hard-sell on my readers" The author does a good job in quelling those legitimate fears, which I'm sure you would have them too if you are an author. Overall, a highly recommended book on book marketing that is written with the intention to help authors and also based on real-life experiences. It would help you to see book marketing as a fun and exciting process if you see it from the right perspective.

There was nothing in this book that I haven't read many times on line. At several points in the book where specific and useful information could have been presented, the reader is told to check Mr. Grahl's website, where one is directed to sign up for his email updates. The central concept of his sales strategy is to drive potential customers to your website to get them to sign up for emails, so I have to congratulate the author on demonstrating his own sales tactics. However, once signed up, I became the recipient of a month-long sales pitch for Mr. Grahl's additional products. If I felt that the first investment had been worth my while, I might have considered follow-on purchases, but really, there is not enough substance here to inspire me to throw more money at this author.

Length: 0:52 Mins

In this video I share my experience with Tim and with his work. There are a lot of valuable insights that can be taken from his book. I think the framework it starts off with separates it from a sleazy marketing book. That platform is, "Your writing makes people's lives better." That's a great perspective for authors who hesitate to market their work. I think I may have to write a 2nd book after reading this. Lord knows I could have used it for my first one. Thanks Tim!

I've been a self-published writer since 2005 and I've worked hard to host creative and fun events for my readers. I knew Tim had read one of my books, but was really surprised to find myself profiled in his book. So why then did I need to read it? Like many authors, I work hard to engage readers, but I am really not good at making sales. Your First 1000 Copies lays out a roadmap to building an author platform that leads naturally to sales and outlines when and how to ask readers to buy. The book has forced me to rethink the time I spend on many of my platform activities and to spend more time tracking results instead of getting caught up in meaningless numbers. Starting today I will refocus my efforts in a significant way and I have Tim to thank for the time saved. Highly recommended reading for any author.

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