

HOW TO QUICKLY

START AN

AUTHOR

BRAND

**EVEN IF YOU HAVE
NO IDEA ABOUT MARKETING**

RV
RIVA VIVI



ABOUT RIVA VIVI

RivaVivi helps self-published & indie authors get more attention from readers and sell more copies by promoting their books online

I'm Riva, the owner of the brand, RivaVivi.
I'm on a mission to help self-published authors gather more attention from readers and build readership.

If you want help, you can book a free consultation call here:
calendly.com/talkwithriva

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INTRODUCTION

Just like most self-published authors, there is one thing you want more than anything else.

EXPOSURE.

That's the greatest challenge for any indie author, garnering attention from the community and raising your author profile.

You're probably already juggling about finishing your book on time and ensuring it doesn't get flagged when published, and now you gotta work on marketing yourself as an author.

And no. You can't skip this.

If you want to get yourself known or at least gather readers, you have to put yourself out there; you have to be where your readers (and competition) are.

You can't just hope that someone buys your book. Even if it has so much potential, if no one picks it up and actually reads it — you'll find it hard to make it big.

Fortunately, with the help of the internet you can reach out and get some exposure and this is where marketing comes in.

But first, we have to build your author brand.

Having a strong author brand enables your audience (and potential readers) to understand who you are, what you stand for, and what they can expect from you. It separates you from numerous similar authors out there, and it shows what makes your writing unique, which will help you build a readership that's going to buy every single book you release.

So here's what we gotta do.

Some of you may have already done some of these things, so make a nice **check mark** right next to them.



STEP 1: CREATE A WEBSITE

Having a website is very important in building your author brand. You can either do it on [WordPress](#) or [Squarespace](#). I don't recommend [Wix](#) as you can't do much SEO-wise.



1. Domain name

You have a lot of options but I suggest buying in [Namecheap](#) as they often have promotions and customer support is amazing. Use your name as your brand. Also buy an SSL.



2. Hosting

Choose a reputable hosting provider. I prefer [Namecheap](#) for the same reason above. But you can opt for something else — read reviews first!

NOTE: If you decide to host your site in [Squarespace](#), you won't need this since it's already included in your monthly subscription.



3. Custom Email Address

This is optional. You can always use your Gmail account. But if you buy the [Stellar Plus hosting](#) from Namecheap, you can make unlimited custom email addresses as long as you own that domain.



4. Website Design and Logo

Choose a design that can easily be navigated, but it should look visually appealing too! You can look around [Themeforest](#) to see if something catches your eye or hire a professional website designer. If you know how to set a theme up, feel free to do so, but if you hire a designer, they should be able to set it up for you.



5. Website Content

If you can write content for your site, that would be best. But make sure to do some keyword research first. Sprinkle these keywords (about 1-3%) to every page.

You can also focus on one keyword per page and support it with some related keywords to avoid keyword stuffing.

Add your books to your site

There should be a page dedicated to each of your books on your website. These pages should include a cover, a description, a price, and links directly to the booksellers. Include book reviews if you have some as this adds credibility to you as an author.

NOTE: Don't forget to use your Amazon associates affiliate link to earn a little more money from each sale!

Create a "Books" page

Once all of your books have an individual page dedicated to them, you will want to create a page that links to all of those book pages. This helps with search engine optimization, but it also provides a central place for your readers to find all of your books.

6. Set up an email form

When you have an email list, your readers will have an option to opt-in to the list, and they will be informed when your next book is published!

You can use [Mailchimp](#) for this as they have free options. You can also use [HubSpot](#) but you may need to learn how to move around it. Always select email providers that allows you to send emails for free.

Give incentives to those who sign up

Create a free gift to get people to sign up to your email list. You can giveaway sketches of your characters or something that will help them visualize and connect with them. You can also give discount coupons.

In MailChimp, you can send "welcome" messages, and just include a link to the free gift in the welcome message. Also, be sure to tell people near the sign up form that they will get this free gift!

- Add your website and links to your books in your email signature

To add or customize your signature, visit Wisestamp. You can add discounts, links, and advertisement through it. It also have a tutorial how to add these signatures to your email provider so just follow the instructions.

STEP 2: **SET UP YOUR SOCIAL MEDIA**

Do some research and find out which social media platform your target readers usually hangout and build a page or a profile there.

1. Facebook Page

Having a Facebook page can be the first step to assembling and growing your fan base. Facebook makes it easy for you to invite your friends to follow your page; and they can, in turn, invite their friends if they want to. Your author page is also a great place to send the people you meet at book clubs, conferences, and signings — especially if you don't have an author website yet.

2. Twitter

If you are a self-published author, Twitter gives you an easy way to promote your books and stories to a wide readership. If you use hashtags, you can expand your reach significantly. You should link your Twitter account with your blog and other writer social media outlets to serve more like an announcement feed and remain free of personal comments except for those related to your writing process or about your stories and work in general.

3. Instagram

Instagram is a popular platform to post images, but you can use the story feature to grow your following. If you can, you can share your life as an author, some sneak peeks and pictures of your books as it will help you build a connection with some potential readers.

Once you have created all of those social profiles, be sure to add links to them from your website, so people who visit your site and prefer one social network over another, can connect with you how they want. You can also add a biography and attractive photos to showcase your latest works.

STEP 3: **SET UP YOUR AUTHOR PROFILES**

These sites automatically create you an author profile as soon as your book appears on Amazon and other online book selling sites. But there are benefits to claiming your profile and customizing it. You will need a professional headshot and an author biography.

1. Amazon Author Central

Amazon Author Profile is an excellent way to help readers find your backlist and learn more about you. You can add a rich bio, connect your blog, and list all of your books. And your fans will get an email from Amazon when your next book releases.

2. Goodreads Author Program

Goodreads Author Program allows published authors to claim their profile page to promote their book and engage with readers. Once verified, your author profile will include the official Goodreads Author badge, which you can use to tell your fans to follow you on Goodreads.

The greatest benefit of having followers on Goodreads is that readers who follow you will automatically be notified, both on the site and via email, when you have a new book or giveaway.

3. Bookbub

BookBub has become a key place for readers to discover their next favorite author. Once you've claimed your profile, like Goodreads, readers can follow you and explore all of your titles. It will also update readers when you have a new book or new discounted deal.

A great new feature allows authors to recommend their favorite books by other authors. This gives you instant visibility on the site.

4. LibraryThing

LibraryThing is a social network for Librarians and other book-obsessed people. It's primary function is cataloging your collection of books, but it also offers rich author profiles.

Being an author on LibraryThing also lets you give away pre-publication copies to reviewers, and to take part in author chats and other online events.

BONUS TIPS:

- Develop a brand voice and be consistent. This will set you apart and will help your readers remember you. If you can, have someone professionally design you a brand kit so you can project consistent branding.
- If you can create an audience persona, make one. This can help you target the right audience.
- Be active (and consistent) on social media. If you can, join some groups to build authority and post quotes, excerpts, graphics or updates.

WHAT'S NEXT?

Now that you've identified the exact steps you should make to start your author brand, it's time to implement them.

I will be diving in-depth for each strategy you will have to implement to make your brand thrive and build readership. So make sure you're subscribed to my email list.

If you want me to create a strategy plan specifically made for you, we can hop on a quick call so we I can make a marketing strategy for you. This is entirely free.

And while the strategy plan is free, it's implementation will cost money. However, rest assured that these strategies will surely help you build your brand and readership and ultimately sell more copies.

So if you're ready to take your brand to the next level, let's hop on a quick call to identify your goals and problems.

[**BOOK A CALL TODAY >>**](#)