



## **BOOK MARKETING MADE EASY: A BEGINNER'S CHEAT SHEET**

Before readers fall in love with your book, they need to find it and that starts with how you show up online. Book marketing might sound scary (hello, imposter syndrome), but it doesn't have to be overwhelming or boring.

Whether you're launching your debut or just trying to get your story into the hands of the right readers, this guide breaks it all down into four simple, effective strategies that actually work...

No marketing degree required.



**Your marketing bestie**  
*Max - The Bookish Brew*



## **1. BUILD YOUR ONLINE HOME BASE (YES, EVEN IF YOU'RE INTROVERTED)**

Your story deserves a spotlight, and that means having a cozy corner of the internet just for you and your book(s).

### **Author Website:**

Think of it as your digital realm

Your magical hub for all things you.

Bio? Check. Book links? Double check. Bonus content and newsletter sign-ups? You know it!

### **Social Media Pages:**

Don't just post your cover and ghost. Show up! Share your writing quirks, mood boards, favorite writing snacks, character memes.

Be human, not a billboard.

### **Build That Email List:**

Start small. Offer a freebie (like a bonus chapter or playlist) and keep it fun.

These readers are your VIP circle!



## 2. KNOW THY READER (LIKE... REALLY KNOW THEM)

You're not writing for everyone. You're writing for your people. The ones who live for enemies-to-lovers slow burns or can spot a cinnamon roll MMC a mile away.

Who is your ideal reader?

Age, Vibe, Genre: YA fantasy readers? Single moms who devour spicy small-town romance? Cozy mystery lovers with three cats and a love for pumpkin spice?

Micro-Tropes & Reader Bait: Grumpy x Sunshine? Fake dating? Dragons in leather jackets? Drop that in your marketing like confetti.

What Makes Your Book Their Next Obsession?

Tropes

Killer blurb

That one quote that gives them goosebumps



# COVERS SELL BOOKS. PERIOD!

We're judging that book by its cover. (Sorry!)  
And so are your readers.

Does your cover scream your genre?  
(Dark florals and moody type = gothic fantasy.  
Pastels and illustrated people = romcom.)

Can we see a vibe?  
Dragons, daggers, pining glances? Gimme!

Want inspo?  
Check out your genre's top 10 on Amazon.  
Now make yours stand out but still fit in.  
(It's a balance!)



## **YOU ARE THE BRAND, BABE. OWN IT.**

You wrote a freaking book. That's iconic. Stop hiding like it's a secret!

Talk about your characters like they're real.  
(Because honestly? They are.)

Share that scene that made you gasp, cry, blush, or snort-laugh. Fangirl over your own plot twist. Yes, even if you saw it coming.

Readers love authors who are as obsessed with their books as they are.

Need inspo? Stalk...I mean, lovingly admire authors like Taryn Knightly and Lindsay French. Their passion is infectious and they're always up for fan-girling over their own characters... on their pages and in reader spaces and we love it!!



## BONUS TIP

Marketing = Storytelling Too

Just like your book, your marketing should tell a story.

About you. About the vibes.  
About the “why” behind it all.

Don't be afraid to show your weird,  
wonderful writer self.



XOXO

YOUR FAVOURITE  
MARKETING WING WOMAN

*The Bookish Brew*