



[www.CreativeTeamPublishing.com](http://www.CreativeTeamPublishing.com)

## Marketing Guidelines and Recommendations

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

Anyone or organization, including CTP, can hire a publicist. You may want to consider this option. But 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 to choose in the beginning.

#### **A Website for Your Book:**

We strongly recommend creating a website for your book(s) through which the books can be sold. We have an excellent website development organization we send our authors to—we are not paid a commission on this referral—we send our authors there because of quality and price.

#### **The “Big” Websites:**

Of course your works will be listed on Amazon and Barnes and Noble online stores and many, many others at no additional cost to you.

#### **The CTP Website:**

The books CTP publishes are listed on the CTP website and can be purchased through our company store at [www.CreativeTeamPublishing.com](http://www.CreativeTeamPublishing.com). Please visit the store often to see the new books!

**Customized book websites** – your book should have one like these, designed by a competent and price-competitive website development company. We strongly recommend My Domain Tools: [www.MyDomainTools.com](http://www.MyDomainTools.com).

Here are a few examples among many of author and book websites:

- [www.ResilienceTrilogy.com](http://www.ResilienceTrilogy.com)
- [www.Decoy24.com](http://www.Decoy24.com)
- [www.GallantFew.org](http://www.GallantFew.org) and [www.KarlPMonger.com](http://www.KarlPMonger.com)
- [www.LincolnTheMakingOfALeader.com](http://www.LincolnTheMakingOfALeader.com)
- [www.EnjoyAndImprove.com](http://www.EnjoyAndImprove.com)
- [http://www.isgodaconservative.com/](http://http://www.isgodaconservative.com/)
- [www.IndustrialStrengthSolutions.com](http://www.IndustrialStrengthSolutions.com)
- [www.DiscoverGodSeries.com](http://www.DiscoverGodSeries.com)
- [www.LincolnsLeadership.com](http://www.LincolnsLeadership.com)
- [www.LincolnsAdviceForAmerica.com](http://www.LincolnsAdviceForAmerica.com)
- [www.CoreTeamsWork.com](http://www.CoreTeamsWork.com)
- [www.LeadershipIs.com](http://www.LeadershipIs.com)
- [www.GoFromTheNight.com](http://www.GoFromTheNight.com)
- [www.Freedom-Light.com](http://www.Freedom-Light.com)
- [www.ABlackAndWhiteDecision.com](http://www.ABlackAndWhiteDecision.com)
- [www.PolicingPeace.com](http://www.PolicingPeace.com)
- [www.CrisisManagementLeadership.com](http://www.CrisisManagementLeadership.com)
- [www.DeannaChristiansen.com](http://www.DeannaChristiansen.com)
- [www.MedicalMalpracticeAndTheLaw.com](http://www.MedicalMalpracticeAndTheLaw.com)
- [www.LifeIsFullOfChoices.com](http://www.LifeIsFullOfChoices.com)
- [www.MorrisonTeamworks.com](http://www.MorrisonTeamworks.com)
- [www.SamAndAlexStories.com](http://www.SamAndAlexStories.com)
- [www.FindingGodInSiliconValley.com](http://www.FindingGodInSiliconValley.com)
- [www.SethTheBook.com](http://www.SethTheBook.com)
- [www.TheSethFoundation.org](http://www.TheSethFoundation.org)
- [www.HopeAndLoss.com](http://www.HopeAndLoss.com)
- [www.ctrg.com/lead/index.htm](http://www.ctrg.com/lead/index.htm)
- [www.glenaubrey.com](http://www.glenaubrey.com)
- [www.CreativeTeamPublishing.com](http://www.CreativeTeamPublishing.com)
- [www.ctrg.com](http://www.ctrg.com)
- [www.ctrg.com/low/](http://www.ctrg.com/low/)
- [www.rearingupamerica.com](http://www.rearingupamerica.com)
- [www.ctrg.com/llag/](http://www.ctrg.com/llag/)

### **Expanded Promotion:**

CTP offers its authors a *free* three-hour interactive seminar entitled “Book Promotion Author Training” at various locations throughout the United States. All 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.
- Book Signings: Personally contact book stores in your area and arrange for book signings with the owner/manager.
- Blogs: If you have one, 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, regardless of grade level, in your area.
- Print Media (advertising catalogs, business cards, flyers) and how to use these tools
- Networked connections: those which should your book
- Social media exposure
- Training seminars, conventions, retreats, and more...

### **Beginning Action Steps:**

1. Begin to 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. Follow up on every contact and pursue building these relationships.
6. Print business cards with you book’s title, your name, and the book’s website.
7. Use a QR Code on all media.
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.**