

Running a Successful Book Campaign

A successful BNBS Book campaign takes time, commitment, planning, creativity and focus. When working on your book pre-order campaign, it is useful to split it into 3 distinct stages:

1. Pre-Launch
2. Going Live
3. Getting Published

Stage 1: Pre-Launch

The first stage is the 'Pre-Launch Stage' - where you will put in all the groundwork to get your BNBS Campaign ready for launch on the BNBS website. The planning stage is critical to your campaign and to ensuring you meet the **BNBS Submission Guidelines**. Stage 1 can take several months to prepare depending on how far down the writing/book promotion journey you are and how much time you have to dedicate to this on a daily basis.



Is there a deadline by which you would like your book published? For instance, do you want the publication of your book to coincide with a particular date or season? If so you need to work back from this date. Factor in:

- a minimum of 12 weeks to get your book published
- then add 30-60 days for the duration of your pre-order campaign
- then add however many weeks you need to get all the groundwork of Stage 1 completed.

If there is a date you would like to work to for the publication of your book please have a chat with us first to check it is achievable!

Get Everything Ready

How is your manuscript? Does it need another edit? What do you need to prepare for your Book Project page? This is the time to review your title, strap line, author bio, cover design, etc. Think about your target audience and how you can best present your book to them. What about your book promotion video/trailer? What ideas do you have for that? Make sure that every piece of marketing information is consistent and aligned. If you have written a book about the joys of parenting don't state that you hate children in your author bio! You can even prepare a number of blog posts and tweets in advance, ready to drip feed once your campaign goes live. The more you can get ready before the launch the better prepared and therefore relaxed you will feel. Think of what you can share with your supporters that will make them feel like they have 'behind the scenes' access to you and your book.

What Is Your Campaign Goal?

Clearly your primary goal will be to hit your minimum target so that you can land that publishing deal. But what would happen if you set your sights higher than this? What if you back yourself to be a bestseller? If you are aiming for just the minimum number of orders, you will in all likelihood have a very different approach to your campaign than if you are aiming for 5,000 book orders!

Get Everyone Involved

Think of everyone you know and how you can get them involved. The key to a successful campaign is turning potential readers into Supporters. How can you get readers to want to help you make your manuscript a publishing reality. How can you get them involved? Think of what you will post on your social media feeds, how you will keep them updated on the BNBS website? What feedback you can seek from them... Can you give incentives for people to support you? Think about your soft launch and hard launch tactics.

The **soft launch** happens before your Book Project page goes live – here you will garner the support of all your friends and family. Get a list ready of EVERYONE you know – even the dog groomer! Let them know that their support will be key to your campaign. Tell them about your book and exactly what they need to do and when i.e. visit your Book Project page in the first week and support your book. If your book is not their 'cup of tea' they can still let their network know about it. The **hard launch** is Stage 2, when your Book Project page goes live and the wider public can then support you.

Stage 2: Going Live!

Stage 2 is the serious, public end of the business. At this stage your Book Project page goes live and you will spend the next 30-60 days engaging with your audience to secure that vital support.

Accessing a Wider Audience

Unless you have a very large extended family and an extensive network of friends, at some point your campaign needs to engage with a wider audience. They are out there... you just need to find them!



Amend your email signature to include details of your BNBS book campaign and the BNBS logo. Think of the number of emails you send every day – this is a great way to spread awareness about your book and your dream for a publishing deal.

Think about the target audience for your book. Are there clubs/groups that you can connect with to gain greater access to your target audience? Find these groups and engage with them (preferably sometime before you start asking them for their support!). The key is being confident in promoting yourself and your book but making sure your messages are varied. Your Supporters will be very quickly 'turned off' if you keep harassing them to support you. You might even get accused of spamming which is the kiss of death for a campaign!



Remember to thank your Supporters – a genuine thank you goes a very long way in generating good will. Tweeting a Supporter to thank them is an easy tweet and keeps your campaign in the public eye!

You can also use the Author Updates, Comments of your Book Project page to engage with your Followers/Supporters and maintain their interest in your campaign.

Know What to Expect

If everything goes to plan, during the first 2 weeks your campaign launches you should generate a lot of interest and support (typically 30-40% of your minimum target). Then, about half way during your campaign you will see interest drop off. Your campaign may even stall. Don't panic. This is normal. At this point you will need to re-invigorate your campaign. Think of useful content you can share that will be of value to your supporters, offer new incentives, get other people talking – this is where some powerful reviews can come in handy. Because of the natural lull in a campaign it's important not to give

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everything away as soon as your campaign launches. Plan in advance to drip feed information, events, offers etc. across the full duration of your campaign to maintain interest with existing Supporters and to attract new ones. Then in your last week – you will either be making a mad dash to the finish line or building on your already successful campaign to maximise the interest you have generated. So it's also worth thinking about what you can offer in the last few days/hours of your campaign to nail those final few pre-orders.

Connect With BNBS

The success of your campaign also relies on working closely with BNBS. There are lots of things you need to/can do to help us promote you and your book effectively:

- Follow and like BNBSbooks/Britain's Next Bestseller on Facebook, Twitter & Pinterest
- Include @BNBSbooks on the twitter communications you would like us to retweet for you
- Share BNBS competitions across your social networks
- Connect and support other BNBS authors. If you see books on BNBS that you know friends of yours would love then please let them know about it.
- Keep BNBS updated with any significant events, activities or information that we can use to help promote you and your book.

Stage 3: Getting Published

The final stage for you, we hope, is getting your manuscript published. You've reached the finishing line, nailed that target and bagged that publishing deal. A time of celebration for sure! Time to rest? No way... over the next 12+ weeks you need to maintain and build on the momentum and buzz that was generated during your campaign. So what can you do?

Make Good On Your Promises

If you promised, rewards or goodies as part of your book campaign, now is the time to make good on those promises. You could do irreparable damage to the future success of your book if you do not fulfill your promises. If for any reason you experience delays then please communicate those issues with your Supporters, in an honest and timely fashion.

Feeding Back

During your campaign you may have sought the advice of your Supporters about different aspects of your book. Now is the time to feed this information back to BNBS so that they can take the feedback on board in moving forward with the publication of your book. And of course make sure you communicate the outcome of publishing decisions with your Supporters.

Stay Connected

You have a loyal following of Supporters now. Keep them engaged in the developments with the publication of your book. Use the Author Updates section of your Book Project page to update your Supporters with news about the development of your book. Also help your Supporters feel useful by asking them to help you with specific tasks... do they know anyone in the media that might review your book? Do they know anywhere that might be interested in you doing a book reading? Use all the channels available to stay connected with your Supporters by updating them and involving them. These early Supporters need to become the core of your growing fan base... treat them well!