



**EIGHT MAGIC SPELLS
FOR SUCCESSFUL CROSS MARKETING:**
A Quick Reference Cross Marketing Magic Handbook

The following is a *FREE* excerpt from
Cross Marketing Magic for Authors:
Developing New Avenues for Advanced Book Marketing
by author and author success coach, Deborah Riley-Magnus.

MARKETING AUTHORS NEED TO BUILD A BETTER MOUSETRAP

We all know the rigors of being an author. We have to plot the story, develop the characters, write the book, and find publication. That's the fun part. Now, thanks to drastic shifts in the publishing industry, we also have to market, promote, and publicize the book. Scary stuff, especially for the unique race of creative souls called writers. It's just not in our reclusive DNA, but what choice do we have?

There are wonderful ideas everywhere, books on basic marketing and promotion skills, workshops on platform building, and author promotional ideas are constantly lurking on the internet, ready and willing to help us out. With just a few clicks of the cursor you too can have lovely imprinted mugs or fancy book videos. You may need these things, you may want these things, but oh how confusing it all can get.

And there's that big question...does this stuff work? We network with other authors who do contests and giveaways. Do those work? We even imitate some of the strategies we see, but are those strategies actually creating book sales?

The truth of the matter is that without book sales, real author success is out of reach. It's all good; every technique, every promotion, every contest. It's all very important too, because you must be visible and active, but if you are still not getting the results you want, what can an author do?

It's time to build a better mouse trap. To do that you need better materials, you need to place your trap in better locations, and you must seed it with better cheese. In this case, magical cheese.

Promotion is important but have you looked carefully at how you create your promotions? Are they based on what other authors are doing, or are they based on what's inside YOUR OWN manuscript? For example, if you're giving away a free book on Facebook, so is every other author with a Facebook account. But if your main character is a gardener suspected of murdering the dead man found beneath her petunias, and you promote your book to online gardening groups in addition to your Facebook following, now you've expanded your reach in a big way! Oh, and you haven't had to give away one book in the process.

Think about this. There are hundreds of gardening groups and communities on Facebook, Twitter and Yahoo—actually, all over the internet. There are more in your real life communities. Imagine one little tweak to your promotional activity that includes this entire new audience. Think about what that direct, unique hook connection exposure can do for you and your book. Look at all the new fans you'll meet, new places where you can introduce your book, and great venues where you can arrange live speaking/book signing events. Another cool thing about this

approach is that there's not another author in sight, shouting and trying to get your prospective book buyer's attention.

This small adjustment in strategy can greatly expand sales for you, and all because you did you're your marketing with a broader, more magical and unique brush stroke. You'll make sales from the marketing magic right inside your manuscript. Your promotions are now personal, powerful, and part of a much, much better mouse trap.

What's inside your manuscript that can make your marketing, promotions, and publicity seriously stand apart, and where can you find new targets for your strategies?

The following are Eight Magic Spells to help you master and implement advanced Cross Marketing that can work miracles for your bottom line.

MAGIC SPELL 1

Perfect the Basics

If you want to wash your clothes, you need to know the basics of how to do that. Long ago, it meant shaving bars of soap into hot water and rubbing your clothing across a washboard. These days, it's a little easier. You need a washing machine and detergent. Still, the basics are the basics and you need water, soap and a vehicle to agitate the clothing and draw out the dirt.

The basics for selling books are:

- A Strong 25 Word Pitch
- Great Author and Book Platforms
- Marketing
- Publicity
- Promotions

If you don't understand or use these basic tools correctly, you will find it much harder to create sales success.

A STRONG 25 WORD PITCH – You need a powerful 25 word pitch for each book, and if you have written a series, it's good to create a 25 word pitch for that series, too. In that 25 word pitch you must have the following information:

- Who will relate to your book? (The target demographic)
- The genre of your book? (If non-fiction, the specific subject and reader interest)
- What is your book about?

The trick is to never actually say these things. Never have words like fantasy, or romance, or science fiction in your 25 word pitch. Never state that your book will be loved by young adults. Never just fill your 25 words with the story either. Be strategic, succinct, and powerful with your pitch.

A good example of a 25 word pitch is: *Desperate to escape her tortured past, a teenage genius learns she has multiple personality disorder when she's arrested for the kidnap and murder of her four year-old half-sister.*

This pitch works because without saying that this is a YA, I can easily identify the target reader through the description. The description also clearly tells me it is a contemporary mystery, and I know the plot is powerful because the author held back no punches by telling us the kick to the story. Use your story description to tell the reader the genre and target reader and your 25 word pitch will be successful.

A great 25 word pitch will serve you for queries to literary agents, publishers, or reviewers. It is the power in your request letters for event participation, or to schedule a book signing event. It will be the biggest punch for your promotions, advertisements, tweets, and Facebook posts. It

will be the meat of your press releases and the core for your publicity campaigns. Memorize your 25 word pitch; be able to recite it at a moment's notice. Use it consistently, including and especially as part of your email signature. Your 25 word pitch will effectively carry you a long, long way.

GREAT AUTHOR AND BOOK PLATFORMS – Whether you write fiction or non-fiction, you must have an Author Platform Website (or structured blog) and a Book Platform Website. Platforms are the place from which you tell your whole story. Twitter, Facebook, and blogging are vehicles to send your followers and prospective book buyers to your websites where all your strength lies.

Author Platform Website - Your Author Platform is your **Business Office**. It is a subtle website (or structured blog with tabs) that represents you as an author. It is designed to serve people wishing to know more about you. Those people include the media, book reviewers, local newspaper, online interviewers, publications, and prospective book buyers. Your Author Platform website must always be kept current and up to date. You never know when the media might come 'a calling. In this website you will have the following:

- Introduction/Home Page – simple introduction and welcome
- Book(s) Page – listing all your books and buy links
- Activities Page – listing all your events and activities
- Media Room – all downloadable items for the media to use
 - Author photo
 - Author bio
 - Jpeg of your book cover(s)
 - Brief synopsis of the book(s)
 - Excerpts from each book
 - Copies of all the press releases you've sent out
 - All contact information

Book Platform Website – Your Book Platform Website is your **Store Front**. This platform is designed to attract your fans and prospective book buyers and hold their interest. Like your Author Platform website, this one must be kept current, active, and interesting for the fan. This platform should be vibrant and entertaining with elements that bring your fans back again and again.

Be creative here but also, be careful. Each book platform should be specific to genre. In other words, if you write romance, all of your romance books, no matter the subgenre, can reside on the same website. Nonfiction and fiction should not be on the same website. Each has a different audience and that audience deserves your full attention.

A word of caution - if you write contemporary mainstream or subgenre romance, be very careful about intertwining your erotic romance on the web pages with these books. Place erotic works, clearly defined, and on their own page. And, if one of your subgenres happens to be YA romance, seriously consider placing your erotic romance on a completely different website.

Always respect and be aware of the audience coming to your website. People looking for your nonfiction are not interested in your genre fiction. People seeking mysteries are not interested in your science fiction books, so keep those on separate websites. Target your websites to the primary reader at all times and you will sell more books.

Blogs and Blogging – Blogs and blogging are a major part of your platforms because they work as a vehicle to drive people toward your websites and your books buy links.

I have a few strong words of warning and advice about blogging:

- Never blog about writing, no one except other writers care about the subject.
- Never blog on other author's blogs. They are your competition and their blog followers are more interested in them than you. If another author asks you to guest blog, they are usually just asking for a favor so that they won't have to blog that week. Kindly pass on the opportunity and protect your writing time.
- Never blog unless your topics directly connect with the unique hooks in your book, and in turn connect with readers interested in those unique hooks. Gardeners love blogs about gardening. If your mystery's main character is a gardener and you blog about gardening and how it is part of your story, you will have pulled in a new audience.
- Avoid the competition! Most authors blog with an effort to target genre readers like every other author on the planet. They forget that book buyers do a lot of things in their everyday lives besides read a specific genre. Reach these book buyers through your unique hooks. This sets you apart from all the other authors shouting for the genre lovers' attention.
- Never let another Author blog on your blog. Don't invite the competition into your sales factory. Your blog followers love your unique hooks, and they would be of no benefit to another author anyway.
- Blog consistently, but NEVER more often than once every two weeks. Choose a Tuesday, Wednesday, or Thursday as your blog day, then promote that blog on all your social networks—Facebook, Yahoo, and other online unique hook related groups, too. Tuesday, Wednesday and Thursday are best because social networks get clogged with trends over the weekends, and who wants to battle the latest Hollywood scandal when promoting a blog entry? Be consistent and watch your blog stats climb higher every time you post. Blogging more often than every two weeks eats up too much of your time, and tends to get boring to the blog follower. Blogging too seldom leads to losing blog followers. Every two weeks strikes a perfect balance.
- Do guest blog on a gardening (or whatever your book's unique hook happens to be) blog owned by an avid gardener. In fact, seek out several of these gardening bloggers and set up your own very effective book launch blog tour with them. That approach is not only focused on your book's unique hook lovers, but it will be far more effective than shouting to some other author's fans to buy your book.

Social Networking – All your social networks including Twitter, Facebook, Yahoo Groups, LinkedIn, Goodreads and Street Teams are under the category of platforms. Be sure to always spend your social network time talking to, relating to, and interacting with prospective book buyers, unique hook lovers, and your established fans. Step away from other authors. Yes,

authors do buy books, but not at the volume that will make a difference to your bottom line. Avoid surrounding yourself with other authors, especially in your social networks. Your ratios for Twitter and Facebook followers and friends should be 1 author for every 10 prospective book buyers or fans.

Locate Yahoo groups focused on the unique hooks in your book and be an active member of those groups. Groups like this have large numbers of followers interested in your unique hooks, and they are the perfect places to promote your blog as well as cultivate connections with unique hook lovers.

LinkedIn is fantastic for nonfiction, but there again, don't connect with other authors, connect with prospective book buyers. If your nonfiction is about managing money, be sure to connect with financial people, educators, new professionals, and business people. If it's about organizing offices, connect with all kinds of businesses, including home offices, small businesses, and satellite businesses who will have need for the book's advice. Groups on LinkedIn can be large and a great place to promote your blog entries and coming events.

Goodreads can work if you are willing to shout along with all your other author friends to genre lover groups. But if you're willing to get creative, moderate, and develop your own group directly related to your unique story hooks, you could create a nice book sales growth.

Street Teams are a slightly different form of social networking, because the author creates the street team from their existing fan base and encourages those fans to create awareness for the author and their book. It's kind of out of the author's hands at that point, but if you control the information fed to your street team, you can be sure of good results.

MARKETING – What is marketing? Marketing is creating awareness for you and your book. Without marketing your promotions will fail, because people seldom purchase something they've never heard of. Without effective marketing your publicity will fall on deaf ears, because the media isn't interested in something they've never heard of. Marketing is the backbone for everything.

Marketing is your 25 word pitch. It's your Author Platform and your Book Platform. It's your social networking and blogging. It's very important to market early and everywhere. Be consistent, be interesting, creative, and professional with your messages. Use teasers to tantalize prospective unique hook lovers and fans. Get them excited about your coming book. Be targeted with your marketing and make sure everything you do and say speaks to someone who will buy your book because they already love the unique hooks in it.

Be calculating with your time management, and pay attention to the responses you receive. One audience might be more responsive than another, and that will guide you when you're ready to use advanced marketing techniques for bigger sales.

Marketing is the most important basic skill for an author. Marketing is creating awareness. Never underestimate the power of awareness.

PUBLICITY – What is publicity? Publicity is the use of the media to get your message out to the public. Publicity only works if you have news to impart. There are several ways to create news around your book. It could be as simple as announcing the release of the book, or it could be as complicated as creating an event around your book that will benefit a charity connected to your book's unique hook.

Publicity starts with having a news story, and works with a carefully organized and created press release contact list. If you choose to purchase a media contact list service, be aware that you will not own the list; you've only paid the service for usage of their list. If you chose to develop your own list, you will have control over maintaining it as well as building relationships with the media contacts on that list. It's hard work but worth it.

A press release is nothing more than a query with a few tight rules. It will have no flowery language. It must be news and nothing but hard, cold news. Who, what, where, why and when. Nothing more and nothing less. You must always include contact information at least twice in your press release and never forget that the core of that press release is your 25 word pitch.

PROMOTIONS – What is promotion? Promotion is the activity around with your sell your book. Promotion, like publicity, will not work without strong marketing to carry it.

Promotion will not work if your main following is other authors. Promotion will not work if you try to do it while standing in a crowd of other authors shouting out the same message, "Buy my book!"

Promotions should be created around and targeted to your book's unique hooks and targeted to prospective book buyers. Avoid the *100 Authors Romance Promotion* everyone's talking about. Stay away from the *50 Book Videos for the Mystery Lover* promos. Steer clear of any promotional concept that lumps several authors together in an effort to attract genre lovers into picking and choose.

Stand alone with your promotions. Focus on your hard earned unique hook audience. Do book signings at places where they are, not in bookstores and libraries. Create promotional events at a city garden, at a pet store, at a New Age shop...places that connect with your unique hook following. Be creative!

MAGIC SPELL 2

Locate Your Niche and Cross Markets

Standing apart is the key to success. Now that you've mastered the basics and understand that it's inefficient to huddle with other authors for marketing, it's time to blaze your own trail to success. Locating your Niche Markets and Cross Markets is far easier than you might think.

Niche Marketing is all about finding unique, usually small but powerful target markets for your book. Looking closely at your book, your niche markets might include things like dog lovers, politics, fashion, or any number of underlying elements that drive your characters and plot. These are small markets that might work alone to create broader audiences, or might work in combination with your cross markets to create really strong prospective book buyer targets.

Cross Marketing is a strategy designed to find more of your existing target markets in different ways and places than standard marketing. For example, if your book is romance, your target reader is women. The goal of Cross Marketing is to reach women in different ways and places than every other author is doing. What do women do and where do they do it?

Women belong to health clubs and biking clubs. They belong to professional clubs and organizations, like teachers groups, nursing groups, gardening clubs and women's auxiliary clubs. They gather in places like beauty parlors and manicure shops, town meetings and hiking, camping or swimming clubs. In other words, women are everywhere. Most authors will only approach their romance genre prospective book buyers through mediums related to the genre, like romance lovers book clubs and blogs. They forget that a woman who loves reading romance might very easily not belong to a romance readers' book club or read romance blogs.

Identifying your Cross Markets and Niche Markets is the first step to expanding your communication with the book buying world, and your first step away from all those other yapping authors.

Once you've identified your Niche and Cross Markets, all you need to do is locate them. What blogs are they reading? Where do they shop online? Where do they meet in the neighborhood? How can you connect with similar groups all over the country? Online? Through websites like the kind that sell running shoes, or vintage clothing, or nail polish? What else do these niche and cross markets do? Does it relate to your book's unique story hooks? If so, you might have a possible, very profitable, connection.

MAGIC SPELL 3 **SUPER Genre Gaming**

Genres were created to help bookstores stock, display, and inventory books. Since then, the bookstores have created a real dilemma for authors by using their sales information to determine which books they will carry on their shelves, and in turn which book publishers will publish, and which books agents will represent. It's a real mess.

But when the book is being released or already on the market, genres take on a completely different use and meaning for the marketing author. Creative genre gaming changes everything we know about genres by opening whole worlds of possible book buyers.

The basic genre game is all about looking inside your book to see how many different genres or subgenres you can add to your target marketing strategies. Is there romance in your mystery? You may be able to approach romance lovers to market your book. Is there a strong women's fiction audience for your YA book? That's a huge possibility, because sales statistics show that more women over fifty purchase YA books than young adults. The basic genre game helps authors find broader audiences through existing genres for their books.

HOWEVER...SUPER Genre gaming is another thing altogether. Imagine the genre game on steroids. SUPER Genres can only be developed for one book at a time. They search out and identify any number of marketing targets and directions, and they are unique to only that book or series. This means two wonderful things for an author.

- You can see your expanded markets right in front of you and connected to your book
- No other author can approach these targets because they are specific to your book, plot and unique story hooks

To develop your SUPER Genre, simply look deeply into your book and begin with an expanded genre like:

- Urban Fantasy/dog lovers (*because the main character is a veterinarian*)

The point of playing SUPER Genre gaming is to expand your thinking way beyond the cubby-hole accepted genre concepts. SUPER Genres can be as long as twenty words, and expose a number of cross marketing, promotional, and publicity directions. For example, I pulled this SUPER Genre from a book I recently read:

- Urban Fantasy/paranormal/ghost/werewolf/veterinarian/animal health/dog lovers/natural foods/survivalists/ASPCA/romance/mountain living/ancient gods/politics/magic/supernatural/ancient weapons

This SUPER Genre represents seventeen possible cross marketing directions for the author to use for targeting prospective book buyers. Each word in the SUPER Genre leads to a customer base;

all you need to do is locate a venue for it. The words paranormal and ghosts lead to all those people who love ghosts, hunt ghosts, or follow the ghost hunting trend. They can be found in Facebook and Yahoo groups, all over Twitter, blogging, and running websites of their own about ghosts and the paranormal. **BIG AUDIENCE!** The same works with animal lovers, dogs, natural and health foods, lovers of ancient gods, magic and new age things. This **SUPER Genre** leads to a ton of possible book buyers way beyond the standard author genre marketing! It has also has possible charity connections for publicity, offers interesting niche markets, and uncovers several ways in which to reach out to these audiences. Every single one of these seventeen **SUPER Genre** elements may not work, but almost all of them are a completely new direction for an urban fantasy author to market.

MAGIC SPELL 4

Developing Strategies

Obviously there are many ways to reach out to the particular targets uncovered in your SUPER Genre list. Using just one element of the SUPER Genre, dog lovers, the first instinct is to reach out through your social networking. Search Twitter and Facebook for dogs and dog lovers and make friends and followers among them. After that, join Yahoo and Facebook groups related to the subject of dogs and dog lovers. Now when you tweet and Facebook about dogs, in an effort to reach out to dog lovers and tell them about your book, you know you'll be talking to the right audience because you've already connected with them.

Blogging is another strategy for reaching dog lovers. Start focusing your blog topics on dogs and how they relate to your story and book. Carefully choose your tags for optimum SEO. The next step is to locate dog lovers who blog about dogs and ask them if you may guest blog on their blog. Most of them would love to host an author for their followers to enjoy.

Groups are a powerful way of strategically connecting with your dog lover audience because they represent large numbers of followers. Be careful not to join a dog lovers Yahoo group and just talk about your book. Instead, talk about dogs, be part of the discussions. Always have your book title, 25 word pitch and buy link at the bottom of your emails.

Next, look into websites and businesses connected with dogs and dog lovers. Create unique ideas to pitch to them and choose which specific kinds of businesses you'd like to connect with. Think about the online businesses. Would you want to connect with a gourmet dog food and doggie treats company website? Find a few of them then develop ideas for a monthly article or pet question of the day.

Can you do a book signing at the local pet stores? Maybe a book launch tour that takes you from one to the other pet store and lets you play with the puppies while signing books or doing a reading.

How about doggie daycares? Would they be a good place to pitch a promotion? Perhaps one of them will let you write a monthly article in their customer newsletter. With all these articles, you will always talk about dogs then have a brief bio, your book title and where it can be purchased at the end of the story.

How about the Animal Rescue League or the ASPCA? Can you help with a fundraising event, or better yet, create a fundraising event for them that will work beautifully as a publicity boost? You might even want to donate a portion of the proceeds from your book to your chosen charity. It's a nice thing to do, and good publicity too.

MAGIC SPELL 5

Approaching Cross Markets

Now that you've located the live and online businesses and organizations you'd like to approach, it's important to do all the homework.

Research every business or organization. Who handles the company's website management? Who handles the company marketing? How do you contact them?

Examine each business' online presence. Is it a large business? Is the website active and changing regularly? Is it interactive? Do they have anything like the ideas you've created already on their website? Are they a business that is open to letting you speak to their customers?

Now you must create your proposals. Be sure each proposal is specific to that particular business or organization. You might want to develop several ideas so that should one be rejected, you have another in your pocket. These proposal ideas must be a win/win for both the business and you.

Make your proposals only to decision makers and be sure they are loaded with enthusiasm and information. You must make sure the contact understands that what you propose to do— write a monthly article called doggie talk, a monthly puppy tip, or a monthly game about doggie brains and how they work—will entertain and attract their customers.

Make sure the contact understand that all you want in return is the opportunity to briefly promote your book at the end of each article to their customer base.

These proposals can be made through email, on the telephone, or in person in the case of a local business. Strive to get face to face or at least ear to ear on the phone in all cases. Emails tend to lose impact.

MAGIC SPELL 6

Maintaining Cross Markets

Once you get into the door, remember your commitment. Never miss a deadline, keep an open dialog with the contact to assure everyone is pleased with what you're doing. Keep your articles and involvement lively and interesting.

The goal is to have at least three different Cross Marketing venues active at one time. It's critical that you do three very different things one each of the three different venues. Everyone gets their own content and attention and that will keep each venue happy. In most cases, you can write all three articles for the next month on a Saturday afternoon. This Cross Marketing strategy isn't a time suck at all; especially considering the fact that with each article, you're reaching at times thousands of people you might have never spoken to before...and at the end of the article is your book's buy link. How cool is that?

Naturally, through all this you will continue to build and grow your social networking targets for dog lovers, so every time you have an article go up on the Gourmet Doggie Treats website, you will promote it on your Twitter and Facebook accounts. Every time your newest Puppy Tips column appears on the Dog Supplies website, you'll promote it. Each time you have a new Puppy Brains story on the Growing Healthy Puppies website, you'll tell everyone.

You will also make note on your Author and Book Platform websites that you are on these three company websites doing some cool things. You could even ask them for their logos to include on your websites. Occasionally you should even blog about your experiences with working with these three different companies. This makes it a win/win for both you and the company. You get to reach out to their thousands of customers, and the company gets something wonderful from you to help entertain and bring their customers back again and again to the website.

All this promotion does three things for you.

- It promotes you and your books to a broader audience of unique hook lovers
- It keeps your activities lively, making you a vibrant, active author

This is how you maintain your hard earned Cross Marketing venues.

MAGIC SPELL 7

Expanding Cross Markets

Let's imagine you have been doing three Cross Market venue activities for nearly a year and for the most part, sales are really booming. These venues take little time and effort on your part, so you've decided to expand your cross marketing efforts and expose your book to even more audiences.

You can either reach out to more dog supply businesses, or you can move on to a different element in your SUPER Genre list. Because Mountain Living and Natural Foods are on your SUPER Genre list and represent a large part of your plot and story, you might decide to get creative and move in that direction.

Locate all the online and live businesses that relate to Natural Food and Mountain Living. That list might include:

- Whole Food Stores
- Specialty Food Stores
- Vegetarian Restaurants
- Health Food and Nutrition Stores
- Mountain Resorts
- Log Cabin Builders
- Forestry Preservation Organizations
- National Parks and Recreation
- Craft businesses that use the name Mountain Living in their description

Any one of these might be a fantastic direction for Cross Marketing, but you know the drill. Do your homework. Research each company's online presence and determine if they are a viable venue for you to offer value to, and in turn gain book sales. Locate all the correct contacts, develop your proposals and make your win/win presentations. This can open the door for a whole new target for your book. Remember to build this new audience into your social networking and contact bloggers who blog about the unique hook subject to gain even more exposure.

Expanding your cross markets means dedicating your energy to the development and nurturing of a new audience, so before you do anything, make sure it's a large enough target. If you choose to reach out to a cross market targeted to the unique hook, ancient weapons, and discover that there is very little web presence and very few businesses or organizations to approach, you should pass on the idea. It's also important for you to seriously consider the audience and whether lovers of ancient weapons would be interested in your urban fantasy about a veterinarian and a werewolf.

One more final note: Only expand your Cross Markets when you're ready and have the time to commit to the effort required. Always review your sales for each existing Cross Marketing effort before expanding. It may be time to end a relationship with a venue because it isn't effective, or

it might be time to determine that a venue requires too much of your time and energy for the sales results gained.

Expanding into a new Cross Market is all about reaching a higher and higher level of sales. Never expand unless you have a sales goal in mind.

MAGIC SPELL 8

Determining Effectiveness

How do you know if a Cross Marketing effort or venue is working? How do you know if the turkey is cooked? How do you know if your clothes are clean, or your car has enough gas to make it across town? Your check often and test for results. A turkey is fully cooked at 165 degrees. Your clothes are clean if the dirt is gone. The car has enough gas if you know how much it takes to get across town. The same concepts work for Cross Marketing effectiveness.

The first tool you need is your goals. If you expect a 15% growth in your sales from each Cross Marketing venue or effort, then you will know immediately that a 2% growth is ineffective, but a 30% growth is great. The way to test effectiveness is to use one of the following methods.

- **Test by Timing** – for this technique, you choose a day of the week or a week of the month and run your promotions on specific venues only during specific periods of time. If venue 1 does really well during it's time period, but venue 2 does not do so well during it's exclusive promotional period, you have a good idea of which venue is more effective.
- **Control Activity** – I know several authors who have used this technique to prove that what their author friends were doing was less effective than their Cross Marketing efforts. During a month when other authors were running the big free book giveaway, the Cross Marketing authors did something not only different, but in a far more controlled manner. They did a buy one get the second book free promo, and marketed the promotion to four different target Cross Markets during the week. The cross marketing authors sold more books, not just because their counterparts only did free giveaways, but because with every marketing effort, they were talking to a much broader audience. Even if they'd only given books away, they would have beaten the other authors by a mile. Why? The other authors were marketing to other authors and genre lovers groups, while the Cross Marketing authors had connected with audiences based on their unique hooks. Oh, and by the way, those unique story hook audiences heard no other authors shouting to give away books, only the Cross Marketing author's deal on a book that has something they really love within it. Score.
- **Contests** – You all know how these work. Be careful to regulate the audiences you're offering these promotions to, that way you'll be able to easily see which target audience responded best.
- **Test by Location** – This can be done by city or it can be done by social network location. Offer a promotion on Twitter and not Facebook for a whole month. Then make the same offer the next month on Facebook only. Which network brought the most sales? This will tell you which network needs more nurturing and a stronger target Cross Market connection. To test by city, you would activate your street team in a specific city and have them run a local promotion for your book. If Atlanta sells more books than Seattle, but Pittsburgh sells more books than the other two cities combined, you will know several things. Which city is more interested in your book,

- which city is more uniquely connected to the story hooks inside your book...and which city has a more efficient street team.
- **Code Words** – For this testing technique, you would create a promotion for one specific Cross Market target instructed to use a specific code word when responding, and do the same promotion for a completely different Cross Market target, and instruct them to use a different code word when responding. For example, the code word “Spot” might be used for your dog lovers Cross Market target, and the word “wheatgrass” would be used by your health food Cross Market target. Again, the results will tell you which target is more responsive.
 - **Journaling** – Keeping a record of everything is another way to track promotion effectiveness and audience response. If you ran a promotion for a person to win a full collection of your book series to your dog lovers Cross Market the same day a famous vet runs a similar promotion on his book about keeping a dog healthy, you will probably not do so well. Recording that experience will help you keep your ears perked for such possible conflicts next time you do a promotion.
 - **Elimination** – If you’re wondering if a venue, social network, promotional idea or specific Cross Market audience is responding, simply eliminate them for 30 days and see what happens to your sales. You will gain a lot of answers with this technique.

One final Note on Testing—give a promotion or target Cross Market audience at least 90 days before testing or considering the elimination of the audience. It takes that long for people to catch on to what you’re doing and respond. Be patient. Also, keep in mind, some results might be skewed simply because the promotion wasn’t powerful enough or the incentive wasn’t effective. You are also part of the experiment, so do your best to create interesting, exciting and enticing promotions.

ABOUT THE AUTHOR

Deborah Riley-Magnus is an author and an Author Success Coach. She has a twenty-seven year professional background in marketing, advertising, and public relations as a writer for print, television, and radio. She writes fiction and non-fiction.

Since 2010, she had two novels released. In 2013 her nonfiction, *Finding Author Success* (Second Edition), and *Cross Marketing Magic for Authors* were released. A third nonfiction entitled *Write Brain/Left Brain* is slated for release in 2015 and focused on bridging the gap between the creative writer, and the creative marketing tools that make marketing fun for authors.

Deborah produces several pieces monthly for various websites and online publications. She writes an author industry blog and teaches online and live workshops as The Author Success Coach. She belongs to several writing and professional organizations.

Deborah's previously published fiction is currently finding a new home. *The Twice-Baked Vampire* series is moving ahead and when the series is re-released with a new publisher, it will include the third in this five book urban fantasy series. She is also working on a YA series entitled *The Lost Orphan Race*.

Deborah has lived on both the east and west coast of the United States and has traveled the country widely. She is a native of Pittsburgh, Pennsylvania and recently returned after living in Los Angeles, California for several years.

Finding Author Success 2nd edition

Available in print at **Amazon, B&N** and e-book at **Kindle, Nook, and Kobo**

Cross Marketing Magic for Authors

Available in print at **Amazon, B&N** and e-book at **Kindle, Nook, and Kobo**

Blog <http://rileymagnus.wordpress.com/>

Teach <http://theauthorsuccesscoach.com/>

Fiction <http://twice-bakedvampireseries.com>

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