

Marketing your book in partnership with Watermark Books & Café

You have completed a consignment contract with Watermark Books & Café, and now you want people to know where to buy your book. What should you do?

1. Be a fan of the store. We are supporting you by selling your book, and we ask that you support us. Tell everyone through your social media, on your website, in your newsletters and other promotions about the availability of your book at Watermark Books & Café.
2. Post often about your book at Watermark Books & Café on social media so that all your friends and followers know where they can purchase your book.
 - a. Make sure you link your post to your book listing on our eCommerce site. (We will provide you with a direct link within one week of the contract signing). This way your followers can click on the link and purchase your book directly.
 - b. Make sure you tag Watermark Books & Café in your post, so that we can share your post as well. This alerts all of Watermark Books' followers to the presence of your book in our store and online – and people who might not have previously been exposed to your work.
 - i. Facebook: /WatermarkBooks
 - ii. Twitter: @watermarkbooks
 - iii. Instagram: @watermarkbooksandcafe
 - iv. Tik Tok: @watermarkbooks
 - c. Use hashtags in your post so that more people will see it: #readICT #wichitaevents #mybookstore #watermarkmoment
 - d. Here is some example copy:
 - i. "I am so excited to announce that you can now purchase my book at @watermarkbooks ! Grab your copy here: www.watermarkbooks.com/9780000000000"
 - ii. "Big news: my latest thriller that will knock your socks off is available for purchase at @Watermarkbooksandcafe . You won't want to miss this haunting yet hopeful story: www.watermarkbooks.com/9780000000000"
3. Tell your friends and family about the presence of your book at Watermark Books. Word of mouth is a strong and helpful marketing strategy, and who better to aid you in it than your biggest supporters? Tell them to post about your book and tag Watermark Books as well.

Talking about your book with potential buyers is also an important strategy for marketing. What do Watermark Books & Café booksellers need to know about your book to sell it well? What do you need to know to sell it well? Things for you to think about and be prepared to answer.

1. What is the genre of your book?
2. What do you tell people about your book when they ask what it's about? Think up a good elevator speech (a short, two-minute description) that is informative and unique. TIP: you must get their interest quickly.
 - a. Example: "This 90s-themed book is all about videogames, drama, and a little bit of romance. It's the perfect, nostalgic beach read."
3. Who is your target audience? Who do you think is most likely to buy your book?

- a. When writing your blurbs for your posts or in-person pitches, it's important to consider how to capture the attention of your target audience. Is this an informative book for academics? Is it about specific issues? Is it a book about local history, or a novel set in Wichita or Kansas?
 - b. Why does your target audience need to read your book instead of another one?
4. Who is the book about? For example, who is the narrator, what is their voice like, what forms of conflict take place?
 5. What do you want the reader to take away from reading your book?