

# BOOK MARKETING THAT DOESN'T

*Suck*

**YOUR BS-FREE GUIDE TO  
SELLING MORE BOOKS**

## Why Marketing Feels Gross (and Why It Doesn't Have to Be)

Let's be real: most book marketing advice out there makes you want to crawl under a blanket and never come out.

Post on social media 12 times a day. Shove your book link into every comment thread. Slide into strangers' DMs with a "friendly reminder" to buy your masterpiece. *Hard pass.*

The problem isn't you. It's the tired tactics that treat readers like walking wallets. Nobody wants to feel hunted, and you don't want to feel like a sleazy salesperson either. That's why shouting "buy my book" into the void never works, it just makes you sound desperate, and desperation is not a good look.

Here's the truth: marketing isn't about being louder, it's about being *smarter*.

It's about getting in front of the right people and giving them a reason to lean in closer. You don't have to chase every trend or live online 24/7. You only need a simple system that fits into your actual life, doesn't make you hate the process, and still sells books.

That's what this guide is about.

Quick wins, no fluff, and strategies that actually feel good to use.

By the end, you'll know how to mix it up on social media, mingle with readers in a way that builds real loyalty, and sell your books without ever feeling gross.

✦ **Reminder:** Great marketing is just storytelling in another outfit. And you already know how to tell a great story.

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# Part 1: Your No-BS Marketing Foundation

## Finding Your Readers Without Guesswork

Marketing fails when you try to talk to everyone. The good news? Your readers are not hiding. They are out there, scrolling, swiping, and wasting time online in very predictable places.

Your job is to *find those spots and show up* where they already are.

Write fantasy? Your people are drooling over fan art on Instagram and disappearing down TikTok rabbit holes under #BookTok.

Writing romance? Readers are trading spicy recs on TikTok, swapping memes in Facebook groups, and building endless TBR piles on Pinterest.

Cozy mystery fans? They are on Facebook cozy-reader groups, debating their favorite amateur sleuths, and posting bookshelf shots on Instagram.

The point: don't shout into the void. Lurk where your readers hang out, listen to what they love, and then join the conversation like you actually belong there.

## Choosing Your Core Platforms

Here is your permission slip: you do not need to be everywhere.

In fact, the fastest way to tank your energy is to chase every platform like a caffeinated squirrel. Pick one or two spots where your readers already hang out and where you can show up without hating life.

Hate video? Forget TikTok.

Love writing? Email is your playground.

*You win by being consistent* in fewer places, not by burning out everywhere.

## **Exercise: Where Your Readers Waste Time Online**

Grab a piece of paper and make three columns:

**Column 1:** Things your ideal readers obsess over when they are not reading. (Examples: binge-watching crime shows, collecting fan art, laughing at cat memes, obsessing over swoony fictional crushes.)

**Column 2:** The platforms where people waste the most time doing those things. (Examples: TikTok, Facebook groups, Instagram hashtags, Pinterest boards.)

**Column 3:** Where you actually like to hang out. If you hate being on video, TikTok will feel like torture. If you love sharing photos or chatting, Instagram or Facebook will be easier.

Now connect the dots. Look for the overlaps between what readers love, where they already spend time, and where you can show up without hating your life.

That sweet spot is your starting point.

Here's an example version of the exercise, shown in action so your readers can see how it works without overthinking:

**Let's say you write fantasy romance.**

### **Column 1: What readers obsess over**

- Fan art of their favorite couples
- Talking about tropes (enemies to lovers, found family, etc.)
- Collecting gorgeous editions of their favorite books
- Daydreaming about magical worlds

## **Column 2: Where they waste time online**

- TikTok #BookTok fantasy hashtags
- Instagram fan art accounts and reels
- Facebook fantasy reader groups
- Pinterest mood boards for tropes and aesthetics

## **Column 3: Where you actually like to be**

- You hate short videos, so TikTok is out.
- You enjoy sharing visuals and chatting in comments, so Instagram feels natural.
- Facebook groups are easy for you to join and interact in.

## **Overlap = Your sweet spot**

- Instagram posts/reels focused on fantasy tropes and visuals
- Facebook reader groups where you can join in trope debates and drop in playful book teasers

That's it. Instead of trying to do everything, you now have a clear starting point: Instagram + Facebook.

### **Pro Tip: Follow the Fun**

If you hate being on a platform, you won't stay consistent. Choose places you can show up without dreading it, even if they're not the "hottest" platform of the moment.

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## Part 2: The Mix & Mingle Framework

### Mix: Social Media

Think of social media as the party. It's noisy, flashy, and crowded. Your goal is not to shout the loudest but to show up in a way that makes people want to lean in closer. *This is where readers first notice you.*

#### What works here:

- Quick hits of personality: memes, tropes, behind-the-scenes peeks.
- Posts that spark curiosity instead of begging for sales.
- Visuals that make people stop scrolling (a striking quote graphic, a messy writing desk, a fan art share).


 **Quick Tip:** Social media isn't about closing the sale. It's about starting conversations that lead somewhere deeper.

### Mingle: Email

Social is the party. Email is the after-party where you actually connect. Once readers invite you into their inbox, you can build trust, share more of your world, and yes, *sell more books.*

#### What works here:

- Treating emails like letters to a friend, not press releases.
- Sharing sneak peeks, extras, or “only for you” content.
- Mixing personality with purpose so readers look forward to opening your emails.

 **Quick Tip:** If social media disappeared tomorrow, *your email list is what keeps you connected to your readers.*

## Exercise: Turn One Post into an Email (and Back Again)

1. Pick a social media post idea (example: a quote from your book or a funny writing moment).
2. Expand it into an email by adding context: why you wrote it, what inspired it, or how readers might relate.
3. Now, slice that same email back down into a few quick-hitting posts for your social media platform.

Congratulations, you just created content for two platforms *without doubling your workload*.

## Example: Romance Author Using Mix & Mingle

**Social Post (Mix):** A TikTok video with the caption: “When your enemies-to-lovers couple refuses to stop bickering... and you’re just trying to write the kissing scene.”

**Email (Mingle): Subject line:** The scene that almost broke me. Inside the email: a short, funny story about writing that scene, a teaser snippet, and a PS linking to the book for readers who want the full story.

**Repurpose Back to Social:** Pull one funny line from the email and turn it into a meme or Instagram caption.

### **Pro Tip: Don't Be the Weird Guy at the Party**

On social media, if every post is “buy my book,” you sound like the one person at the party who only talks about themselves. Share things that entertain, spark curiosity, or invite conversation. The sales can come later.

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## Part 3: The Art of Doing Less (and Selling More)

### More Tasks Don't Mean More Sales

It's tempting to believe that a longer to-do list equals more progress. In reality, piling on tasks just scatters your energy. Readers don't care how many hours you spent tweaking graphics or scheduling posts. They care that you show up where it matters. A focused plan with a few strong moves will sell far more books than a cluttered checklist.

### Busywork Looks Productive, But It Isn't

Endless tinkering with graphics, fiddling with fonts, or color-coding a 12-tab spreadsheet feels like work, but it doesn't move books. If a task doesn't help readers notice you, trust you, or buy from you, it's a distraction in disguise.

### Perfect Is the Enemy of Progress

Waiting for the perfect post, the perfect email, or the perfect launch keeps you stuck. Readers don't need flawless. They need you to be present and consistent. The authors who win are rarely the fanciest. They are the ones who keep showing up.

When you strip marketing down to what actually matters, it gets a whole lot easier. Fewer tasks, less second-guessing, more books in readers' hands.

### Exercise: The "Cut the Fluff" Test

1. Write down your top five marketing tasks right now.
2. Circle the ones that directly help readers **notice you, trust you, or buy from you.**
3. Cross out the rest. Seriously. They're optional, not essential.

What you have left is your lean marketing plan. Stick to it for the next two weeks and see how much lighter it feels.

## Example: Romance Author

### Original list:

- Redesign book cover mockups (again)
- Post three memes in a Facebook reader group
- Write next week's email about a favorite trope
- Update Canva templates
- Record a quick TikTok about a scene that made her laugh

### Cut the fluff:

- Keep: Write the email + Record the TikTok (notice, trust, buy).
- Toss: The extra graphics and mockups.

Result: Less busywork, more direct connection with readers, and no wasted energy.

### **Pro Tip: Good Enough Gets You Paid**

Perfection is a black hole for your time and sanity. Nobody's rereading your Instagram caption and grading it for grammar — they're skimming it while waiting for their coffee. Hit publish, keep moving, and let "good enough" sell your books while "perfect" collects dust.

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## Part 4: The Anti-Sleaze Sales Tactics

### How to “Sell Without Selling”

The quickest way to turn readers off is to sound like a late-night infomercial. Nobody wants to feel like they’re being pressured into pulling out their wallet. That doesn’t mean you avoid selling altogether, *it means you sell smarter.*

Think of it this way: every piece of content you share should do at least one of three things for your reader. It should either entertain them, give them something useful, or make them curious.

If you do that, you’ve already earned the right to invite them deeper.

#### Examples:

- **Entertain:** Share a funny outtake from writing or a meme that ties into your trope.
- **Useful:** Drop a quick “reader guide” like suggested reading order or a playlist that matches your book’s vibe.
- **Curiosity:** Post a teaser line that makes readers think, “I need to know what happens next.”

When you stack value first, your ask doesn’t feel like a sales pitch. *It feels like the next natural step.* Instead of “Buy my book now,” it becomes, “Want to keep going? The full story’s waiting for you.” Readers don’t see it as you pushing, they see it as you offering.

#### **Pro Tip: Make It Feel Exclusive**

Readers love to feel like insiders. Frame your CTA as an invitation to something special, not a generic “anyone can buy this.” A line like, “Only my list gets this bonus scene” works ten times harder than “Please buy my book.”

## **Calls to Action That Don't Make Readers Gag**

A bad call-to-action feels like a shove: “BUY NOW!!!” or “Don't miss out!!!” That kind of language screams desperation and makes readers pull back. A good CTA feels like a nudge - clear, inviting, and focused on what the reader gets out of it.

Think about it like this: your CTA should answer the reader's silent question, “Why should I care?” If you can connect your ask to the experience they want, whether it is mystery, swoon, adventure, or escape, *it will click*.

### **Examples that don't trigger eye-rolls:**

- “Want the next chapter before anyone else? Join my reader list.”
- “If you love a messy enemies-to-lovers trope, this one's for you.”
- “Think you can solve the mystery before my detective does? Grab your copy and test yourself.”

Notice that each one highlights the reader's fun, curiosity, or payoff. *That's what makes it work*.

## **Quick Win**

Write one call-to-action right now that feels natural for your book. Imagine you are talking to a friend who just asked about your story. How would you invite them in without sounding pushy? That is your CTA.

### **Exercise: Rewrite the Sleaze Out of It**

Take a salesy line like “Buy my book now!” and rewrite it in three different ways:

1. Curiosity-driven: “Ever wondered what happens when the detective falls for the suspect? It is all inside this book.”
2. Benefit-focused: “This story will keep you up past midnight, I promise.”
3. Invitation-style: “Come join me in this world and you will never look at small towns the same way again.”

This helps you find a CTA that feels like you, not like a sales robot.

## Example: Fantasy Author

**Bad CTA:** “My new fantasy book is out! Buy it on Amazon now!”

**Better CTA:** “Want to escape into a world of dragons, betrayal, and found family? The adventure starts here.”

**Even Better CTA:** “Ready to meet your next favorite dragon? Click here and let’s fly.”

## Example: Dark Romance Author

**Bad CTA:** “My new dark romance is out! Buy it on Amazon now!”

**Better CTA:** “Craving a love story that hurts as much as it heals? Step into the shadows with this one.”

**Even Better CTA:** “Ready to fall for the villain and break your own heart in the process? Click here and let it consume you.”

Selling does not have to feel slimy. When you focus on value, curiosity, and natural invitations, your readers lean in closer and buying becomes the obvious next step.

### **Pro Tip: Focus on the Afterglow**

Readers aren’t buying paper and ink. They’re buying the late-night binge, the emotional wreck, the book hangover. Build your CTA around the feeling they’ll walk away with.

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## **Part 5: Keep Your Sanity (and Your Joy)**

### **Burnout Is Real**

Trying to “do it all” is the fastest way to start resenting your own book. If marketing feels like a second job you hate, you will quit showing up — and readers can tell. Burnout does not just steal your energy, it steals your creativity too. The good news is you do not need to run yourself into the ground to sell books.

### **Do Less, Better**

You don't need to churn out five posts a day or run yourself ragged with constant promo. Choose a few things you can do consistently, and do them well. Readers would rather see you show up regularly with content that feels alive than vanish for months after a frantic promo sprint. Marketing is a marathon, not a sprint, and the authors who pace themselves are the ones who last.

### **Give Yourself Permission to Unplug**

The internet never sleeps, but you should. Missing a day, a week, or even a whole launch plan is not the end of the world. Readers stick around for authors who make them feel something, not authors who post every 20 minutes. Stepping back to rest will not kill your momentum, in fact, it often makes your marketing stronger when you come back with fresh energy.

### **Quick Win**

Write down the top two marketing tasks that feel light and energizing for you. Commit to those for the next 30 days. Everything else is optional.

## Exercise: The “Hell Yes” List

1. Make a list of all the marketing activities you think you “should” be doing.
2. Circle the ones that make you think, “Hell yes, I could actually do this without dreading it.”
3. Cross out the rest.

That circled list is your new marketing plan. Stick to it, and you’ll actually enjoy the process instead of burning out.

## Example: Cozy Mystery Author

**Original list:** Daily TikTok videos, weekly email, Pinterest pins, Instagram carousel posts, Facebook group engagement.

**Hell Yes list:** Weekly email (loves writing them), cozy Instagram flatlays (already takes these for fun).

**Result:** Consistent, sustainable marketing that feels manageable — and readers respond to the joy behind it.

### **Pro Tip: Readers Can Feel Your Vibe**

You can fake excitement for a little while, but it always leaks through. If you’re forcing it, readers can tell, and it makes your book less appealing. Joy is contagious, and so is burnout, so choose the one you want to spread.

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*Wrap Up*

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# Wrap Up: Your No-BS Next Steps

## How to “Sell Without Selling”

Here’s the truth: marketing is probably never going to be the part of your author career that feels as magical as writing the book itself. And that’s okay.

You don’t have to love marketing, you just have to make peace with it and find a way to do it that doesn’t suck the joy out of writing.

The good news is that you don’t need a giant team, a massive ad budget, or a degree in marketing to sell books.

You need something much simpler. You need a system that works with your personality, your energy, and your readers. One that doesn’t make you feel like you have to turn into someone you’re not.

You’ve already seen that marketing doesn’t have to be about shouting “buy my book” until you’re hoarse. It can be about showing up in the places your readers already hang out.

It can be about giving them little sparks of joy, curiosity, or connection that make them want to know more. It can be about creating momentum one small, consistent step at a time.

So here’s your job from here on out:

- Focus on the tactics that actually matter for your readers.
- Lean into what feels natural and sustainable for you.
- Double down on the actions that help readers notice you, trust you, and buy from you.

Remember, you don't have to be the loudest author in the room. You don't have to be the slickest. You just have to be the one who shows up in a way that feels good for you and irresistible for your readers.

One final thing: give yourself permission to enjoy this.

Yes, marketing is work. But it's also an *extension of your creativity*. The same imagination you poured into your book can be poured into your posts, your emails, and the way you invite readers into your world. Think of it less like a chore and more like another way to tell your story.

So take a deep breath. Shake off the pressure. And take one small step today. Write that CTA. Send that email. Post that teaser. Let it be simple. Let it be fun. And let it work for you.

Marketing doesn't have to suck. In fact, it can become one of the most powerful tools you have. Not just to sell books, but to build a community of readers who can't wait for whatever you create next.

You don't have to figure this out alone. I'll be dropping more step-by-step strategies in your inbox soon, along with resources that make marketing your books way easier. Watch for them — because this guide is just the beginning.

## Before You Go...

You've got the guide. You've got the ideas. Now it's about turning momentum into results.

If you've ever felt buried under advice that makes book marketing feel like a second job, you're not alone. Most of it is noise. I believe in skipping the fluff and focusing on tools that actually move the needle.

That's why I built a complete set of author resources designed to cut through the chaos so you can spend less time stressing and more time writing (or, let's be real, binge-reading). Inside, you'll find practical, no-BS tools that help you:

- Plan your book without drowning in sticky notes
- Track your writing progress without complicated spreadsheets
- Build your author brand without feeling like you're screaming into the void
- Tackle marketing in a way that doesn't suck the joy out of your writing life

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