

TEN WAYS TO DISCOVERABILITY

By PPS

For Self-publishers



1. Build a website

Use low cost options like Weebly or Wordpress



2. Get active on social media

Facebook, Twitter, Pinterest, etc.



3. Build contacts

Create a database of influencers & potential readers



6. Offline activities

Festivals, book signings, readings, going to events, conferences, etc.



5. Get involved with your target communities

Participate, comment, communicate and share



4. Start blogging

Regular blogging will generate traffic to your website



7. Effective use of data

SEO, website analytics, insights, etc.



8. Incentives

Sample chapters, free ebooks, competitions, special offers, etc.



9. EReader compatibility

Ebooks available in a wide range of formats - don't play hard to get!



SUCCESS!

Readers find your book.



10. Build sales leads prior to publication