# TEN WAYS TO DISCOVERABILITY

For Self-publishers







#### 1. Build a website

Use low cost options like Weebly or Wordpress



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

Reaular blogging will generate traffic to your website







#### 7. Effective use of data

SEO, website analytics, insights, etc.

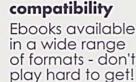
#### 8. Incentives

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



## SUCCESS!

Readers find your book.



9. EReader

Build sales leads prior to publication

