

The Scott Jordan Group

Six Book Marketing Essentials

Let us help you get the required marketing done without confusion and worry. Working with a book publishing professional insures that your marketing will meet industry standards and your publishing goal.

You will save time and hit the mark by getting it done in a professional manner and avoid unnecessary costs. Below are the six key marketing areas the require marketing content.

1. **Tagline** that serves as a quick, one-line marketing pitch to your target audience.
2. **A BISAC Category** (Book Industry Standards and Communications category) based on your book's genre that is used by the book-selling industry to identify and group your book by its subject matter.
3. **Five Keywords** based on your book's genre and themes that help improve discoverability on Amazon.com and by other search engines.
4. **A Book Description** that displays on your book's detail page and highlights your book's major marketable themes.
5. **Back Cover Text** that grabs readers' attention and sets your book apart from others in the market.
6. **An Author Biography** that shares your background and establishes your credibility as an author.