

XINXII QUICK LIST
MARKETING EBOOKS SUCCESSFULLY
START WELL AND AVOID TYPICAL MISTAKES

A) Author page on XinXii

IS YOUR AUTHOR PAGE....

SHOWCASE YOUR TEXTS...

convincing

Read the **description**
from the viewpoint of the reader.

- what the reader expects
- why the reader should buy my eBook
- correct information



an enjoyable read

Read the **description**
from the viewpoint of the reader.

- natural reading flow thanks to paragraphs
- no expressions such as "super, cool"
- no emphasizees such as „!!!!“ and BIG LETTERS



attractive

Your **Author Page** should create trust
and longing for reading.

- a cover which is appealing to the eyes and a title which mentions the author's name
- how you look like (did you add your photo)
- who you are (did you enter your vita in the author profile-section)



informative

Nobody is buying **the pig in a poke!**
Offer appetizers and contact information.

- reading sample
- contents page
- links in your author profile to your social networks



XINXII QUICK LIST
MARKETING EBOOKS SUCCESSFULLY
START WELL AND AVOID TYPICAL MISTAKES

B) Bookmarketing on Social Media

ARE YOU ON....

PAY ATTENTION TO THE FOLLOWING...

Facebook



- Daily updates on the fan page
- Share your own blog posts or thematic articles
- Encourage likes & comments



Google+



- 1-2x daily sharing of content
- Share your own blog posts(SEO)
- Sharing is set to „public“
- Build thematic circles
- Offer Hangout sessions



Twitter



- Twitting multiple times a day
- Follow all (credible) followers
- Retweet thematic posts
- Use # hashtags



XING



- Look for relevant contacts on a regular basis
- Build your own groups
- Join thematic groups and share your own content there



Pinterest, Tumblr



- Board about me and my eBook**
(my photos, cover...)
- For non-fiction authors:
 - Board exploring the topic of the eBook**
- For fiction authors:
 - Board about my protagonists**
(dress style, interior decoration, place of residence, hobbies...)
 - Board about my marketing activities** (readings, wallpaper and cover, screenshot of coupons...)



XINXII QUICK LIST
MARKETING EBOOKS SUCCESSFULLY
START WELL AND AVOID TYPICAL MISTAKES

C) Book Marketing

DO YOU HAVE....

AND...

an Author Blog



- update it several times weekly
- come up with marketing activities
- share your blog posts on FB, Google+...
- integrate your author's button



We provide personalized buttons with which you can link directly to your XinXii author's page - you can find them in your user account under "Badges".

an Email Signature

Every email **recipient** is a **potential reader!**



- integrated a link to your XinXii Author page? Use the free service of <http://www.wisestamp.com>



Reviews



- asked family, friends and colleagues already for a review of your eBook - on Amazon and XinXii



We provide coupon codes through the free of charge review samples - you can find them in your user account.

XINXII QUICK LIST
MARKETING EBOOKS SUCCESSFULLY
START WELL AND AVOID TYPICAL MISTAKES

D) Professionalism

IS YOUR EBOOK...

IF NOT, THEN...

error-free

Have you had your eBook edited?
Xinxii does that professionally and
at a reasonable price.

- receive an offer on Xinxii without obligation:
<http://www.xinxii.com/services.php>

available

... on Amazon, iTunes, Weltbild etc.?
Xinxii prepares your eBook for free
and delivers it to all [large shops](#).

- add an imprint¹ (author's name / pseudonym/
email or website/blog link)
- upload a book cover on Xinxii with at least 1400
pixel width (it states title and author's name)
- sign up for delivery here: distribution@xinxii.com
(specify shops and ISBN²)

We wish you lots of luck and many happy readers!

Your Xinxii Team

PS: Follow us on Facebook & Co. and become part of our community of indie authors!

- Became fan of [Xinxii on Facebook](#) and posted the link to my author's page
- Followed [Xinxii on Twitter](#) and retweeted my author page
- Entered [the Xinxii Group](#) on XING and introduced myself and my book
- Followed [Xinxii on Pinterest](#) and let my book cover to be repinned

ENGLISH VERSION COMING SOON

Xinxii-Buchmarketing-Guide: Kostenlos zu neuen Lesern!

Der ultimative Ratgeber für Autoren ★★★★★

Autor: Katja Martin

Umfang: 127 Seite(n)

[Gratis-Download \(PDF\)](#)

[Gratis-Download \(ePub\)](#)

[Gratis-Download \(mobi\)](#)



¹ All published texts should contain an imprint. The imprint provides not only the copyright protection but also refers to the owner of the text.
To protect your own interests you should add a complete imprint to your eBook - ([download a sample here](#) | (docx)).

² For all shops with the exception of Amazon, Barnes & Noble and Casa del Libro your eBook needs an ISBN.