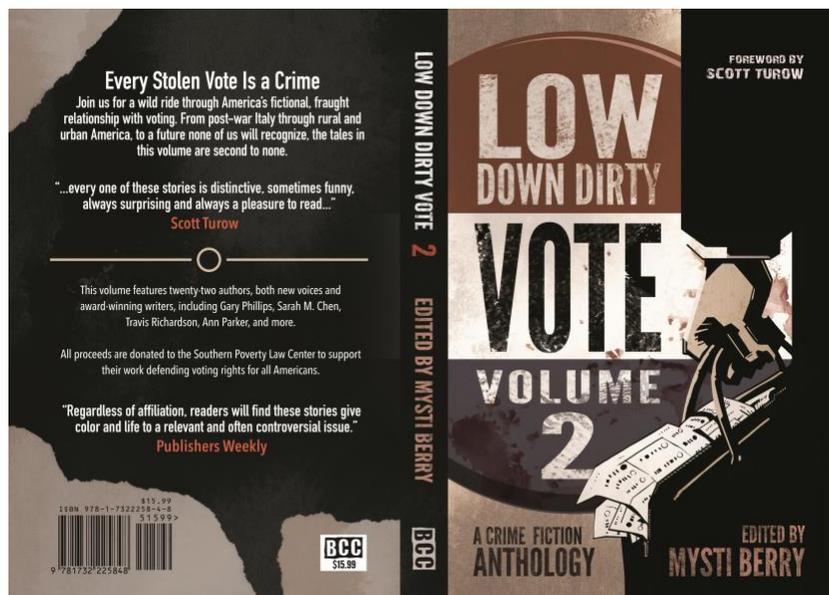


# YOU'RE IN THE ANTHOLOGY... NOW WHAT?

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## HOW YOU CAN HELP MAKE YOUR ANTHOLOGY A SUCCESS

Most anthologies need as many hands-on-deck as possible. No matter how much time you have, there are two ways you can help:

- Embrace the editing
- Help with marketing



## WHY DOES THE AUTHOR NEED TO HELP MARKET THE ANTHOLOGY?

- A lot of competition:  
Crime/mystery sales 2020: \$728.2 million US  
(#1 genre in the UK, #2 genre in the US)
- Big publishers have publicity and marketing departments:  
your anthology probably has one person doing it all, or a small committee
- Publishing a book is time-consuming—likely your editor/publisher doesn't have time to do it all.

## I'M JUST ONE PERSON! HOW CAN I HELP?

- You and the other writers in the anthology, working together and separately, can grab "SEO juice" and ensure the anthology name gets in front of more "eyeballs."
- By putting links to the anthology, or cover art, or by interviewing each other or recording brief readings and putting them online, you can convince Google and the other algorithms that there's some "there" there in your anthology.

## YOU CONVINCED ME! HOW DO I HELP?

- Decide how much time you have to give to promotion, and the ways you are comfortable promoting. Not everyone has to do everything every time. **Keyword: Timebox**
- Be active in the online communities of your choice before it's time to share your good news, and be helpful—answer questions, or ask them, or compliment other community

members (sincerely), follow other writers you love.

**Keywords: Valued Community Member.**

- When the cover is revealed (editor/publisher decides the day), share it in social media. That way it's less "read my story, I'm begging you" and more "hey, check out the cover! Isn't this cool? **Keywords: Share, don't badger**
- Volunteer to help lead the marketing effort if you have the time. For LDDV II, author David Hagerty volunteered to:
  - Set up Facebook live reading schedule
  - Send ARC to reviewers
  - Alerted editor/publisher to opportunities like contests to enter etc.

Other authors (looking at you Jackie!) authored to help out however they could. Most of the authors were able to attend a reading event.

- Read the anthology and pick two or three other stories & authors that resonate with you, and mention them in social media posts. It's often much easier to promote other people.
- It doesn't always work, but you can try a "[twitter-storm](#)":
- If your anthology is a fund-raiser, mention that. Malice in Memphis has a great story to tell. Emphasizing the "why" of your anthology as well as the "what" (your great stories!) can help.
- Get creative! Would schools or other writer groups host a presentation by two or three writers? Can you send press releases to local media (especially if there's a great "angle" to any of the stories in the book).
- Don't forget the basics. There's ton of marketing advice out there. Make a plan! Implement it!

# MARKETING PLAN BASICS

Marketing is a funnel:

For every 1,000 people who see your book's name: 100 may think "hmm, that's interesting"

For every 100 who check out the book's website, 10 may think, "I might want to read that."

For every ten who think about buying, 1 may buy.

Marketing is all about getting enough eyes in the top of the funnel to turn into sales at the bottom of the funnel—without alienating anyone with blatant self-promotion. Here's a list to get you started:

- Choose a hashtag and ALWAYS USE IT IN ALL SOCIAL-MEDIA
- Put info on a website and always link to it "for more information"
- Tweets and other SM with cover-reveal, "excited to share I'm in an anthology," mentioning the book in various contexts in your online communities.
- Press releases to local media, bloggers, other writer groups, generates articles about your book.
- After publication, link the book on your website. Add yourself as an author in Amazon if you publish there.
- Send ARCs to reviewers, bloggers, any writer groups you belong to.
- Offer to read virtually at your local indie bookstore.
- Contribute to author-hosted book giveaways in your worlds.