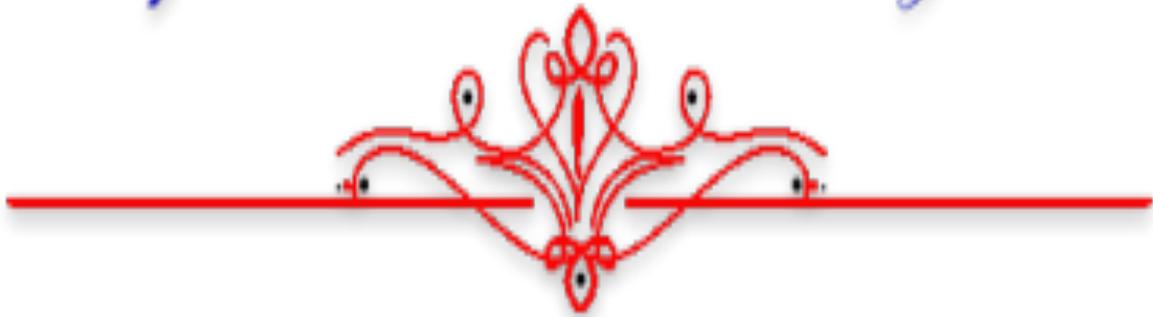




Sophia Davis Fagan



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Course Title: Write Your Book With Ease

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Bonus Lesson: Using Facebook To Market Your Book

Creating A Facebook Page For Your Book

Facebook is the largest social media platform currently. As at March, 2017 there are 1.94 billion users on Facebook monthly (zephoria.com). Facebook is perfect to market any product or service you have to offer.

Now that you are on the bonus section of this course, you should have already:

- ✓ given your book its title and subtitle
- ✓ designed your book cover
- ✓ written the outline for your book
- ✓ written at least some of the chapters for your book.

If you haven't done so much, don't be too hard on yourself, instead redirect your focus to getting them done! Once you have your title, subtitle and you have designed your book cover, you can now get your Facebook business page for your book. Once you have set that up, be committed to giving value to people to get them engaged with your posts and ultimately be your customer.

The Powerful Statement

Now that you have setup your Facebook Business page, you are now going to make that very important about you being an author. "I am the author of the upcoming book (name your book title)....." This you should do with the well designed cover of your book. This should give you a lot of engagement. To get more engagement, its better to do a video. To get even more engagement, Facebook is always recommending that you boost your posts after it has gotten some amount of engagement. (example boost your post for \$4.00 and reach 1500 more people) With this in mind, you could boost the post to get more people to be more engaged.

How To Create Engagement On Facebook?

You must be committed to post daily on Facebook. Remember with anything you do consistency and commitment are very important. With that in mind, you now need to decide what type of post you will do. Are you good at doing videos? If you are, that's perfect! Why? Because that is the most powerful way to get engagement on Facebook. All that is getting engagement for free. If you want to get even more engagement on your posts, you have to pay to boost your posts. You could also advertise your page to get more likes and engagement.

Tip To Get Engagement Around Your Book

Get 2 mock ups for your book cover and do a post with both of them and ask people to select whether they prefer 1 or 2, A or B and to give a reason why they select the one they've selected. This is a great way to get people engaged with your soon to be published book.

Daily Post On Facebook

You should be committed to post on Facebook every day. If you are not able to post 3 to 4 times make sure you do at least once. Once per day will not get you the engagement you really want for your book. The content you give should be relevant to what your book will be about. You could take short phrases or quotes from your book and make it into great post for Facebook. You could do videos by taking different topics from your book and do short but very powerful presentation and post it on your Facebook business page then share it to your profile and a Facebook group if you have on. That will give you lots of engagement.

Take the opportunity to create a Facebook group if you want to start building a community for yourself. This is a great way to have a warm audience which you can consistently give value to and to market your products and services to when they are out. This will give you lots of engagement and ultimately boost your business.

Conclusion

I hope you have found this to be useful. “You have a purpose, find it and live it.” Let nothing stop you from accomplishing your goal of writing your book.

Remember, feel free to communicate with us via email to get your publication done writeyourfirstbook@yahoo.com. Again, thank you so much for taking my course. It has been a delight to serve you.

Sophia Davis-Fagan

