

Title: Marketing from Inside Your Book
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The Lane Report

We are grateful that clients all over the world favor us with their confidence. While it's well known that we help for-profit companies, non-profits, social enterprises, and high net-worth individuals with their tax planning and compliance, wealth planning, corporate and governance issues, intellectual property protection, and business decisions, we are equally proud of our ability to help our clients grow. Increasingly, we are helping fuel growth by helping our clients become authors.

We believe in publishing books as a key tool in reaching desired audiences and driving business growth. Our client authors are using book publishing to communicate with stakeholders, call audiences to action, and grow their platforms and businesses.

Part of our success stems from leveraging every possible opportunity to connect with key audiences. While most authors know they need to develop a strong, creative, long-term marketing plan well before their book's publication date—and, after publication, to execute that plan with passion and determination—too many authors miss some of the simplest and best promotional opportunities of all: the ones inside the book itself.

Starting with the title, subtitle, and design of the front cover, and continuing through to the endorsements, product description, and bio on the back cover, both the printed book and the e-book offer a number of promotional opportunities for the savvy author:

Title and subtitle: Among the steps we take for our clients in crafting compelling titles: prioritize key audiences, compile a rank-order keyword list, and search competitive titles.

Cover design: Similarly, choose the front cover design that best resonates with your highest-priority key audiences. While it's important that *you* like the design, it's crucial that the design appeals to your target buyers.

Typography: Having a clearly defined understanding of the expectations of your audience and the look and feel that will resonate should help you choose the right interior design—and avoid turning off potential buyers by choosing the wrong design.

Front matter: For many books, we recommend turning typical front matter into back matter, and shifting elements that traditionally appear in the first few pages—like the copyright page, acknowledgments, and author bio—to the very end of the book.

Foreword: The foreword is one of the most important strategic tools; when chosen wisely, the foreword can enhance your credibility with your most important audiences.

Brand elements: Consider including graphical references to you, your brand, or your other works, not only within the cover design but within the interior design as well.

Sidebars: Brief interviews with experts or thought leaders enhance your own credibility, and may help make these experts more likely to recommend your book to others.

Acknowledgments: We generally suggest that our clients take an expansive view of their acknowledgments, and credit generously not only those who were directly involved in production of the book, but those whose work, writing, and speaking influenced the content of the book.

Links: Include paths for the reader to engage with you and with your content after reading your book. Connect your reader with ways to continue the conversation, with you and with the community within which you are engaged.

Extras: Offer your reader additional content, to be found at your website. The idea is to provide value, to engage with the reader outside of the book, and (hopefully) to create a longer relationship.

Social media channels: Include your SM handles prominently inside the book. Don't make your reader search for you.

Services upsell: Particularly for business books, be explicit about the business you are in and the services you provide to clients. This can appear in your author bio, or can appear on a separate page in the back matter. If you are publishing your book in part to elevate your platform and attract new clients, why not clearly describe what you do for clients, and what you might do for the reader?

Author bio: Craft a new, unique bio for each book you publish, with the content tied directly to the content of that book and its key audiences.

Endorsements: We encourage our clients to obtain as many endorsements as possible, and to gather and display them strategically. Endorsements should be sought in accord with each key audience segment, and prioritized and displayed strategically within each segment.

Making good use of the opportunities available inside your book will in turn aid every promotional activity you engage in after it's been published. These opportunities can be easy to miss—and

unfortunately, many authors do miss them, far too often. We can help you take advantage of these strategies, and ensure that you'll be ahead in the game.

[This article is adapted from a longer guide for authors, available [here](#).]

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Marc Lane is an attorney, financial adviser and the author of *Profitable Socially Responsible Investing? An Institutional Investor's Guide*, published by Euromoney Institutional Investor PLC, and *Representing Corporate Officers, Directors, Managers, and Trustees*, published by Aspen Publishers. We invite you to reach out to Marc in confidence and learn how Marc J. Lane Investment Management, Inc. can add value to your investment portfolio. He can be reached at mlane@MarcJLane.com or 312-372-5000.

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