



121 Realistic Ways to Sell More Non-Fiction Books in 2023

by Marty Dickinson

Book Producer · Author · Speaker

Once your non-fiction book is uploaded to Amazon, what is the first thing that comes to mind as a way to get initial readers to buy your work? Your first thought is probably getting #1 Amazon Best Seller with a coordinated book launch. A formal book launch is usually the top response because it is the most predictable way to get a large quantity of book sales in a condensed period of time.

But, what happens after your initial book launch period? How will you sell more books over the coming months and years?

Most authors I know spend little effort pushing their books beyond the initial launch. Many begin working on their next book before the first book is even completed by their editor because they feel their initial book will have a short sales and visibility lifecycle.

At ProduceMyBook, we are the opposite. An organized book launch is important, but we believe book content should be developed in a way that will be useful to someone reading it ten and even 20 years later.

In this whitepaper, we will provide a book sales marketing plan for you to use on your own. Sure, you can hire us to provide support, training or coaching through any or all of these promotion methods. The real intent here, though, is to expand your do-it-yourself capabilities.

Do none of what you will find in this document, and you can be fairly certain of getting few or no book sales. Choose (and prioritize) the correct options to stay within your financial budget, your capabilities, and your time allowance that you

wish to dedicate to ongoing promotion, and you can expect the spigot of sales to open up and fill your tub!

If Your Book Has Already Been Launched: Use this list to fill in gaps of free and fast methods for making book sales that you should have had in place all along. Then, prioritize more involved marketing options from there.

If Your Book is Nearing Launch: You may be able to implement several of these book sales generators in time for your book launch! Then, you will have a head start toward a well-rounded ongoing marketing campaign as your book matures in the market. We recently deployed several of the techniques described in this document to launch Marty Dickinson's latest special edition book for professional speakers titled, ***"Lions Always Win: How to Spot What You Want in Your Professional Speaking Business and Life...and Get it Too."*** (LionsAlwaysWinBookForSpeakers.com will take you to the Amazon page.)



If Your Book has Not Been Written Yet: You probably have the best advantage over the other two groups by putting this document to use now. By considering your marketing outlets, and knowing what they will be in advance, you will create everything else about your book with those marketing tactics in mind. Your book title, cover, book description, author page, author website, interviews, and much more, will be produced with ongoing marketing in mind. That is where you will maximize your book sales over the long-term.

Is This Really Free?

Yes! We wanted to offer the free compact version so that everyone can have access to the list of 121 methods in a consolidated format for quick reference and planning. You are welcome to go research each method on your own and use which methods are best for your book, objectives, and resources.

Want to Dive Deeper with Our More Complete Version?

We've gone through the laborious task of finding these methods, trying them (well, most of them), excluding the worthless ones, finding the “gotchas” and developing best practices for each of the keepers. The first edition launched two years ago took almost six months to detail our findings. Now we update the methods every few months, adding new methods and removing old ones. There's no detailed list like this anywhere. So, yes, we charge a small fee for access to the complete version. Here's a sample:

Post High-Quality Content to Medium (C=1, E=3, T=3, R=2, N=3 [12])	
Definition	Medium.com (like Hub Pages) is a free blogging platform where you can also get paid for your writing—but you will get paid based on the quality of your content instead of how much you lure people to the system's affiliate promotions (the focus of Hub Pages).
Example:	See next page.
How it Sells Books:	You are free to mention your book in your articles and in your signature line. The better your writing, the more people will “clap” for your article and you can actually get paid for your contributions. Like HubPages , even if your own website gets terrible search position ranking on Google, your Medium articles can be competitive in SERPs. Readers search for your content, read it, see you as the expert on the topic and buy your book.
Ranking:	We might have labeled Medium a bit too conservatively in the “ease” area, and it will take you a little longer to post than you might be used to in regular blog posting, but the return on your investment of time—and the fact that there is no charge to post to Medium—is worth it.
Best Practices:	You can make more money posting to Medium than HubPages . So, you will probably spend more time posting there. Medium posts are between 750 and 1250 words. So, choose writing topics that require some detail to explain. For best results, add several small content blocks per post, which they call content capsules. Plan ahead to develop 20 or more posts to begin to build a following.
Watch Out For:	Avoid stock photos. Use your own images instead. Reduce blatant CTAs (Calls to Action).



ABOUT
Marty Dickinson
Internet marketing
Author, Writer,
Speaker, Workshops,
WordPress Blog
Support, AdWords,
SEO Author, SEO
Trainer, Skilling, Rush

How to Lose \$30,000 in 30 Days and Still Be Married

And, it was probably a lot more!

As an 18-year business owner, I have a pretty good idea what to expect for new sales every month of the year. My industry certainly has seasonal waves that can be predicted. December is one of three top months of the year for me in number of sales. In the past 30 days, I literally threw \$30,000 (or more!) out the window in lost sales. Want to know how?

I got sick...TWICE...in the same month!

That's right. A mere cold that my daughter brought home at the beginning of the month turned into an aggressive chest cold. ...

Go to ProduceMyBook.com/expanded to order the full version for ~~\$97~~ (Special Valentines Day Offer = Just \$27 Through Feb. 14, 2023)

A Quick Reality Check for Getting More Book Sales

There are really only five ways to get book sales. These include:

1. **Spending the time yourself** to manage paid visitation campaigns (Amazon paid ads, for example).
2. **Spending the time yourself** to build book awareness without paying money out in advance (Speaking, SEO, posting to social media).
3. **Paying someone** to send qualified potential buyers to your book ordering page (SEM management companies).
4. **Paying someone** for their time to build awareness for your book using free methods instead of you spending the time to do the work (social networking agencies and virtual assistants).
5. **Barter** someone's time for something you can offer in exchange.

With those options in mind, there is just no way to say this in a beat-around-the-bush sort of way. ***No book selling strategy, technique or method is entirely free.***

How I Accumulated the List of ***121 Realistic Ways to Sell More Non-Fiction Books in 2023***

1. I researched, discovered, and documented all of the possible ways I could think of to generate book sales, both on-line AND off-line.
2. Then, I tried all of the methods (within possibility) so that I could assemble best practices for each method.
3. Next, I calculated the costs involved, assigned a difficulty level for completion myself versus paying someone else to do it (which would add to the cost, of course), and the typical completion time for each option.
4. Next, I projected a possible ROI (return on investment) for each method to determine its worth of pursuing.
5. I added a subjective ranking that I call Necessity Ranking because there are just some things you need to do to sell books these days.
6. My final step was to select the promotional methods that I would implement and set a sequenced priority for implementation.

How to Use this Document to Sell More of *Your* Books

1. Some people choose to print this entire document, use the rankings we've provided and then simply write numbers 1-5 in the left column boxes. Those that score 1 would be implemented immediately. Those with 2, 3 or 4 would be looked at more closely over time. Those that are 5 or just not even getting a ranking because they're simply "not a fit," would much later, or maybe never, be considered.
2. Most see their skills and resources to be much different than the next person. If you're in that pool, your next step is to create a new document where you can make a spreadsheet with 7 columns, like this, and add 20-30 rows:

Method	Cost	Ease	Time	ROI	Necessity	Total

3. Consider each book sales method by deciding whether you agree with each category ranking as I've described it or change the numbers to fit your own skills level and change any numbers you'd like.
C = Cost to implement the method.
E = Ease of implementing the method.
T = Time required to complete the method.
R = Return on investment projection.
N = Necessity of implementation (some things you just have to do).

4. Write one number in your spreadsheet for each of the boxes provided with the best being 0 or 1 and the worst or most complex being 5, and then 2, 3, or 4 for those rankings that are neither best nor worst:
Add a “0” to the tasks you have already completed.
Add a “1” to the tasks that are free, easy, fast, best roi and necessary.
Add a “5” for those tasks you have no interest in at this time, or would simply be massive undertakings to complete.
Add an “X” for those tasks you will never have interest in or don’t even add them to your spreadsheet at all.
5. Add up the numbers in your rows and show the totals in the far-right column.
6. Sort the methods with the lowest totals showing first and the most difficult and expensive methods last. You’ll arrive at a sequence to implement for your book marketing plan.
7. Consider upgrading to get immediate access to the Expanded edition of this document and dive deeper into the strategies for each method.

<https://ProduceMyBook.com/expanded>






Prioritize the List and Start Implementing!









The idea is to not actually attempt implementing ALL 121 methods, but to whittle the list down into a small group of 20-30 methods. There just isn’t time in a day for more; unless you have an established team to dedicate full-time efforts, of course.









You can probably start or complete a good majority of your lowest scoring book sales methods (those that total 5) within a week’s time if you hustle. Get them out of the way so that you can focus on the tasks requiring more of your involvement and deliver even more book sales.









Next, plan to implement all (or many) of the methods you scored as a total of 6-15. Set dates for when you can get them started or completed.









The methods that scored 16-25 are a bit trickier. You might be able to assign dates to some of them; others will require more research and probably some budgeting calculation and allowance.









	Book Selling Method	Ranking	Total
	Word of Mouth Self-Promotion	C=1, E=1, T=1, R=1, N=1	5
	Send Custom Direct Messages to Top Connections on FB and LI NEW	C=1, E=1, T=1, R=1, N=1	5
	Add a Signature Line or Postscript to Every Outgoing Email	C=1, E=1, T=1, R=1, N=1	5
	Participate in Other Peoples' Online Groups (FB, LinkedIn)	C=1, E=1, T=1, R=1, N=1	5
	Always Carry One of Your Printed Books With You	C=2, E=1, T=1, R=1, N=1	5









	Register a Domain Name for the Book (We suggest BestDomainPlace.com)	C=2, E=1, T=1, R=1, N=1	6
	Create an Amazon Author Page	C=1, E=1, T=1, R=2, N=1	6
	Add Your Book to More Categories on Amazon (Up to 10)	C=1, E=2, T=2, R=1, N=1	7
	Pre-Sell Your Book on Amazon (Up to 90 Days in Advance of Launch)	C=1, E=2, T=2, R=1, N=1	7
	Showcase Your Book on Your Social Network Profiles	C=1, E=2, T=1, R=2, N=1	7
	Guest on Podcasts and Radio	C=1, E=3, T=2, R=1, N=1	8
	Start a LinkedIn Newsletter NEW	C=1, E=2, T=2, R=1, N=2	8
	Write a Compelling Introduction in Your Book	C=1, E=2, T=2, R=1, N=2	8








	Participate in Virtual Live Networking Events on Zoom	C=1, E=1, T=2, R=2, N=2	8
	Participate in Author Groups that Focus on Book Promotion	C=1, E=1, T=2, R=3, N=2	9
	Join a Toastmasters Club (or Two)	C=2, E=2, T=3, R=1, N=1	9
	Interview Other Experts	C=1, E=2, T=2, R=1, N=3	9
	Live Video by Cell Phone	C=1, E=3, T=2, R=1, N=2	9
	Create a Facebook Author Page	C=1, E=2, T=2, R=2, N=2	9
	Present on Other Peoples' Virtual Live Events	C=1, E=3, T=3, R=1, N=1	9
	Post to Your Social Networks (FB, Twitter, Instagram, Pinterest, LinkedIn, TikTok)	C=1, E=1, T=3, R=3, N=1	9









	Write Excerpts from Your Book and Make Blog Posts to Describe Them	C=1, E=1, T=2, R=2, N=3	9
	Participate in Clubhouse Rooms Follow me: @MartyDickinson	C=1, E=1, T=5, R=1, N=2	10
	Get Reviews	C=1, E=4, T=3, R=1, N=1	10
	Participate in a Forum	C=1, E=1, T=2, R=3, N=3	10
	Ask for Favors "Please share my post."	C=1, E=2, T=2, R=2, N=3	10
	Make Business Cards or Bookmarks to Feature Your Book	C=2, E=2, T=2, R=3, N=1	10
	Write a Lead Magnet A whitepaper like this one. And, use your book as the example.	C=1, E=3, T=3, R=1, N=2	10
	Post High Volume Search Content to Hub Pages	C=1, E=2, T=3, R=2, N=2	10









	Ask a Recognized Industry Authority to Write a Foreword for Your Book	C=1, E=3, T=3, R=1, N=2	10
	Start a Twitter Account	C=1, E=1, T=4, R=3, N=2	10
	Coin a Hashtag and Own it	C=1, E=1, T=4, R=3, N=2	11
	Become an Active Member of an Association	C=3, E=2, T=3, R=1, N=2	11
	Comment on Other Peoples' Blog Posts	C=1, E=2, T=2, R=3, N=3	11
	Offer a Video Testimonial Cite your name and "author of" book title.	C=1, E=3, T=2, R=2, N=3	11
	Follow News Stories in Your Niche and Participate in the Discussion	C=1, E=1, T=2, R=4, N=3	11
	Invite Guest Bloggers to Post on Your Website	C=1, E=2, T=3, R=2, N=3	11









	Supply Something of Value to be Included in Other Peoples' Bonuses	C=1, E=2, T=3, R=2, N=3	11
	Teach Others How to Become an Amazon Associate by Promoting Your Book and Making Money	C=1, E=2, T=2, R=3, N=3	11
	Website Banner Exchange with Other Authors	C=1, E=3, T=2, R=2, N=4	12
	Pay a Quality Book Editor	C=3, E=3, T=2, R=1, N=3	12
	Add a Password-Protected Bonus Area to Your Website and Announce it in Your Book	C=3, E=3, T=2, R=1, N=3	12
	Create a Facebook Group and Build a Community Around Your Topic	C=2, E=3, T=3, R=2, N=2	12
	Press Release Campaign	C=4, E=2, T=3, R=1, N=2	12
	Start a YouTube Channel and Build a Collection of Videos	C=1, E=3, T=4, R=2, N=2	12









	Post High-Quality Content to Medium	C=1, E=3, T=3, R=2, N=3	12
	Postcards and Flyers	C=3, E=3, T=2, R=2, N=2	12
	Provide a Video Tutorial for a Software, Product, or Process Mention your credential as an author.	C=1, E=3, T=2, R=2, N=4	12
	Conduct a Temporary Reduced-Price Campaign	C=1, E=1, T=5, R=2, N=3	12
	Design and Format the Book for Soft Cover Print-on-Demand	C=4, E=3, T=3, R=1, N=1	12
	Design and Format the Book as an Ebook	C=4, E=3, T=3, R=1, N=1	12
	Sponsor an Association Where Your Readers Participate	C=4, E=3, T=2, R=1, N=2	13
	Create a LinkedIn Group RE-Added	C=2, E=2, T=3, R=3, N=3	13









	Change Your Book's Cover Design	C=3, E=3, T=3, R=1, N=3	13
	Support Others' Blogs by Becoming an Active Commenter	C=1, E=2, T=3, R=4, N=3	13
	Organize a Group Promotion Get a group of 10 other authors together and cross promote.	C=2, E=3, T=4, R=2, N=2	13
	Create Video Bytes or Snippets	C=2, E=3, T=2, R=3, N=3	13
	Partner with Vendors	C=2, E=3, T=3, R=2, N=3	13
	Develop a Free Web-Based Tool	C=3, E=2, T=3, R=3, N=2	13
	Free Chapter Giveaway	C=1, E=2, T=3, R=2, N=5	13









	Recruit Video Testimonials	C=1, E=4, T=4, R=2, N=2	13
	Build Opt-in List and Send Broadcast Emails	C=3, E=4, T=4, R=1, N=1	13
	Create a Page of Text Snippets or Written Quotes that Others Can Use to Quote You	C=2, E=2, T=4, R=3, N=3	14
	Get Bloggers and High-Profile Connectors to Mention or Review Your Book in Their Posts	C=2, E=4, T=3, R=2, N=3	14
	Host a Virtual Live Meeting or Online Networking Group	C=3, E=3, T=3, R=2, N=3	14
	Conduct Surveys and Publish Your Statistical Results <small>Published by expert and author of...</small>	C=2, E=4, T=3, R=2, N=3	14
	Proactive Mining on Social Websites	C=3, E=3, T=3, R=2, N=3	14
	Start a Podcast	C=3, E=3, T=4, R=1, N=3	14


	Make a Book Trailer Video	C=3, E=4, T=3, R=2, N=2	14
	Encourage Custom Bulk Orders Add contact page in books and on website with the suggestion.	C=3, E=3, T=4, R=2, N=2	14
	Test and Tweak Your Book Description	C=5, E=4, T=3, R=1, N=2	15
	Create an Author Website	C=4, E=3, T=4, R=3, N=1	15
	Sell Sponsorships for a Spot in Your Book Promote the sponsors AND work with them to promote your book.	C=3, E=5, T=4, R=1, N=2	15
	Get Listed on Book Promotion Websites	C=3, E=2, T=4, R=3, N=3	15
	Coordinated Amazon Book Launch	C=4, E=5, T=4, R=1, N=1	15
	Guest Blog for Others	C=2, E=5, T=4, R=2, N=2	15




	Promote and Conduct a Free Live Training Class	C=3, E=3, T=3, R=3, N=3	15
	Ghost Promotion PAY others to self-promote you in their posts using their words.	C=3, E=3, T=3, R=3, N=3	15
	Give Away a Portion of Your Book on ProlificWorks (Formerly Instafreebie)	C=3, E=2, T=4, R=3, N=3	15
	Conduct and Host a Virtual Live Summit	C=4, E=4, T=3, R=2, N=2	15
	Farm it ALL Out Pay someone to do all your book marketing.	C=5, E=3, T=2, R=3, N=2	15
	Give Away a Portion of Book Revenue to a Charity	C=3, E=4, T=3, R=2, N=3	15
	Donate Your Book	C=3, E=1, T=1, R=5, N=5	15
	Vehicle Detail and Wrappers	C=5, E=3, T=2, R=2, N=3	15

	Write a Smaller Ebook to Promote Your Main Book	C=2, E=3, T=4, R=3, N=3	15
	Hire a Book Promotion Coach	C=5, E=3, T=4, R=1, N=2	15
	Submit Book for Book Awards and Then Promote Your Win	C=5, E=3, T=4, R=1, N=2	15
	Book Sales Aggregators (BookBub)	C=3, E=4, T=3, R=3, N=3	16
	Conduct a Live Webinar	C=2, E=4, T=5, R=2, N=3	16
	Change Your Book Title and Re-Launch	C=5, E=3, T=4, R=1, N=3	16
	SEO (Search Engine Optimization)	C=3, E=5, T=5, R=1, N=2	16
	Produce Another Book but with a Group of Authors	C=3, E=4, T=4, R=2, N=3	16


	Targeted Spam Sending to purchased email lists or scraping.	C=4, E=4, T=3, R=2, N=3	16
	Develop Merchandise for Your Book Hats, t-shirts, bumper stickers.	C=4, E=3, T=4, R=2, N=3	16
	Create a Recorded Video Sales Letter	C=3, E=4, T=4, R=2, N=3	16
	Hold a Contest	C=3, E=3, T=4, R=3, N=3	16
	Solo Ads in Targeted Newsletters	C=3, E=4, T=3, R=3, N=3	16
	Signage Billboard Ad, get creative, banners, sign with metal holders.	C=2, E=2, T=4, R=4, N=4	16
	Get Listed in Business or Niche Directories	C=2, E=2, T=4, R=3, N=4	15
	Announce Your Book to Your Alma-Mater	C=3, E=3, T=5, R=3, N=3	17

	Consignment Sell your books in small boutiques and specialty shops.	C=3, E=4, T=3, R=3, N=4	17
	Promote to National Media (HARO)	C=1, E=5, T=5, R=3, N=3	17
	Amazon Paid Advertising	C=4, E=4, T=4, R=3, N=2	17
	Classified Ad Posting	C=2, E=3, T=3, R=4, N=5	17
	Write Another Book of Your Own	C=4, E=4, T=4, R=2, N=3	17
	Produce the Book in Audio Book Form	C=5, E=5, T=5, R=1, N=2	18
	Premiums (Pens, Cups, Magnets)	C=4, E= 3, T=3, R=4, N=4	18
	Co-Op Promotion Get a group of authors together and share in advertising expenses.	C=4, E=4, T=4, R=3, N=3	18

	Develop a Certification Program for Your Method	C=4, E=4, T=5, R=2, N=3	19
	Get Articles Published in Trade Magazines	C=4, E=4, T=4, R=3, N=4	19
	Paid Online Ads Facebook, Instagram, Google AdWords.	C=5, E=5, T=4, R=1, N=4	19
	Create Your Own Social Network Community (Not Using Facebook)	C=4, E=4, T=5, R=2, N=4	19
	Purchase Website Ad Space	C=4, E=4, T=4, R=3, N=5	20
	Promote Your Ebook on Online Outlets Beyond Amazon	C=4, E=4, T=4, R=4, N=4	20
	Translate the Book to Multiple Languages	C=5, E=5, T=5, R=3, N=2	20
	Get Your Book into Book Stores Ingram, Lightning Source, eBookIt.	C=3, E=5, T=5, R=4, N=4	20


	Conduct a Multi-Day Virtual Live Conference	C=5, E=5, T=5, R=2, N=4	21
	Speak at Live In-Person Events	C=5, E=5, T=5, R=1, N=5	21
	Host Live In-Person Events	C=5, E=5, T=5, R=3, N=5	23
	Get Your Book into Libraries	C=3, E=5, T=5, R=5, N=5	23
	Publish Your Book Through Vanity Publishers that Guarantee #1 Best Seller	C=5, E=5, T=5, R=4, N=5	24
	Organize In-Person Book Launch Party	C=5, E=5, T=5, R=5, N=5	25
	Start an In-Person Meetup.com Group	C=5, E=5, T=5, R=5, N=5	25
	Conduct In-Person Book Tour	C=5, E=5, T=5, R=5, N=5	25

Methods that Used to be in the List, Were Removed and then Re-Added:

	Create a LinkedIn Group	C=2, E=2, T=3, R=3, N=3	13
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Reason for original removal from the list: LinkedIn removed the ability for a LinkedIn group admin to communicate with her/his group member participants. We just recently started a group in LinkedIn called **Professional Speakers Speak and Sell Services Group** at <https://www.linkedin.com/groups/14092003/> with positive results.....when the members are 1st level connections. When a new post is made, 1st level connections are notified.

Methods that Used to be in the List, but Were Removed:

	Host Your Own Traditional Radio Talk Show	C=5, E=5, T=5, R=1, N=3	19
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Additional Possibilities that Did Not Make OUR Cut:

Hiring employees to promote your book.

Television ads

Screen saver ads

Facebook Bots

Pop-up ads

GoodReads (Offered as an in-depth bonus with the Extended Version)

What to Do Next

Create a spreadsheet and make a list of steps to follow for each traffic builder. Find another author (or two) and work together as accountability partners to sell more books. With so many possible methods to pursue, keeping track on an ongoing basis is vital to your progress going forward.

Consider a Deeper Dive

UPGRADE to the extended version of this document and get one to two pages of details about each book selling method including a definition, example, description of how the method sells books, clarification of ranking, best practices and what to watch out for. Here's a sample:

Post <i>High-Quality</i> Content to Medium (C=1, E=3, T=3, R=2, N=3 [12])	
Definition	Medium.com (like Hub Pages) is a free blogging platform where you can also get paid for your writing—but you will get paid based on the quality of your content instead of how much you lure people to the system's affiliate promotions (the focus of Hub Pages).
Example:	See next page.
How it Sells Books:	You are free to mention your book in your articles and in your signature line. The better your writing, the more people will "clap" for your article and you can actually get paid for your contributions. Like HubPages, even if your own website gets terrible search position ranking on Google, your Medium articles can be competitive in SERPs. Readers search for your content, read it, see you as the expert on the topic and buy your book.
Ranking:	We might have labeled Medium a bit too conservatively in the "ease" area, and it will take you a little longer to post than you might be used to in regular blog posting, but the return on your investment of time—and the fact that there is no charge to post to Medium—is worth it.
Best Practices:	You can make more money posting to Medium than HubPages. So, you will probably spend more time posting there. Medium posts are between 750 and 1250 words. So, choose writing topics that require some detail to explain. For best results, add several small content blocks per post, which they call content capsules. Plan ahead to develop 20 or more posts to begin to build a following.
Watch Out For:	Avoid stock photos. Use your own images instead. Reduce blatant CTAs (Calls to Action).



ABOUT
Marty Dickinson
Internet marketing
Author, Writer,
Speaker, Workshops,
WordPress Blog
Support, AdWords,
SEO Author, SEO
Trainer, Skincare, Rush

How to Lose \$30,000 in 30 Days and Still Be Married

And, it was probably a lot more!

As an 18-year business owner, I have a pretty good idea what to expect for new sales every month of the year. My industry certainly has seasonal waves that can be predicted. December is one of three top months of the year for me in number of sales. In the past 30 days, I literally threw \$30,000 (or more!) out the window in lost sales. Want to know how?

I got sick...TWICE...in the same month!

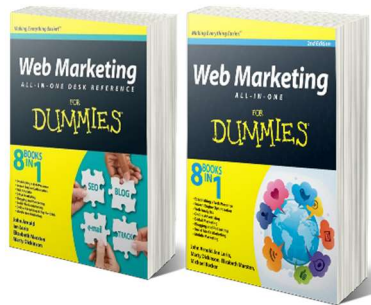
That's right. A mere cold that my daughter brought home at the beginning of the month turned into an aggressive chest cold. ...

Go to ProduceMyBook.com/expanded to order the full version for ~~\$97~~ (Special Valentine's Day Offer = Just \$27 Through Feb. 14, 2023)

About Marty Dickinson:



Marty Dickinson is a #1 Amazon Best Selling author of the 2023 book, *Lions Always Win: How to Spot What You Want in Your Professional Speaking Business and Life...and Get it Too*, and founder of Speakers Speak LIVE on Zoom and Speakers Speak Group on Facebook. He is a full-time web marketer, speaker, 25-year business services provider, and certified Produce My Book Guide. Marty has written and published 10 of his own non-fiction books and produced 20 for others. Marty launched his first website in 1996, which enabled him to leave his corporate sales job and pursue internet marketing full-time.



Marty's speaking appearances with Constant Contact caught the eye of Wiley Publishing. He became one of five co-authors of:

Web Marketing All-in-One for Dummies (Editions I and II 2009/2012).

Marty loves working with business owners, new speakers entering the professional stage, consultants, and coaches to help them discover their Genuine Expert Method (G.E.M.) and deliver that message to the world in a book form.