

HOW TO
CONNECT
WITH
BOOK
INFLUENCERS

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How to Connect with Book Influencers

by Rob Eagar

What is a book influencer? It is someone who has the power to spread word-of-mouth about your book and encourage lots of people to purchase. A true influencer possesses these characteristics:

- Authority and credibility with a large audience, meaning thousands of followers.
- Solid reputation as a trusted recommender of products.
- Ability focus people's attention on an author's book, not just a quick shout out.
- The fastest path for authors to generate to free book sales.

There are several types of online influencers. How do you know where to start? I recommend **popular podcasters as the best option to pursue first**. Podcasts are digital audio programs with individual episodes that feature author interviews related to any book genre.

In addition, well-known bloggers and YouTube video personalities can be effective influencer options. Lining up interviews to discuss your book with these types of people can help grow your sales overnight.

Many podcasts, blogs, and YouTubers have thousands of listeners, readers, or viewers. If you appear on their program, blog, or video channel for an author interview, it's like getting an extended online commercial dedicated to promoting your book – for FREE!

The easiest way to identify online influencers who feature authors is **conduct a Google search**, such as: “[Insert your book's genre] author interviews.”

For example, if you write leadership nonfiction books, then do a Google search using the phrase, “leadership author interviews.” Or, if you write literary fiction, search using the phrase, “literary fiction author interviews.”

Even better, the free **iTunes software from Apple** is an excellent way to find interview-based podcasts that host authors to talk about their books. iTunes groups similar podcasts together so that you can find lots of options in a short period of time.

To find podcasts on iTunes that are the right fit for you, find the search field and enter similar phrases that match your book's genre like I just mentioned above, such as "leadership interviews" or "literary fiction interviews."

Another great tip is to search iTunes using a **bestselling author's name within your specific genre**. To find potential author candidate names, review the current bestseller lists (New York Times, USA Today, Wall Street Journal, etc.). Or, check the Top 100 lists for your book's specific categories on Amazon.

The easy part of connecting with online influencers is conducting research using Google and iTunes. The hard part is contacting them and convincing someone to interview you on their podcast, blog, or YouTube channel. Once you have a list of podcasters and bloggers, how do you contact them?

Follow These 3 Steps:

FIRST, before you ask a podcaster or blogger for an interview, listen to two or three podcast episodes or read two or three blog posts first. Don't just show up on an influencer's door begging to be interviewed. You want to appear informed and aware of sensibilities and format related to a podcast or blog. If you rush the process and start asking for a bunch of interviews blindly, I promise you'll get a bunch of rejections.

SECOND, locate the proper contact information by either going to the podcast website or the blog website. At the top or bottom of those sites, you'll usually see a link or a box that says "Contact Us." Or, there might be a form or a link to an e-mail address where you can contact them directly.

THIRD, the next step is to send a polite e-mail requesting an interview. I've made this step easy for you. This free resource contains my proven email scripts that you can use as effective templates to contact online influencers. Follow each of my templates and insert the specific details about you and your book to pursue landing author interviews.

REMEMBER, popular podcasters and bloggers tend to book guests 4 - 6 months out because they're so busy. If you're working on an upcoming book launch, start several months ahead to get important interviews lined up in plenty of time.

On the following pages, you will find **6 different email scripts** you can use to contact and follow-up with online influencers. These scripts have worked well for my author clients, so I know they are proven to work.

Email Script #1:

NOTE: All of the email scripts that follow are written to connect with a podcast. If you're reaching out to a blogger or YouTuber, be sure to adjust the language wherever you see the word "podcast" written.

Subject: Loving your podcast

Hi (NAME),

I've been listening to your podcast and really enjoying it. In particular, I liked the episode with (GUEST NAME). I loved what (HE/SHE) said about (TOPIC).

I'm reaching out because, in listening to the show, I think I would be a great fit for a future episode.

I'm the author of the book, (TITLE), and I think your listeners would enjoy my perspective on (INSERT SHOW IDEA or EPISODE TOPIC). My experience with (MORE INFO) will be especially fun for them to hear about.

I'm happy to work with your schedule, and I'll also promote the episode through my own email list and social media channels.

Let me know what you think. Thanks! (YOUR NAME)

Timing: The best time to send this first email message is early afternoon on a weekday (Monday – Thursday)

If you don't get a quick response, then wait 5 days and send this follow-up Email #2:

Subject: RE: Loving your podcast

Hi (NAME),

Just wanted to follow up to make sure you got my earlier email below. Let me know if you have any questions. Thanks!

(YOUR NAME) (INCLUDE COPY OF FIRST EMAIL)

If you receive a "Yes" as a reply:

That's great news! The podcaster or blogger will usually walk you through their process to schedule and prepare for the interview. Be respectful and follow their steps. Ask questions and follow-up by email if there is any confusion.

If you receive a "No" as a reply, then send this email asking for a referral:

Subject: (reply to previous email)

Hi (NAME),

No problem at all. Thanks so much for responding.

Since I am looking to contribute to podcasts or blogs, I'm wondering if you have any recommendations. I'm happy to reach out myself, but just wanted to see if you know 2 or 3 people that you think would be a good fit.

Thanks so much!

(YOUR NAME)

If you don't receive a response from this email, then leave the person alone and move on. Don't harass or annoy the contact. There are plenty of other options to pursue.

After your author interview goes live, wait two weeks then send this follow-up email:

Subject: Follow up (or, reply to a previous email)

Hi (NAME),

Thanks again for having me on your show a couple weeks ago. I had a great time and it seemed to get a good response from your audience.

I wanted to follow up and ask something. I'm looking to contribute to some other podcasts or blogs and was wondering if you have any recommendations. I'm happy to reach out myself, but just wanted to see if you know 2 or 3 people that you think would be a good fit.

Thanks so much! (YOUR NAME)

If you receive a referral from your original contact, send this email to connect with the new name:

Subject: Loving your podcast

Hi (NAME),

I was exchanging emails with (REFFERER NAME), and (HE/SHE) said I should reach out to you because I might be a good fit for your podcast.

I'm the author of the book, (TITLE), and I think your listeners would enjoy my perspective on (SHOW/EPISODE TOPIC). In particular, my experience with (MORE INFO) will be fun for them to hear about.

I'm happy to work with your schedule and I'll also promote the episode through my own social media channels.

Let me know what you think. Thanks!

(YOUR NAME)

Do NOT overlook the power of asking for referrals. This simple technique can turn one connection into 5 – 10 new opportunities...for FREE!

**Now you know how to connect with online influencers.
Go get free exposure for your books!**

About Rob Eagar

Rob Eagar is one of the most accomplished book marketing experts in America. He's personally coached over 800 authors, consulted with top publishing houses, and helped clients hit the *New York Times* bestseller list three different ways, including new fiction, new non-fiction, and backlist non-fiction. He even helped a book become a *New York Times* bestseller after 23 years in print! For free resources and details about his consulting services, visit: www.RobEagar.com