



- [f](#)
- [t](#)
- [g+](#)
- [p](#)
- [in](#)
- [st](#)
- [v](#)
- [e](#)

[HOME](#) [TIPS](#) [BLOG](#) [ABOUT/CONTACT](#) [SPEAKING & COACHING](#) [TRAINING](#) [PRESS ROOM](#) [RESOURCES](#)

Targeting a niche book audience

Written on October 7, 2014 in [Guest Columns](#), [News](#), [Tactics](#)

[Leave a comment!](#)

I asked [known prolific author Brette Sember](#) for tips. When she posted in a private Facebook group that she's published a guide to eating gluten-free while traveling, [The Gluten-Free Guide to Travel](#), I asked her to guest blog for us to show she's zeroing in on the niche audience that will be interested in the book. Sember is the author of more than 40 books about food, health, business, education, and legal issues. In addition to writing, ghostwriting, and writing online content, she's a professional indexer and a social media manager for national brands. Learn more on [her website](#) and [blog](#).



Targeting a niche book audience

By **Brette Sember**

I've written niche books before, but [The Gluten-Free Guide to Travel](#) might just target the smallest one so far! Writing an e-book for such a small audience actually makes promoting it easier, because my audience is so small and so very targeted.

Think in circles

It helps me to organize my promotion by thinking about circles of people and organizations. I start at the center, with those closest to me, and work my way outward. My first order of business was to write a blog post for my own [blog](#) and to post on my personal and blog Facebook pages. I paid to boost the post from my blog Facebook page, increasing the number of people who would see the post. I tweeted, [pinned](#) and Google+ed about the book myself. I posted on LinkedIn.

Next I moved to my friends. I asked them to share my book on Facebook. I asked them if they wanted review copies for Amazon reviews and if they would do blog posts on their blogs. I'm fortunate to know so many wonderful writers who believe in supporting other writers because I received a lot of publicity this way.

Use your organizations

Next I looked to organizations I belong to. Because this book is about travel, I updated my profile with both the North American Travel Journalists Association and the [International Food Wine and Travel Writers Association](#) and submitted the publication as member news with one of the organizations (the other does not have a member news section). I updated my bio on [GoGirlfriend](#), one of the travel sites where my work appears. I belong to a large group of women writers on Facebook and I posted there asking if anyone would like a review copy and several members invited me to do guest blogs or interviews for their sites. Still on my to-do list is to update my [American Society of Journalists and Authors](#) profile and post on the forums there about it. I will send a press release to my hometown paper about the book and I've already sent a review copy to

TOP 5

FREE BOOK PROMOTION RESOURCES

Subscribe to the free *Build Book Buzz* newsletter and get the free special report, *Top 5 Free Book Promotion Resources*, immediately!

Sign Up Now!

We do not share our mailing list with any individual or organization for any reason. Please use the link at the bottom of each newsletter to unsubscribe at any time.

Subscribe to Blog

[Subscribe via RSS](#)

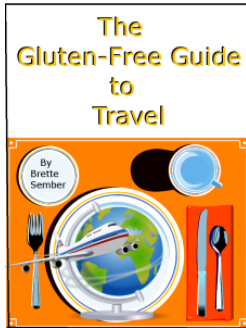
[Subscribe via E-Mail](#)



This is an award-winning site!

my alumni association's magazine, which has promoted several of my other books in the past.

Target pubs and groups



Although all of the work I had done so far got the word out, I still needed to hone in on my very targeted audience, so I sent press releases to [Living Without's Gluten Free and More](#) magazine and [Gluten Free Living](#) magazine. I contacted my local celiac association branch and asked if they would list the book as a resource. I plan to spend some time contacting national celiac and gluten-free support groups. I will then move to contacting bloggers in this area, offering them review copies and guest posts.

Although a niche audience makes it easy to know who will want to read your book, I believe it is still important to start with the people closest to you and work your way out as you consider getting the word out.

What tactic works best for you when trying to reach a specific niche audience?



Get more helpful free book marketing information in the "Build Book Buzz" e-mail newsletter.

Sign Up Now!

If you liked this, you'll also like...

- [Finding your novel's target market: 7 keys hidden in your story](#)
- [Know your audience: The secret to keeping your content marketing on track](#)
- [Know your target](#)
- [What authors can learn from President Obama, Two Ferns, and Zach Galifianakis](#)

Connect With Me

FOLLOW ME ON [twitter](#)

Find me on [facebook](#)

View my profile on [Linked in](#)

Follow me on [Pinterest](#)

Type Here To Search, Then Press Enter

Topics

Select Category ▼

« [Previous Post](#)

There are no comments yet. Be the first and leave a response!

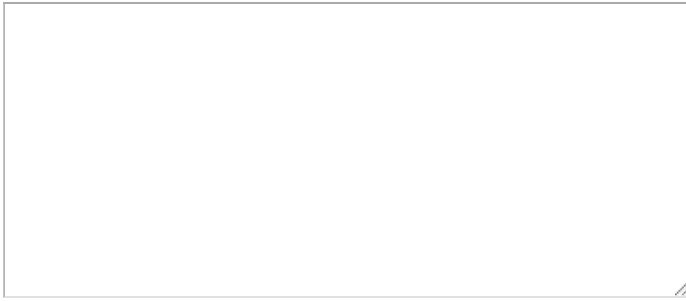
Leave a Reply

Name (required)

E-Mail Address (required)

Website

Comment



Wanting to leave an [sem>phasis](#) on your comment?

Submit Comment

Do you want to be notified of followup comments via e-mail?

[HOME](#) | [TIPS](#) | [BLOG](#) | [ABOUT](#) | [SPEAKING & COACHING](#) | [PRODUCTS](#) | [CONTACT](#) | [RESOURCES](#) | [BECOME AN AFFILIATE](#)

Copyright © 2014 Build Book Buzz

Disclosure: A small number of the links on this site are affiliate links. We receive a small compensation for the recommendation if you click through on them and make a purchase. The cost of any affiliate product is the same to you whether you use an affiliate link or not. To keep things simple, please presume that all of the links are affiliate links.