



SCRIBESTREAM

PROMOTIONAL TACTICS AND STRATEGIES

TO ATTRACT NEW PATRONS



WELCOME

TO PROMOTIONAL TACTICS AND STRATEGIES



Congratulations on taking a bold step towards unlocking your potential as a creative entrepreneur and attracting a dedicated community of patrons to support your artistic journey! This **Promotional Tactics and Strategies** cheat sheet is your gateway to discovering proven methods to effectively promote your Patreon and bring in new patrons who are excited to be a part of your author brand.

Promotion is an art that, when mastered, can amplify your reach, engage your audience, and cultivate a loyal following. Within this cheat sheet, you'll uncover a treasure trove of promotional tactics, strategies, and insights tailored to authors like you who are ready to take their Patreon journey to the next level.

Inside, you'll find actionable steps, practical tips, and examples that shed light on how to showcase your creativity, connect with potential patrons, and elevate your author brand through compelling promotional efforts.

Remember, your patrons are not just supporters; they're individuals who believe in your vision and want to be a part of your creative process. This is your roadmap to effectively communicate that vision, foster engagement, and attract a community that resonates with your work.

Let's delve into Promotional Tactics and Strategies and embark on a journey to grow your author brand, enrich your connection with patrons, and bring your creative aspirations to new heights.

Here's to promoting your passion and unlocking a world of possibilities!

Onley James

BUSINESS OWNER | AUTHOR | MENTOR



PROMOTIONAL TACTICS AND STRATEGIES

1. SOCIAL MEDIA PROMOTION

- Create compelling and visually appealing posts on platforms like Facebook, Twitter, Instagram, and LinkedIn to showcase your Patreon campaign.
- Use hashtags relevant to your target audience and the writing community to increase visibility and reach.
- Share teasers or exclusive snippets of content to pique interest and drive potential patrons to your Patreon page.
- Engage with your followers by responding to comments, hosting giveaways, or running contests related to your Patreon offerings.

2. EMAIL MARKETING

- Utilize your existing email list or create a newsletter specifically for your Patreon campaign.
- Craft engaging and personalized emails that highlight the benefits of becoming a patron and the exclusive content they will receive.
- Include compelling visuals, links to your Patreon page, and a clear call-to-action for readers to join and support you.
- Offer incentives, such as exclusive discounts or early access to your works, to entice subscribers to become patrons.

3. COLLABORATION OPPORTUNITIES

- Collaborate with other authors or creators in complementary niches to cross-promote each other's Patreon campaigns.
- Guest blog on popular writing or book-related websites, including a mention or link to your Patreon in your author bio.
- Participate in interviews, podcasts, or virtual events where you can discuss your writing journey and promote your Patreon.
- Offer to contribute exclusive content or giveaways to other creators' audiences in exchange for exposure to new potential patrons.

4. LEVERAGING EXISTING AUTHOR PLATFORMS

- Mention your Patreon campaign in your author bio, website, or blog sidebar to ensure visibility to your existing fans.
- Include links to your Patreon page in the back matter of your books or ebooks, encouraging readers to support you further.
- Host virtual author events or webinars where you can introduce and promote your Patreon to attendees.
- Offer special promotions or bonuses for patrons who purchase your books or merchandise in addition to supporting you on Patreon.

5. CREATE COMPELLING PROMOTIONAL CONTENT

- Develop a captivating video or trailer that showcases your writing, the benefits of being a patron, and the impact of their support.
- Write engaging blog posts or articles related to your writing process, genre, or industry insights, and include mentions or links to your Patreon.
- Share testimonials or success stories from existing patrons, highlighting the value they receive from supporting you on Patreon.
- Offer limited-time promotions, such as early bird discounts or exclusive rewards, to create a sense of urgency and incentivize new patrons to join.

Remember, **consistency** and **visibility** are key when implementing these promotional tactics. Continuously engage with your audience, monitor the effectiveness of each strategy, and adjust your approach as needed. By leveraging various promotional channels and crafting compelling content, you can attract new patrons and grow your Patreon community of supporters.