

# @Books



# Publishing for **AUTHORS**

*Market Your Book*



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ISBN: 978-0979-6405-5-1

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# WHAT AN AUTHOR'S ASSISTANT CAN DO FOR YOU?

The author's assistant can be the center point for keeping a book project coordinated, ontime and on budget. The author's assistant can focus on many of the important tasks, allowing the author to focus on the job that only the author can do - writing a great book.

Becoming an author is one of the most wonderful professional and personal accomplishments of a lifetime. It has been estimated that 80% of individuals hope to one day become authors. The truth is that only about 2% of people ever do become authors, but that 2% produce about 300,000 new books each year. The difference between those who succeed and those whose dream to become an author never becomes reality is knowledge, persistence and confidence.

**There are four primary roles an author's assistant can play in working with an author.**

1. The first is to give aspiring authors the right information to know what is involved in the process, what to do, when to do it and how much it will cost.
2. The second is to have a great referral network and to help the author find the rest of the members of the author's professional team, like the editor, cover designer, publicist and more.
3. The third is to coordinate the process to make sure the right things are done in the right way at the right time, which is key to saving both time and money for the author.
4. The fourth and final role is to do specific tasks, from those in the writing process, to others in the publishing process or others in the marketing process with the expertise and skills you will gain in this course.

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An author's assistant can help you with these tasks in the marketing process:

- Coordinate book marketing activities
- Coordinate author web site and media kit
- Send out copies for early book reviews
- Get book listed on Amazon and make the most of it
- Create a virtual book launch and book tour
- Organize a live book event
- Launch an Amazon best seller campaign
- Enter a book in book awards competitions

**If you need a fully trained professional author's assistant, visit the Author's Assistant Directory, hosted by The Publishing Store at [www.AuthorsAssistants.com](http://www.AuthorsAssistants.com). You will find all the information you need to know what to expect if you hire one of these critical expert professionals in the book industry.**

# MARKET YOUR BOOK

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Marketing is part art, part science. And while each book and each author is different, sound marketing methods work well in the publishing industry.

How you market your book depends on the subject matter, your ability to speak well on the message, your ability to attract attention for the book, current trends in the world market, and a variety of other factors. Regardless of how you specifically market your book, do not underestimate the time, energy, and tenacity it takes to do it well.

Among the marketing channels an author should consider are public relations (PR) kits and press releases to print and broadcast media, Internet marketing, speaking, exhibiting, catalogs, and special and premium sales marketing (markets other than bookstores). Your current client or prospect lists may be your best immediate source of sales. A book should be one piece of an overall personal or business marketing plan.

It is important for these three decisions to be made as early in your process as possible. Do some research and some soul-searching, and you will be poised to make the most of your hard work in developing your book.

## Marketing Plan

Your marketing plan provides an opportunity for you to consider the strategy you will take to get your book to your audience. Regardless of who publishes your book, the primary responsibility for marketing it successfully falls to you as the author. Generating your marketing plan before you write your book will help ensure that your book content, cover, publishing, and distribution all work together and support your marketing efforts.

Simply stated, your book marketing plan is your road map to success as an author. Don't make the mistake of waiting until your book goes to press before thinking about who will read it. By developing a marketing plan as soon as you have a preliminary concept and outline in place, you will be able to automatically build marketing awareness into every element of your book by:

- Targeting the specific audience most interested in your topic
- Developing content that meets their exact needs
- Creating a book that offers a unique approach or solution
- Knowing where and how to sell the most books at the lowest selling price

Potential publishers will require that you include a strong marketing plan as part of your book proposal if they are to give your manuscript serious consideration.

The depth of your marketing team and the activities you can afford will depend on your abilities, time, budget, and goals. Your plan needs to include:

- ☐ Clear strategies and promotional activities to reach your target market(s)
- ☐ Compelling printed and electronic sales materials that speak clearly and directly to your audience(s)

It is critical that your book marketing become an integral part of marketing your core business to help you sell other products and services. Take advantage of the contacts and activities to promote and sell books. In turn, this will bring added credibility and visibility to your core business.

Here are some questions to consider about marketing your book:

- Who is my target audience?
- How can I create a book that resonates with my audience?



- How can I reach my markets within budget?

Specific answers to this question will require in-depth planning, but keep in mind that selling one book at a time is slow and expensive. Instead, look for strategic alliances and other cost-effective activities to sell in volume to the places where your audience clusters. And remember to assign definitive deadlines, budget, and personnel to help turn your dreams into reality.

By developing your plan early, you can have all of your marketing activities ready to roll out before your book comes off the press. You will be able to make a great first impression and take full advantage of your all-important publication year.

Your marketing plan will start with an audience and competitive analysis. Then it will go on to consider your positioning, your author platform, and the place where you'll sell your book. The plan finishes with focused activities along with a budget and timetable.

## Audience Analysis

The more clearly you can define your audience—and identify their precise needs—the better you are positioned to develop a book and create sales pieces that address those needs. For instance:

- What do they read?
- Where else do they go for information?
- To what groups do they belong?
- On what topics could you create a blog to start a dialogue with them?

Understanding the needs of your target audience and the strengths and weaknesses of your competition will help you develop a meaningful book that provides a unique solution or tackles a known problem in a new way. This clarity will help you create elements that will speak directly to your target markets (i.e., topic, title, content, design, layout and cover).

## Competitive Analysis

One of the most important ways to get a realistic assessment of your publishing opportunities is to find out whether there are similar products currently in the market and available to your readers. Do your research.

For each book, note the title, author, publisher, publication date, ISBN, number of pages and retail price. In addition, you want to note how this book differs from the book you are writing – in what way is this book strong and in what ways is it missing something.

Discovering that there are other books on your topic should not concern you. This may, in fact, reinforce that your topic is timely and help you identify publishers who are interested in your topic. Best-selling competitive titles are a good indication that there is a large market for your book. Learning about similar titles can also help you determine a unique positioning for your book.

But your primary objective should be to use this research to discover that your book is different from and better than the competition.

The data you will want to collect about each book you find to be competitive to yours includes: Title, author, publisher, publication date, number of pages, ISBN, retail price, and information you can find on sales success and the similarities and differences from your book.

You can perform valuable research on the market and the competition in three ways:

- By visiting your local bookstore
- By getting online at Amazon.com
- By checking out publishers' Web sites

Assessing the competition is important for three reasons:

1. It enables you to set your own realistic expectations
2. It provides valuable information for adding a unique slant to your book
3. Your publishers will expect a competitive assessment in your book proposal

When performing a competitive assessment, consider the following:

- How large is the market?
- Which publishers handle my type of book?
- What other titles will compete with my book for readers?

Here are some strategies for performing research.

**At the bookstore:** Find a bookstore with a large section in which your book might be shelved if it were available:

- ☐ Notice how books are shelved. What are the common sizes? Are the largest ones hard to reach on top or bottom shelves? What size will be best for your type of book?
- ☐ The part of a shelved book you usually see first is the spine, that skinny section between the front and back covers. As you scan a shelf, what book spines make you want to remove the book and look at it further. Is it the title, the author, the large or interesting type, or something else?
- ☐ Are there books exactly like the one you'd like to create? Which publishers are producing most of the books in this section?
- ☐ Find a book you admire on a topic like yours, published by a publisher you'd like to have for your book. Does the author have more than one book with this publisher? Does he or she thank a particular editor at that publishing company?
- ☐ Make notes about the number of pages, price, and author, along with dates of publication and reprints. Also note what you liked about the book and what you didn't. What would it take to make this book interesting and accessible to the reader? As you note these things, consider cover design, look and feel, type style, and so forth.

**On Amazon.com:** First, search for your own title to determine whether it has already been used. Then search for titles with similar wording. Next, search by your topic. Pay attention to books recommended by others to find as many competitors as possible.

**On publishers' Web sites:** Look for any titles not yet released on your topic. Note the number of pages, price, author, and the expected release date, along with the name of the publishers.

For all competitive titles, look for an indication of sales. It is almost impossible to find exact figures, but there are some helpful indicators such as Amazon.com's rank and number of reprints.

A competitive assessment is a practical way to begin the process of focusing on the topic you've chosen and making your book a step above the competition.

## Positioning

Your book is competing with so many other books for shelf space and the reader's dollar. Your "position" is how your book compares with what else is out there and what makes it special to your readers.

By identifying your audience and their needs and knowing what their other choices are in the book marketplace, you can decide how you want readers to see your book. Then you must create one that fits the market position you want to occupy. For instance:

- Do you offer a broader or a more in-depth approach to the subject?
- Are you easy to read or designed for the subject matter expert?
- Is your price point higher or lower than other books of this type?
- Who are you versus other authors? What is your level of experience and breadth of experience vis-à-vis other authors?
- What does your book offer compared with other books? Do you have exercises, resources, Web interactivity, and the like?

Design the book to fit the needs of your audience and be sure to communicate your positioning with your title and back cover copy and in your sales information. Don't make your customer work hard to discover you've written just the book they are looking for.

## Author Platform

The author's platform is her established audience following and the way to reach readers through a large database, syndicated radio show, national television show, magazine column, large and well-known company—in other words, name recognition on a large scale. The larger your platform, the easier to find a publisher and sell larger quantities of books. You now have an avenue for getting yourself recognized as an author. Further, you have a way of influencing people to buy your book because they already listen to you.

Publishers are interested in a writer if she has already had national media exposure, her own database of at least 5,000 names, and/or has already sold a product or has a reputation as an expert.

The publisher expects that the nationally known author's platform will include relationships with companies or organizations willing to buy or give away large quantities of the book.

Publishers will also want to be positive that the author is articulate, is impressive in front of a camera, and preferably already has both national media experience and media training. They want someone with an edge, with a personality that will make her stand out above the crowd.

Publishers will also look for a way to connect the author's topic and expertise with what is happening in the world. If the subject is topical or can be connected with something newsworthy, it has a better shot.

## Market Determination

Several potential markets are in place for books. Most people are surprised to hear that less than half of book sales each year are through bookstores, leaving other possibilities for authors to pursue.

Many new authors just assume their book will appear in bookstores. If the book is self-published, it is very unlikely you will be able to crack the bookstore market; therefore, it will be important to consider:

- Sales back-of-the-room at your own seminars or at speaking engagements
- Sales through your own Web site
- Sales through Amazon.com and BarnesandNoble.com
- Sales through other Web sites and affiliate programs
- Sales through print catalogs
- Sales to specialty markets for premium incentives (organizations and corporations)



- Sales to mass merchandisers or other retailers

Almost the only way to get your book into national bookstore chains is to be published by a traditional publisher. They have the distribution methods in place to make this possible.

You may choose to self-publish and work on sales through some of these non-bookstore channels, get to credible sales figures, and then approach a traditional publisher to finally hit that desirable bookstore market.

It is difficult to break through to bookstores for many reasons.

## Bookstore Sales

A bookstore must decide which books to stock on its shelves. It is estimated that only about 15 percent of books published each year end up on bookstore shelves.

The largest booksellers, such as Barnes & Noble and Borders with their thousands of retail stores, make most of their buying decisions at their corporate headquarters.

There are also several thousand independent (non-chain) bookstores in the United States. It may be easier to be chosen for an independent bookstore, but you must reach most of those one bookstore at a time, and that takes an extravagant amount of time and effort.

Booksellers must read their markets well and decide which books their customers are most likely to buy. They make those decisions based on their perceptions of consumer preferences while looking at the various offerings of the well-known publishers. They know that customers are most likely to buy the books from the well-known authors and celebrities who are interviewed on the news and talk shows or who have their own television and radio shows. And the major publishers are the most likely to push their books to the media and get those highly coveted interview appearances.

If a book is selling well—for the chains, this is defined as selling at least a few copies a month at most stores—and “sells through,” meaning that enough books were sold and few were returned to make it a profitable book, it will be modeled.” Modeling means that the buyer will place a continuous order to keep the stores stocked. Much more commonly, unfortunately, a book will sit on store shelves and not be sold, and then in sixty to ninety days, the stock of that book will be returned.

It is almost impossible to get a national chain to order a self-published book because they know the odds of high sales are very low, and they worry about the author’s and publisher’s ability to pay them if and when the books are returned. But you can often persuade a local non-chain store to stock your book or host a book signing. See the local store manager for information on having an author event at your local store.

## Barnes & Noble

According to its Web site, Barnes & Noble is “the largest bookseller in the world.” With more than 100,000 books in each of its 800 U.S. stores and one million titles in its warehouse, it is the bookstore giant. Barnes & Noble owns B. Dalton Bookseller, Doubleday, Bookstop, and Bookstar stores. In addition, bn.com is a major online bookseller.

Their standard discount to customer is 30 percent for hardcover and 20 percent off the retail price for soft cover trade books.

They also own their own publishing company, Sterling Publishing, which publishes more than 1,100 new titles each year.

They buy based on 100,000 submissions each year from publishers. To submit a title, you need rave trade reviews and a marketing plan.

They have a program to Discover Great New Writers, but unfortunately it isn't open to self-published books. For more information, see: [www.barnesandnobleinc.com/for\\_publishers/discover\\_program/discover\\_program.html](http://www.barnesandnobleinc.com/for_publishers/discover_program/discover_program.html).

## **Borders**

On their Web site, Borders claims to be “the second-largest and most profitable book, music, and movie retailer in the world.” They have 1,200 stores internationally and have partnered with Amazon.com to provide online sales.

Their Original Voices program selects a feature book every month for their in-store magazine, Borders This Month. Self-published books are eligible for this program and can be selected to be purchased in their stores if they have distribution (Biblio is one of their selected distributors) and a marketing plan. See [www.borders-groupinc.com/artists/publishers.htm](http://www.borders-groupinc.com/artists/publishers.htm).

## **Chapters**

The largest bookstore chain in Canada, see their web site at [www.chapters.indiigo.ca](http://www.chapters.indiigo.ca)

# **Determine Distribution**

If the primary audience for your book buys at bookstores and reads through libraries, and you are or will be self-published, one of your first hurdles will be in finding a distributor. Having a book distributed means getting it from your hands (or the publisher's warehouse) into the hands of the buying public.

## **Get to Know Book Distributors and Wholesalers**

Books generally do not go from the publisher to the bookstore directly. They go through at least one additional step—the distributor or wholesaler.

The book wholesaler is a company that serves as a one-stop shop for bookstores wanting to buy their books from one source (or just a few sources) rather than from each publisher separately.

The bookseller can place all orders in one place and not have to worry about which publishers are reliable, and they get the best prices by having one large order from one place rather than smaller orders from a variety of publishers.

Bookstores do not want to wait for books. They generally will order only books that are “in stock” at a distributor, not books that have to be printed when the order is placed. So the risk for the small publisher is to print a large inventory in order to have enough stock for orders, while expecting much of that inventory to ultimately be returned.

Wholesalers and distributors take a percentage of every book they carry. It is not uncommon for distributors to “buy” books at 60 percent to 75 percent off the retail price and wholesalers to “buy” at a 55 percent discount. Then they sell these books to the bookstore for 50 percent off the retail price. The mega-bookstores then sell soft cover books to consumers for 20 percent off the retail price. Amazon.com sells books at various discounts, but commonly at about 30 percent off the retail price.

It is common industry practice for a bookstore to be able to return any book at any time for a full refund if they don't sell in their stores. The books are returned to the wholesaler/distributor who refunds the money to the bookstore. The wholesaler/distributor then returns the books to the publisher who returns the money to the wholesaler/distributor. And as you might imagine, many if not most of these books are damaged in all the shipping and handling and cannot be resold.

One of the biggest challenges for self-publishers is to get adequate distribution. This may be the biggest argument for working with a traditional publisher that has working distribution arrangements, particularly with bookstores.

## Work With Wholesalers

There is one mega-wholesaler that works with all the major publishers—Ingram Book Group—although there are many others smaller wholesalers. Ingram buys books at a 55 percent discount off of the retail price and pays with ninety-day terms.

Ingram has a Wholesale Acceptance Program for Publishers Marketing Association (PMA) members who have no other distribution arrangements. This program allows members to apply to Ingram, but it does not guarantee they will get distribution. In order to stay in the program, a publisher must sell at least \$20,000 net of returns over two years.

You can get your book listed with Ingram by using Lightning Source as your printer, so even if your book is not stocked by bookstores, it will appear on the bookstore's ordering computer, which is usually directly linked to Ingram's catalog. See [lightningsource.com](http://lightningsource.com).

Another reputable wholesaler is Baker & Taylor, which particularly caters to library sales. Baker & Taylor offers a Partner Program for \$295 to create wholesale services for small publishers. It gives discounts for members of both PMA and the Small Publishers Association of North America (SPAN).

## Find Distributors

Book distributors not only carry large inventories of books, but they offer sales service as well. For these services, they “buy” books at up to 75 percent off of retail. Some of the better-known distributors are:

- Publishers Group West (PGW), [www.pgw.com](http://www.pgw.com)
- NBN International, [www.nbnbooks.com](http://www.nbnbooks.com)
- Independent Publishers Group (IPG), [www.ipgbook.com](http://www.ipgbook.com)

## Marketing Activities

Your marketing strategy should include what marketing activities you plan to undertake, along with your budget and timetable for those activities. What are you going to do to be sure your audience knows your book is available and the place where it's being sold?

Most first-time authors are shocked to find out that publishers do very little marketing on behalf of authors. The traditional publisher will get your book into its catalog, on its Web site, and into mainstream distribution and bookstores, but little else.

Publishers allocate a miniscule marketing budget of \$500 to \$1,000 for a new title with a new author, which pays for a few hundred flyers, press releases to the appropriate news organizations and magazines, and a few dozen review copies to go out on request. Only a few of all books at the major publishers have marketing budgets of \$20,000 or more, the kind of budget needed to do a credible national marketing campaign.

Effective marketing will start with preparing your resources such as:

- Targeting important endorsers for testimonials
- Creating a high-impact cover
- Preparing a full and professional media kit
- Adding to or making a Web site for you as an author
- Designing appropriate print collateral materials

You must also decide what will be the most effective types of marketing activities for your book based on what you like to do and what your audience is likely to respond to:

- Writing articles
- Doing a blog or podcast
- Public speaking
- Email campaigns
- Exhibiting at trade shows or other events
- Public relations resulting in interviews in broadcast and print media
- Web promotion and affiliate sales
- A launch party, book tour, and book signings

Finally, consider how you will get all of these things done. Do you have the time and resources to do it all yourself? Or will you hire a virtual assistant, PR professional, speaking or media coach, writer, or speaking agent to help you?

Each of these items has a cost, either in dollars or in time taken away from other business money-making activities. The impact of book marketing time, energy, and money can be negative on your business unless you plan for it up front. Just be sure you market your business and your book together.

## Make Connections

The author most likely to succeed makes the best use of her own connections. Think about whom you know and whom that person knows. Even if you hire a publicist to carry out your PR plan, that person can do his or her best work with enthusiastically proactive author clients. If you expect the publicist to do it all while you are busy doing other things, then you will probably be disappointed with him or her.

You have to be not only proactive but also organized and persistent. Keep a record of every media contact and exposure you've ever had, so you can contact them again when you have something newsworthy.

There are some good resources for the new author to take advantage of cooperative marketing and exhibiting with other authors and get the most for your marketing dollars. Check out:

- The Independent Book Publisher's Association (formerly PMA)([www.pma-online.org](http://www.pma-online.org)), an international organization of more than 4,000 small publishers who come together with cooperative marketing programs with joint mailings and exhibiting
- R.R. Bowker ([www.bowker.com](http://www.bowker.com)), annual membership \$700 to \$999 for a variety of marketing services
- BookSense ([www.booksense.com](http://www.booksense.com)), part of the American Library Association, with marketing opportunities for small publishers

## Set Timelines

It is important to coordinate all of your marketing activities around your publication date, and there are some activities that should take place before, others about the time of publication, and other for years afterwards. The following chart is a rough approximation of what activities should be taking place at these three key times.

## Target Testimonials

Testimonials and endorsements work in selling books. It has been proven that consumers base buying decisions on personal suggestions, and testimonials are personal recommendations for books. The key is to get the

most recognized-name people you can to endorse your book. Or you can select people with Ph.D.'s or some other obvious credibility. It is perfectly appropriate to write your own testimonials to highlight the various aspects of your book you want to play up; then give your endorsers a choice of which ones they feel most represent what they would like to say.

You can start now to think about whom you would like to endorse your book and create a solid relationship

MARKETING ACTIVITY	SELF-PUBLISHING ACTIVITY	TIMING
Target Testimonials, forward and other endorsements	Get publishing company established, put together team, start book cover, then interior	4 to 5 months before publication date
Pitch print magazines for articles	Get ISBNs, LCCN account, Lightning-Source account, Amazon.com listing, Get early reviews	3 to 4 months before publication date
Send early review copies to major industry reviewers		
Do marketing prep – web site, collateral materials, media kit	<i>Books in Print</i> listing	1 to 2 months before publication date
Plan virtual launch		
Pitch broadcast media for stories		
Plan book launch events		
Electronic media kit posted		1 month before publication date
Articles to submission services		
Approach local bookstores		
Prepare launch events (virtual and live)		
Newsworthy media pitches	Register Copyright	After publication date
Email campaigns		
Plan and execute events (Teleclasses, seminars, speaking, exhibits)		
Articles, blog, podcasts		
Apply for book awards		
Seek special sales opportunities		

with that person. Make contact with potential endorsers about four to five months before your publication date (about two months before you will be ready to send the book to the printer). You will have to wait until the book can be seen by the reviewer, but if you have people lined up and they know your timetable, they will arrange their schedule as soon as your book comes to them.

If these aren't people you already know, start thinking about whom you do know and who can help connect you with the people who need to know you and your book. If you know that a testimonial from a particular person would be powerful, do everything you can to meet that person. As you network, tell your new friends and business associates whom you need testimonials from and find out if they have any friends and associates who can help you do that.

Depending on your connections, it would be to your advantage to have from six to twelve important testimonials. Plan for at least two for the back cover and others for your sales material.

## Finalize Publication Date

Selecting a publication date is a necessary part of planning for your book. Although you can sell copies of your book at events and on your Web site as soon as it is printed, having an official publication date allows you to plan for presenting the book to the media and the audience in an organized way.

If you can arrange it, select a publication date that coincides with an already-planned special event or other natural way for you to get media attention. For instance, if you had written a book on mothers, a publication date weeks before Mother's Day is an almost certainty in grabbing media exposure, when reporters and others are looking for fresh material on your topic.

You would also like for your book to appear current, maintaining the current year's copyright date as long as possible. So securing a publication date early in the calendar year can be an advantage. On the other hand, the fall season in publishing (books coming out in September through November) get the most attention each year at the national book exhibition, Book Expo America, held in late May or early June.

Your publication date is usually eight to twelve weeks after your book is printed, so if your book is in the design stage and you plan to print it in about a month, you will want to set your date three to four months from now.

## Prepare Media Kit

One of the most vital items an author must have in hardcopy and online is a media kit. It contains all the information in one place that a media representative will need when preparing an interview or writing a story. A full media kit will include at least:

- An author bio
- Author photo(s)
- Book cover photo
- Fact sheet on book including the title, author, publication date, ISBN, number of pages, retail availability, testimonials
- Press release(s)
- The three major message points in your book
- At least ten questions the author is prepared to answer in an interview (with the answers)
- Clippings from previous media interviews, articles, audio, video

Plan to make this media kit available before publication. The media won't wait until you've had a chance to put this together, so if it isn't completed beforehand, they will go to the next story.

## Press Releases

An author should continually think about how his or her book relates to the news of the day, and she should release her own news stories accordingly. A press release should be short—a page or two at most, with a provocative headline that grabs the reader's attention.

Enticing statistics in the opening of a press release immediately communicate the magnitude of the problem or challenge the topics your book addresses. Writing should be short, pithy, and tight.

Include a quote from the author, and testimonials about the author when possible. Always include a brief author bio and all the relevant book information and ordering information, such as the ISBN, publication date, publisher, web site and contact information.

Take care to optimize the key words in your press release. Any words that the media might search on to find your subject should be repeated as often as possible in the release.

Here are three highly recommended services to help you write and distribute press releases to the major news agencies:

1. PR Web ([www.prweb.com](http://www.prweb.com)) is the least expensive way to get your press release into broad distribution at about \$80 per release.
2. PR Newswire ([www.prnewswire.com](http://www.prnewswire.com)) is the granddaddy of news release services. One of their services, ProfNet, allows experts in all fields to register their availability to journalists.
3. BookFlash ([www.bookflash.com](http://www.bookflash.com)) provides online media kits, press release writing, and press release distribution services for very reasonable fees. You choose the number of organizations, and BookFlash sends your release to all of them. They charge by the contact.

## Author Web Site

Even if you already have a Web site, you should devote a special section to your book(s).

You hope to create a following, and this is the place to set the stage. Readers should be able to buy your book directly from your site, or there should be a link to Amazon.com or another eCommerce site. You want your readers to get more info when they come to your site and to feel free to ask questions or make comments. Many authors find this reader contact so valuable that it forms the basis for new books or future editions.

From the home page of your web site, you want users to be able to sign up for something free so they become part of your database, and so you can stay in touch with them as you offer new products or services.

Journalists also use the Web extensively for doing research for articles or news pieces. If you have substantial content to show you are an expert, your Web site can lead to enhanced publicity.

The author's web site should include:

- An author bio
- Author photo(s)
- Book cover photo
- Fact sheet on book including the title, author, publication date, ISBN, number of pages, retail availability, testimonials
- Press release(s)
- The three major message points in your book
- At least ten questions the author is prepared to answer in an interview (with the answers)
- Clippings from previous media interviews, articles, audio, video



Once you have a site, it will be important to judge its effectiveness by keeping track of how many visitors come to the site, what pages they visit and when and how they buy from you. One simple and free metrics program is Google Analytics ([www.Google.com/analytics](http://www.Google.com/analytics)).

## **Blogs**

Many authors are creating blogs instead of or in addition to web sites. Blogs are immediate because they're created weekly, daily or even several times during the day, and some have a wide following. Regular readers can subscribe and be alerted to updates whenever they appear. Blogs can be customized, just like web sites, to pick up the look and feel of the author's brand.

If you choose to use a blog instead of a web site, make sure your blog has a place to attach free articles and your media kit.

One of the advantages of a blog is that Google searches pick up blog information much faster than they pick up web site updates and changes.

Two places to go to set up free blogs are [www.typepad.com](http://www.typepad.com) and [www.wordpress.com](http://www.wordpress.com).

## **Podcasts**

Podcasts are short, free audios that can be downloaded and listened to on your computer or MP3 player. You could interview someone or have someone interview you—or you could just pontificate on a subject that might interest your readers. Podcasts can be created from your computer, using a hand-held digital recording device, or they can be recorded over the phone or through the computer.

A simple way to create teleclasses is to use the telephone conferencing and recording services of Free Conference Call ([www.freeconferencecall.com](http://www.freeconferencecall.com)). They will record the call and make it available to you via an MP3 file format.

You can also record audios and make them available to others using Audio Acrobat ([www.audioacrobat.com](http://www.audioacrobat.com)). To edit your audio, use Audacity ([www.audacity.com](http://www.audacity.com)).

The resulting MP3 file can be posted to your Web site or added to iTunes to be downloaded by subscribers. Past radio interviews can be repurposed as podcasts as well.

## **Social Networking**

One of the newest forms of book promotion is to set up page on a social networking site such as My Space ([www.MySpace.com](http://www.MySpace.com)) or Facebook ([www.Facebook.com](http://www.Facebook.com)) to draw attention to you as the author and to the book. You build a web page that informs and links others to blogs or sites on this topic as well as giving your opinion there.

## **Growing Your Mailing List Database**

One of the primary ways you can increase book sales is to build a database of people who want to hear from you and then regularly communicate with them.

To do this, you need a mechanism where they can sign up to be on your emailing list and then a consistent stay in touch mechanism like an eNewsletter or ezine. It is important to decide with what frequency will you be communicating and then stick with a schedule – will it be weekly, every other week, or once a month?

You can use technology to help you do this, with something like [www.ConstantContact.com](http://www.ConstantContact.com) which is a service which helps you collect and organize your database, and also assists you in creating professional eNewsletters and other communications.

Another great way to stay in touch is by setting up autoresponder communications that sends emails at regu-



lar intervals after a purchase or other interaction with your web site.

In order to keep your mailing list clean and be sure you aren't considered spam by Internet Service Providers, it is important to make sure people "opt in" to your emails. To make doubly sure, you might consider a double opt-in process, where users get an email when they register for something on your site that asks them to respond if they really want to be on your mailing list.

## Prepare for eCommerce

eCommerce means you sell products and services directly from your web site. You set the price and you keep the profits. To do this you will need a merchant account (online bank account) and an online payment gateway, and a shopping cart on your site.

The merchant account allows you to take credit card payments. One of the best is Practice Pay Solutions ([www.proacticepaysolutions.com](http://www.proacticepaysolutions.com)) that includes both the merchant account and the online payment gateway. The monthly fee is about \$20 and then there are also per transaction fees.

An online payment gateway is secure bridge between your web site and the credit card payment processing network.

In order to take orders, especially for multiple products, it is important to have a shopping cart to take the order and to calculate shipping charges, etc. Kick Start Cart ([www.kickstartcart.com](http://www.kickstartcart.com)) is one of the most complete, and includes the ability to sell physical as well as electronic products, make affiliate sales and send out receipts, coupons and other materials via a built-in autoresponder, which sends out personalized messages.

## Affiliate Sales

More and more Web sites are selling other people's products through affiliate sales. For instance, if you had a book on travel, you would visit the travel agency sites or the travel gear or apparel sites to find out whether selling your book on their site would be beneficial for both of you. They would add to their product offerings, and you would sell your book, giving them a small percentage.

You can do the same thing on your site by affiliating with other authors whose books are complementary to yours. To set up an affiliate program, you can use [www.kickstartcart.com](http://www.kickstartcart.com) or another affiliate management system such as [www.clickbank.com](http://www.clickbank.com). You must determine what commission percentage you are willing to pay on sales from others' sites, but typically they are 30% to 40% (although they could be from 5% to 75%).

Amazon.com makes it easy to sell their products from your site with the Amazon affiliates program.

## Prepare Collateral Materials

Collateral materials are all the sell sheets, promotional brochures, bookmarks, stickers, postcards, and other items that you give away at events, trade shows, and the like. Don't get carried away with these and have them eat up your profits. An author can be ready for just about any event with a well-done poster of her book and other products, a sell sheet and some postcards or bookmarks. You need to establish a consistent style or brand that creates recognition for you and your book.

The sell sheet is a particularly important element, which should be versatile so it can be used at many types of events. It should be graphically attractive and in a full color one-page two sides 8 ½ x11" format, give all the information needed for someone to make a buying decision about your book, including: the title, author, publisher, ISBN, publication date, page count, price, where it is available, your author photo and a photo of the front cover of the book, your web site URL and contact information, a synopsis of your key messages, a short author bio, and testimonials and endorsements.

## Send Promotional Book Copies

In order to get any publicity, you sometimes have to send out hundreds of review copies. Since this can become cost-prohibitive, consider distributing books to only those who request them or to places you think are serious about your work. Another alternative is to make the book available via a PDF so it can be read online immediately. That way, a reviewer won't have to wait for a book to arrive by mail.

It is important to send complimentary copies to anyone you named in the book as a way of thanking them for their time, support and input.

For other people you decide to give a copy at no charge, consider creating a small card to drop in the front of the book, asking them to review your book on Amazon.com, if they liked it, or giving you feedback if they didn't. A book someone didn't pay for has the perception of value of \$0, unless you ask the recipient to do something for you in return.

## Send Review Copies

Book reviews are decisive in the early and perhaps ultimate success of your book. If your book is favorably reviewed by one of the major newspapers or book review services, it is more likely to be ordered by libraries and other institutions that rely on reviews as a way to choose among the many books that are published each year.

There are two categories of publications that review books: one inside the book-buying industry, the other aimed at consumers.

- The four main industry reviewers are PW (used to be called Publishers Weekly), Kirkus Reviews, Library Journal (sister publication of PW), and Booklist (published by the American Library Association). PW, the largest, reviews about 10,000 books every year.
- Consumer reviews are in the major U.S. newspapers such as The New York Times, the Los Angeles Times, The Washington Post, USA Today, and others.
- Book reviews are worth having only if they are honest, professional evaluations. Not all reviews will be favorable, and the author must be prepared for both good and bad.

Only a few of the books submitted are actually reviewed by the largest nonpaid review services, but you can increase the odds of your book being reviewed by submitting appropriate books in accordance with the submission guidelines of the review service. Advance reading copies and books are not returned to you after the review.

## Submit Copies for Review

The circumstances under which a book will be accepted for review, the "submission guidelines," include:

- Timing: How far in advance of the publication date you need to send a book or advance reading copy (also called prepublication review copies)
- Quality: Whether the review service wants finished books or only advance reading copies
- Paid or non-paid: The possibility that your book will be reviewed by non-paid readers who do not guarantee that the review will be favorable

In addition to the book, you must submit a cover letter that gives all the relevant data on the book: title; author; price; press release; info on intended book audience; author bio; name, address, and telephone number of publisher; publication date; number of pages; and ISBN number, if available.

Four independent (unpaid) review services are considered the most prestigious. Each receives thousands of books to review every year, but getting reviewed at any one of them represents a tremendous boost to your potential book sales:

### **Midwest Book Review**

- Reviews only finished copies of the book
- Must include a publicity release or media kit
- Gives priority to small publishers, academic presses, specialty publishers and self-published books, be sure to identify your book as self-published if it is
- Non-paid reviews
- Reviews about 33 percent of the books submitted

#### **Contact info:**

Mr. James A. Cox  
Editor-in-Chief  
Midwest Book Review  
278 Orchard Dr.  
Oregon, WI 53575-1129  
[www.midwestbookreview.com](http://www.midwestbookreview.com)  
608-835-7937

### **Publisher's Weekly**

- Wants to receive books at least three months prior to the month of publication and never reviews books after
- Reviews self-published books with print runs of at least 2,000, which are distributed by a reputable distributor.
- Requires two copies of any book submitted.
- Non-paid reviews

#### **Contact info:**

Nonfiction Forecasts  
360 Park Avenue South  
New York, NY 10010  
646-746-6781

### **Library Journal Book Review**

- Wants to receive books three to four months in advance of publication date for prepublication review
- Prefers advance reading copies but will accept finished copies from small presses
- Non-paid reviews
- Receives 40,000 books annually and reviews 6,000 (15 percent)

#### **Contact info:**

Book Review Editor  
Library Journal  
360 Park Avenue South  
New York, NY 10010

### **Kirkus Reviews**

- Kirkus Reviews, is a major review service but does not review self-published or print-on-demand books, ebooks, self-help books, business, or health and fitness, while Kirkus Discoveries does. Kirkus Discoveries is related to Kirkus Reviews, but it is a paid service.
- Reviews only advanced reading copies, no finished copies
- Wants to review books at least two to three months before publication date (the longer the lead time, the better)
- Requires two copies of any book submitted
- Non-paid reviews

#### **Contact info:**

Mr. Eric Liebetrau  
Kirkus Discoveries  
770 Broadway, 6th Floor  
New York, NY 10003  
[www.KirkusDiscoveries.com](http://www.KirkusDiscoveries.com)

## Don't Forget Other Review Services

In addition to these, there are many other paid and unpaid review services. As an author, you should compile a list of all services that are relevant and review your type of book and make decisions on which services to submit to.

Some of the more reputable services, paid and unpaid, are:

### ForeWord Magazine

- Reviews approximately 10 % of the over 7,000 books submitted each year
- Non-paid reviews
- Over 85 percent of books reviewed are nonfiction
- Read by 20,000 booksellers, librarians, and others

#### Contact Info:

Mr. Alex Moore, Managing Editor  
129 ½ East Front Street  
Traverse City, MI 49684  
alex@forewordmagazine.com

### ForeWordReviews.com

- Paid review service for \$295: an additional \$15 if you send the book in print rather than electronically on the Web site; an extra \$25 to have your cover art appear with the review
- Takes six to eight weeks from receipt of book
- Review is posted on their Web site

### BookReview.com

- Paid review service for \$20 new author listing, plus \$125 for a review within fifteen days of receipt of book
- Review is posted on their Web site and on Amazon.com
- Second review is half price

Since reviews are so important to authors, you can all help each other by writing reviews on Amazon.com for any books you would recommend to others. The author of the reviewed book will thank you, maybe with an endorsement for your book.

## Write Online Articles

A wonderful way to begin the promotions process is to write short articles that can be submitted to article banks and used by ezine compilers. Articles are a great way to generate traffic to your web site and to establish your expertise before and after your book comes out.

These articles are often used immediately, allowing you feedback and recognition for your work. The stories themselves are not a source of income, but they do appear with your bio, in which you can include your book title and information.

Accepted articles generally run from 500 to 1,000 words. "Top Ten" lists make great articles—anything with a powerful title and quick-read information such as "The five steps to becoming a top speaker," with short paragraphs on each idea. Use information that is short and to the point and you are more likely to see your name in print.

**Make sure and optimize the use of key words in your articles and use your book title throughout as well.**

Visit the vast Web sites on which you can submit articles. Some of these Web sites also have a word restriction on your bio, which may be limited to fifty words. Use the most powerful statements to describe you and your work, and refer to your for-sale products and your Web site. Take a look at other writers' articles and get a sense of how to write the articles and the bios.

You can submit the same articles to numerous article banks, and you can do that one at a time, but that is very time consuming. A much easier way is to use an article submission service, such as [www.SubmitYourArticle.com](http://www.SubmitYourArticle.com). These do charge a monthly fee, but save hours of valuable time.

**Don't forget to publish these articles on your own Web site as well.**

## Plan Speaking Engagements

Many speakers decide to become authors, and many authors turn to public speaking as a way to sell books. Speaking and writing both use your thoughts and ideas—your intellectual property—but are very different activities.

If you are an established speaker, your talks should be tailored toward selling books—but not directly. Sell yourself instead. People who like you will want to take some of you home—and buy your book as well. Use different stories from those you used in the book to illustrate your points. And when it makes sense, use the title of your book as the title of your talk.

If you are new to speaking, you will probably speak locally and for free at first. Over time, you will hone your presentation skills and discover the best way to present your ideas to an audience.

The National Speakers Association ([www.nsaspeaker.org](http://www.nsaspeaker.org)) offers a certification program for rookie and veteran speakers alike who can develop their talents and speak at a set number of engagements per year—sometimes up to twenty. The organization also helps a speaker go from unpaid to paid engagements with education and feedback.

## Your Own Speaking Events

As an author, you may have many opportunities to talk about your book and your ideas. It is a vital part of your promotional effort to be prepared to give presentations of different lengths. For instance, consider what you might say in presentations of two, five, ten, or thirty minutes, two hours, or half a day. Clearly, the length of time will dictate how much information you can impart. But regardless of the minutes you have, you will want to give your most important messages to fit that time frame.

For longer engagements, you should distribute a handout that covers your talk. The listener needs a reason to want to buy your book at the end of the talk, but don't refer to the book all the way through. No one wants to listen to a blatant sales pitch. If the audience likes you, they will want to know more about you through your book. Your job is to connect with the audience on an emotional level, tell stories they can relate to, and give them something to take away so they can act on it.

## Back of the Room Sales

Back of the room selling opportunities take place before and after you speak at an event. This is one of the main ways authors profitably sell books and creating as many of these opportunities as you can is part of marketing your book.

Especially if you are speaking at an event you do not host, check the policies of the event sponsor – some take a fee or percentage of the sales, while others consider this a form of payment for non-paid speaking events. To determine how many books to send to the event, consider that you might sell to 5% of the audience. So if you have an audience of 2,000, and you are a keynote speaker, or your book topic is targeted to exactly this audience, you would be doing very well to sell 100 books. This may sound like a very low number, but if you exceed expectations, you can carry order forms to ship books later.

Make a checklist for events that includes quantity to be shipped and where and when, customized order

forms with special event pricing, collateral materials you will need such as posters, sell sheet, postcards, etc., mailing labels to ship back extra books or promotional materials, and your virtual terminal for credit cards (with your laptop and Internet connection ability) if you will be taking credit card numbers directly.

## Launch Public Relations Plan

Public relations is about helping your message reach the public via mass media such as newspapers, magazines, radio and television.

### Finding a Great Publicist

If you have done your part to ensure that you have both an audience and a book that fits them, you might consider hiring a publicist. Publicist costs can get out of hand in a big hurry if you aren't clear about what you want out of publicity and don't give direction to the publicist. You can easily spend \$2,000 to \$6,000 a month, and the expenses can go up from there. When you hire someone to handle publicity, you need to look for two things: experience and connections.

A full-blown publicity effort for a book might include a four-to-six-month publicity campaign, strategically outlined to obtain the most media exposure possible for your book and your business.

A publicist hired to handle such a campaign would:

- Create the PR strategy (whom you are targeting, when and how)
- Write all the materials in the media kit
- Pitch you and your book to his or her media contacts
- Follow up after the pitches
- Schedule interviews and handle journalist queries

A publicist should help you schedule your launch date and all the activities surrounding it to get the most exposure possible.

A publicist could also design a combination media and book signing tour by contacting all appropriate media in each tour city. The goal would be to make good use of the travel dollars and schedule as many media hits in each city as possible. This could be a local, regional, or national tour.

Finally, your publicist should also train you or help you find training for successful media interviews including keeping you on target, showing you how to handle difficult questions, and informing you about the special issues with print, television, radio, and online media.

### Be Newsworthy

You can get PR if you attach yourself to a current news topic, address a current trend or to add a new twist to an old theory. You can also tie into seasonal events and monthly awareness campaigns.

One of the easiest ways to generate publicity is to send out a newsworthy press release online. It will be picked up by the traditional news media, but more and more today, it will also be picked up by bloggers who can be one of your best sources of grass roots marketing.

### Relationships with the Media

Consider developing ongoing relationships with the media by pitching stories that fit their publications and programs. It can take months before you are contacted, but when you are, be prepared to respond quickly. The media is usually on a very tight deadline and if you can be available, they will write or talk about you.

Start with local media both in your own area, as well as the area you grew up in for establishing a local story angle (local person makes good).

Once they have worked with you, reporters will begin to think of you as the go-to expert and will call you for comments on stories related to your area of expertise. Be ready with a full media kit and always mention your book and where to find it.

It is important to note that it is highly unlikely they will have read your book before they do a story in which you are included. Make it easy for them to seem knowledgeable. Make them look good and they will probably do the same for you. Reporters like people who are easy to contact, have interesting things to say, and understand what they are up against.

In Canada, there is a listing resource with 6,000 print and broadcast media outlets that is kept up-to-date on the web. The price is \$110 CAN and you can find it at [www.sources.com](http://www.sources.com))

## **Track Your Publicity**

Always have PDFs of and links to all publicity you attract easily available on your web site, including reviews, articles, and testimonials and whether it was on the Web or in print. You are generally required to ask for permission to use these clips, so try to do that at the time of the interview.

Make sure you know track the publicity that may come from articles, interviews, press releases, etc. the best you can. A simple way to do it is to sign up for Google Alerts ([www.Google.com/alerts](http://www.Google.com/alerts)) for your name, book title or web site. But this will capture whatever appears online, and even then, it won't capture everything right away.

## **Create a virtual Book Tour**

As part of cost-effective internet marketing authors are also turning to Virtual Book Tours, which create virtual events at the time of the launch. An author will create an online promotional schedule for a month, soon after the book is launched, seeking to connect with bloggers who will read and tout the book. The author will also attempt to get interviews through radio and podcasts, participate in on-line prearranged chats and hold teleclasses or web casts.

## **Create Live Launch Events**

To celebrate, mark the publication of a new book on its publication date, and kick off sales, it is appropriate to create book launch events. Book launch parties, book tours and book signings are much less common as a source of book sales than they once were. Unless you have an active publicity campaign, it is hard to get enough people to a bookstore signing to make it a good sales opportunity. You have a better chance at generating sales if you give a talk or seminar and have back-of-the-room sales there.

Your local independent bookstore is your best chance of a book signing, and you should call the store manager to let him or her know about your book and its potential to bring customers into the store.

Another way to create some launch buzz is to host a fund-raising event so that a portion of the proceeds from your book go to a non-profit.

A word to the wise: You need to have some fun at the events surrounding your book launch. You have worked hard to create your book, and you deserve to celebrate that accomplishment.

## **Sales Tracking/Best Sellers**

If you sell your own book, you know exactly how many books you printed, how many have been sold



(through your online shopping cart), and how many are left to be sold in the printing.

Oddly enough, when books are published by traditional publishers and go through the bookstore system, there are very few avenues open for authors and even publishers to track “real” sales of books. The Bookscan report from Nielsen Broadcast Data Systems, available since 2001, provides weekly sales by the major book retailers. But only the very largest companies can afford this expensive service. It is virtually impossible to estimate the real sales of a book from the quantities that are shipped to the stores. Remember, all “sales” to bookstores are made with a long-established, full-price return policy anytime. That means all the books could be returned to you, even a year later. Major publishers expect overall return rates of 20 percent to 30 percent, but individual books can be much, much higher.

When your book is returned, it doesn’t mean that someone bought it, didn’t like it, and sent it back through the bookstore. Far more likely, it was never sold in the first place, and the bookstore returned it to the distributor after sixty to ninety days.

You will see sales numbers on your royalty statement, but generally there is also a reserve for expected returns as well.

If your book is published by a traditional publisher or printed by Lightning Source, you can call the distributor Ingram’s sales tracking phone number, 615-213-6803, to hear about sales for both the previous week and last year.

## Best Seller Lists

It seems that all authors these days say their book is a best seller, and that’s because there is no established, objective criteria for what that means. There are roughly forty national and regional best-seller lists in the United States. The New York Times’ list is probably the most well known and respected. Another one that is well known, especially inside the publishing industry, is provided by Publishers Weekly (PW). In 2005, 442 adult titles were declared best sellers, according to the Publisher’s Weekly compilations.

Some best-seller lists such as those belonging to Publisher’s Weekly and USA Today are based on national surveys, with others on much less objective criteria. The New York Times bases their list on a poll of both chain and independent bookstores. The list from the American Booksellers Association polls only independent bookstores. The Los Angeles Times polls thirty bookstores in the metropolitan area to compile its list.

**Only eight self-published books have made it to number one on the Publishers Weekly best seller list.**

## Email Campaigns

More and more lately, e-mail is the communication method of choice. It’s quick and accessible, and if you can stick to the point and make it interesting, you might get someone to keep reading. Don’t use “book” in the heading; just name the topic, preferably one that reflects current events. Also, you want the e-mail message to be under 300 words total. You might attach a press release, interview questions, or author photo. And of course, make it personal to the recipient in any way you can.

Authors have mounted successful e-mail campaigns to the library markets, to the media, and to select buyers groups.

## Amazon.com Best Seller Campaigns

Another type of e-mail campaign is intended to create a “best-seller” on Amazon.com. The author sends out an e-mail asking everyone in his or her database to buy a book during the same hour, disproportionately affecting book sales during that peak time.

In exchange for buying at a given time, the author will joint venture with others to offer additional incentives such as bonus ebooks, teleclasses, one-to-one coaching—usually a list of valuable products and services. The



joint venture partners will then usually be given a copy of the email list created from the campaign. Make sure the offerings of your joint venture partners are related to the book topic, and not some unimportant give-aways.

There is a lot of work required to prepare an Amazon campaign, including signing up the joint venture partners, creating the offer email, figuring out how to get the bonuses to the book buyers, and dealing with the online receipts that come in from book buyers who send them to prove they bought the book on the right day or hour.

The whole purpose is to have enough book sales to boost the Amazon rank to somewhere in the top 10 books, and preferably to #1, even if only for a very short period of time. Many books have become Amazon.com best sellers for one hour only with as few as fifty books during that time.

If you want to keep track of the Amazon.com rankings for your book, there is a service that will do that for you at \$10 for one year for an hour-by-hour tracking. See [www.booksandwriters.com](http://www.booksandwriters.com).

## Apply for Book Awards

When a book wins an award, the result is free publicity for the author and usually additional book sales. The National Book Award is probably the most prestigious, but other book awards exist specifically for self-published or small press books. Most prizes are annual, and there are numerous ones for different categories of books. See these links for specific entry instructions:

- [www.IBPA-online.org](http://www.IBPA-online.org)
- [www.independentpublisher.com](http://www.independentpublisher.com)
- [www.forewordmagazine.com/awards](http://www.forewordmagazine.com/awards)
- [www.usabooknews.com](http://www.usabooknews.com)
- [www.writersdigest.com/selfpublished](http://www.writersdigest.com/selfpublished)

## Pursue Special Sales

Fortunately for small and self-publishers, there are other ways to sell books besides the bookstore. Thousands of books are sold business-to-business and through catalogs, particularly online. Many people who self-publish sell their own books directly at seminars, conferences, and speaking engagements.

Books are sold in “special sales” markets, which means that corporations or associations sell them at a discount or give them away to members or clients. Using this strategy, companies sell large-volume orders, usually at substantial discounts, but the books are generally not returnable.

Think about your connections. Is there any group with which you are connected who could or would buy a large quantity of your books?

**Want more help?** Contact Terry Roberts at [www.authorsanswer.com](http://www.authorsanswer.com) for a detailed program to attract special sales. He offers a CD with do-it-yourself worksheets as well as consulting to help authors break into the specialty sales markets.

## Pursue Catalog Sales

Many catalogs feature books along with other products, of every type and for every market. Take a look at some of the direct mail catalogs that come to your home or office. Do they feature books? Would your book fit in with any of the product offerings in the catalog?

**Want more help?** This web site offers a product that features the 1,350 catalogs that sell books: [www.bookmarket.com/catalog.html](http://www.bookmarket.com/catalog.html)

# Pursue Print Media

One of the best ways to get print media for your book is to either get a bylined article (one that you write) or get interviewed for a story. When you consider how you can get your book information in newspapers or magazines, think about what angle would allow reporters to write stories of interest that would include your book as a valuable resource.

To begin, compile a list of the print media in which you would like to appear. Consider the major newspapers and magazines as well as trade publications that might appeal to specific niches you would like to reach.

You should always be listening for news that might make your book an important resource to anyone suddenly concerned with an issue. Always have your media kit ready so that if the opportunity presents itself, you will be ready.

More strategically, you can submit articles and lobby for reviews of your book in the print media. Select those publications that are likely to be interested in you and your book. Trade publications are intended to be read by an audience from a particular business sector. They are often in need of content from qualified experts. Continue to do press releases as situations warrant. You never know when a major sales opportunity may present itself, and it may be months or years after the release of the book.

# Pursue Broadcast Media

When, as an author, you have the opportunity to do a radio or television interview, you want to make the most of it. Interviews can be fun and afford an opportunity to really connect with a large number of potential readers.

Most radio interviews are done live and almost always by phone, so you can be on the radio anywhere in the world, never leaving your desk.

Television interviews are generally done in a television studio and may be done live or “live to tape”, meaning they are taped in one take, usually not edited, and then broadcast at a later time.

As with print media, interviews with authors are rarely about their books, but instead on a topic on which the author has special expertise, at a time when that expertise is pertinent to the news.

To find which radio shows might be right for you and your book, go to [www.radio-locator.com](http://www.radio-locator.com) for a listing of all radio stations in the U.S. and Canada (and other countries around the world) by format or location.

Here are some quick tips on doing interviews:

## 1. What to do before the interview:

- Know what you want to accomplish and what messages you want to convey
- Practice answering questions with a tape recorder to refine your message and get comfortable with your answers
- Create lists like “the top three ways to connect with your audience” with stories that listeners can relate to and remember

## 2. What to remember:

- Day and time of the interview
- Who will call whom (and a telephone number to call in on if you are to call the radio show)
- Whether the show is live or taped for later use
- Who the audience is for the show
- Length of the interview

- The best way for the audience to buy your book
- Whether you can get a copy of the interview after it airs

### **3. What to send to the producer interviewer at least a week before the interview:**

- Your bio
- Five to ten questions you'd like to be asked
- The name of your book and where it can be purchased
- Any major testimonials or endorsements for your book
- Your Web site URL
- Your telephone number and a backup number in case of an emergency

## **Be a Memorable Guest for an Interview Show**

The best way to be invited back or to get additional promotion is to be a well-liked guest. Here are ten suggestions to help you make that happen.

- Know your core message and show that you value your audience. You will probably only have time to convey two or three major thoughts, so pick those carefully.
- Give the interviewer something to work with. Bring up topical issues that relate to current news.
- Don't sell your book or other products—sell yourself. Let the interviewer sell your book.
- Let the interviewer lead, and keep your answers short so there will be interplay between you and the interviewer. Stories are entertaining, but they must be short and to the point.
- Smile and exude energy. If you aren't excited about your topic, the listeners won't be either.
- Refer to your notes, but don't read from them. The interview should be a natural conversation.
- Allow no dead air. If you can't remember the answer to a question, answer another question. Also, don't say "Yes" or "No," with no explanation; keep the conversation going.
- Don't talk over the interviewer. Wait until he or she has finished the entire question before answering.
- If an interview is taped for later use, don't mention dates like holidays, the weather, or other subjects that could let listeners know you aren't live.
- Your credibility is dependent on sound with a radio interview, so don't talk too fast or too slow, and use a powerful voice. Stay away from foods that coat your throat (like colas, chocolates, and milk) in the hours before the interview.

## **Make Your Radio Interview One to Remember**

You're on the phone, and you're ready. Even if you're well prepared there are some things you can do to stay focused and minimize the problems that can interrupt your success:

- Talk on a land line, not a cell phone, cordless phone, or speaker phone so the sound will be clear. Disable the call waiting feature on your phone.
- Be in a place where you won't be disturbed by background noise from kids, pets, and doorbells.
- Keep your book and any key points in front of you. Arrange the notes so that you won't have to make noise shuffling them

during the interview.

- Take notes while the interviewer talks if there are points you want to remember to make in your answer.
- Write a note to yourself in a place where you will see it during the interview, saying, “Smile and Have Fun!”

Prepare a “clincher,” which is a closing remark for your audience, in answer to the question, “Do you have any final words of advice for our audience?”

**Want more help?** Contact Wayne Kelly, a popular radio DJ in Canada, who offers teleclasses and coaching to help you make the most of your radio interview opportunities. See [www.OnAirPublicity.com](http://www.OnAirPublicity.com).

## Exhibit at Trade Events

### Trade Shows

Every year, trade shows abound for every type of business, and it might make sense for you to exhibit at some of them. The larger the event, the more expensive it is likely to be to exhibit. But the audience is larger as well. Try to get a complimentary exhibit space if you are already speaking at the event. You can make some necessary connections for your business when you appear at events, even if the book sales alone can't justify the cost.

### Book Fairs

Book fairs take place all over the country and are directed at getting people excited about reading. Probably the largest one is the National Book Festival in Washington, D.C., each September.

To see a listing by state, go to [www.loc.gov/loc/cfbook/bookfair.html](http://www.loc.gov/loc/cfbook/bookfair.html).

### Book Expo America

Book Expo America is the book industry's largest annual U. S. event where publishers exhibit their next season books to retail book buyers. The event rotates around Chicago, New York, Washington, D.C, and Los Angeles, and occasionally to other major cities. It is held in late May or early June, and attendance is usually more than 30,000, with over 2,000 exhibitors. It's expensive to exhibit, but some self-publishers do it anyway.

If you are already an author, Book Expo America represents an opportunity for you to sign books at the publisher's exhibit booth, have a booth of your own so you can take orders for your books from booksellers and libraries, meet a potential distributor, and forge essential media connections. If you are becoming an author, it represents the chance to introduce your book to potential publishers.

Many educational seminars are held during the BookExpo America event, and they offer useful information on publishing and bookselling. Numerous breakfasts and lunches are available so you can hear experts talk about the newest trends in publishing. For more information, visit [www.bookexpoamerica.com](http://www.bookexpoamerica.com).

## Enjoy the Process and Keep Going!

Keep writing, keep speaking, and continue to market your book. Becoming an author is an achievement you can be proud of for a lifetime. We hope you enjoy it enough to do it more than just once, and happy authoring!





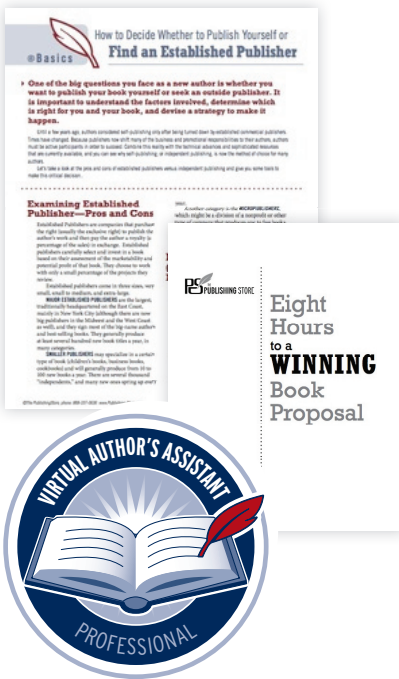








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