

2016 SC NEW WRITERS CLASSES – Marketing: Putting Out the Word !

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Create a remarkable website.

- Bio, author photo, tagline.
- Ways to contact you (email, Twitter, etc.)
- Book cover, ISBN, Short book synopsis (similar to book jacket blurb on back)
- Awards and professional organizations and publishing credits
- Quoted reviews
- Links to where book can be purchased
- Links to high and low resolution files of author photo and cover
- Trivia facts or any sort of fun (optional)

Or hire someone to build you a professional website.

- <http://authorbytes.com/>
- <http://authorsontheweb.com/>
- <http://www.bizango.net/>
- <http://myhouseofdesign.com> (did FundsforWriters.com and CHopeClark.com)
- <http://monkeycmedia.com/>
- <http://www.outboxonline.com/>
- <http://silverknightauthorwebsites.com/>
- <http://smartauthorsites.com/>
- <http://xuni.com>
- <http://www.webdesignrelief.com/>

Taglines.

- The book pitch. Remember: When [opening conflict] happens to [character(s)], they must [overcome conflict] to [complete their quest].
- Author tagline
- Series tagline: The Carolina Slade Mysteries tagline: Justice Done Her Way

Target/identify/imagine your niche market. Everyone is not an answer.

- Online groups that like your genre or books in general
- Clubs
- Magazines
- Conferences
- Book clubs
- Ask people where they find their books

Build an email list for your readership. Update readers every 1-3 months.

- www.MailChimp.com
- www.aweber.com
- www.constantcontact.com

Set up your Amazon Author Central page. <https://authorcentral.amazon.com/>

Get to know Amazon....period. <http://www.tckpublishing.com/9-amazon-book-promotion-programs-that-can-help-you-sell-more-books-every-day/>

Consider a giveaway/discounted item

- A short story download
- An ebook anthology
- A novella
- A how-to
- A motivational lesson / devotional-type shorts
- A compilation of flash fiction / poetry

Focus on at least one medium platform outside of Amazon (blog, podcast, YouTube, Skype – although a strong email list can carry this load)

Blog suggestions:

- Make it eye-catching
- Offer content readers would want to know – slip in book info on occasion, not always
- Write about things you love to connect with readers
- Blog to connect, not promote
- Show your personality
- Be VERY consistent and regular with posts
- Show your other side, hobbies, unique talent

Focus on at least one social media site (Facebook, Twitter, Instagram, Tumblr, Pinterest)

- Use 10:1 ratio of interesting information to self-promo
- Be professional
- Avoid religion, politics, and controversial current events unless they are a part of what you are writing. Will the topics hurt or help you? It isn't about the author, but the reader.
- If you wouldn't say it to someone's face, don't say it online
- Use your name, not a moniker like WRITER TOM, or AMY GRACE AUTHOR
- Be VERY consistent and regular with posts

Set up on Goodreads. <https://www.goodreads.com/> Completely fill out your profile with book and description. Consider generating a Giveaway.

Use appropriate keywords on Amazon for your book. Find successful books like yours, study their keywords and use them. Especially those with better rankings. (For example, a ranking of 30,000 on Amazon means they sell around 10 books a day. 100,000 means 1 book a day. These rankings, however, are fluid and constantly moving.)

Release your book with at least five reviews. Be prepared to give away review copies. Where to get reviewers:

- <http://www.blueinkreview.com/> - good articles, but charges too much for a review – sign up for the newsletter for updates on self-publishing and getting reviews
- <http://booklife.com>
- <http://www.bookrevieweryellowpages.com/>
- <http://www.midwestbookreview.com/>
- <http://www.netgalley.com>
- Anyone you know who is a rabid reader and won't just say: "great read"
- 25% to 50% of people who offer to review will not review

Use other people's platforms – guest blog, get mentioned on others social media

Use visuals everywhere you appear online: social media, email, blogs, etc.

- Your book cover
- Your author picture
- Photos of events you attend
- Your brand
- Insert any of the above into creative visuals: <https://www.picmonkey.com/> and www.canva.com and <http://photofunia.com/>

Business cards, postcards, bookmarks, rackcards: www.vistaprint.com and www.moo.com

Join your Chamber of Commerce

Make appearances – Avoid looking desperate – vet appearances, especially when many other authors are involved. Attempt solo performances. Don't get swept up into huge author groups.

Saturate your local area first. Become a hometown hero first and they will help spread the news further.

Consider ebook marketing sites:

- <http://ereadernewstoday.com/> - eReader News Today
- <http://fkbt.com/> - Free Kindle Books and Tips
- <http://booksends.com/> - BookSends
- <https://www.bookbub.com/partners/pricing> - BookBub - THE KING
- <http://manybooks.net/promote> - Many Books
- <http://www.getfreeebooks.com/submit-your-ebooks/> - Get Free eBooks
- <http://readcheaply.com/> - Read Cheaply
- <http://kindlenationdaily.com/> - Kindle Nation Daily
- <https://www.thekindlebookreview.net/> - The Kindle Book Review
- <http://www.bookdaily.com/> - Book Daily
- <http://www.independentauthornetwork.com/> Independent Author Network
- <http://www.thefussylibrarian.com/> - The Fussy Librarian
- <http://www.daily-free-ebooks.com/> - Daily Free eBooks
- <http://freediscountedbooks.com/> - Free Discounted Books
- <http://www.spoiledreader.com/> - Spoiled Reader
- <http://www.ebooksoda.com/> - eBook Soda
- <http://faithfulreads.com/> - Faithful Reads
- <http://www.bookgorilla.com/> - Book Gorilla

Consider Self-E - <http://www.statelibrary.sc.gov/self-e> - The South Carolina State Library is pleased to be the first state library in the country to make the SELF-e digital self-publishing platform available to all public libraries in the state as well as our cardholders – for FREE! With BiblioBoard’s SELF-e uploading tools, you can upload your ebook - whether it is a family history or the next great American novel - and after a review process, it will be made available to local readers via the Indie South Carolina online catalog. eBooks published on the SELF-e platform may be reviewed by Library Journal (through a partnership with BiblioBoard and Library Journal) and included in Indie South Carolina.

Enter contests

- <http://www.fundsforwriters.com>
- <https://library-journal.biblioboard.com/>
- <http://www.freelancewriting.com/creative-writing-contests.php>
- <http://www.newpages.com/classifieds/big-list-of-writing-contests>

Fine tune your one-liners for the following questions:

- What is the book about?
- What do you write?
- What kind of author are you?

- What are you writing now?
- When will your next book be out?
- What have you published?
- Where do you get your writing ideas?
- Who's your favorite author?
- What is your writing routine?
- Is your book in the bookstores?
- Is your book in the libraries?
- Is your book online?

Plan ahead before book is released

- Google books like yours and see where they are promoting
- Make a list of everyone to email/send postcard to
- Make a list of potential signing venues
- Check upcoming fairs and festivals for the next year
- Make a list of librarians
- Make a list of bookstores
- Make a list of schools
- Create a minor press packet to give out to librarians, store owners, schools (always give them something)
- Order business cards, postcards, etc.
- Join all the ebook giveaway sites to become familiar with them
- Start the blog several months to a year ahead of time
- Start with social media months to a year ahead of time – keep it professional
- Contact book clubs: libraries, meetup.com, schools, bookstores
- Set up a Facebook release event or party
- Send press releases to newspapers, online papers, online newsletters
- Put together your street team

Freelance

- Write for magazines
- Write for blogs
- Speak to groups (yes, ask for a fee)

Keep writing – Readers want a repeat experience

98 Book Marketing Ideas That Can Help Authors Increase Sales <https://insights.bookbub.com/book-marketing-ideas/>

The DO NOTs of marketing yourself and your book:

1. Do not say this is your first book.
2. Do not use the words ONLY, JUST, MAYBE, or BUT. Own what you are doing.
3. Do not expect the book to sell itself because it is on Amazon.
4. Do not treat self-publishing as a lesser level of publishing.
5. Do not be disappointed at the number or dollar value of sales. Use the knowledge to change what you're doing.
6. Do not ignore your email.
7. Do not forget your blog or newsletter or social media. When you disappear, sales drop.
8. Do not think SALES . . . think ADDING VALUE to people's lives.
9. Do not judge and always be gracious to whoever reads or might read your work.



There's something about being alone with your thoughts that makes ideas **pop**. But, alone at home it can be hard to find answers. Find the **encouragement** you need to **keep the flow going**.

Let Hope help with...

- Writing Habits
- Writer's Block
- Character Development
- Editing Questions
- Publishing Advice
- and more!

Submit your questions here:
tiny.cc/helpfromhope



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