

# Marketing 101

- I. Never give up
  - A. Churchill
  - B. Writer story
  - C. You must sell your own book
- II. Why do you write?
  - A. Passion – I have to write
  - B. Hobby
  - C. Must tell a story
  - D. To satisfy ego
  - E. To make money
  - F. This workshop is for people that want to sell their books
    - 1. Writing the book is 50% of the process
    - 2. Publishing the book is the other 50%
      - a. It has become much easier with the world of indie publishing
    - 3. Marketing the book is the final 50%
- III. It all starts with good writing
  - A. You must have a good product to sell
    - 1. Edit book
    - 2. Proof read
    - 3. Professional cover
      - i. Unfortunately, people do judge a book by its cover
      - ii. Cover must make reader pickup book from shelf and read description
    - 4. Interior formatting
  - B. You must have an interesting story
  - C. Know who you're writing for (see Target Market)
- IV. Know your target market
  - A. Who will want to read your book?
  - B. Why will they like it?
  - C. Where will you find them?
  - E. What values do you have in common?
  - F. How can you reach them?
    - 1. Christian book – church groups
    - 2. Sailing book – yacht clubs, boat shows
    - 3. YA book – social media
    - 4. Social Media
  - G. What will they find compelling about your book?
- V. Indie Marketing Secrets
  - A. You need five titles to make e-marketing work
  - B. If you're an Indie, wait until you have 3 books ready to publish
  - C. Roll out book every 3 months
  - D. Keep writing and write fast
  - E. Let readers see you and your characters evolve
  - F. New books drive old book sales

- G. Find most effective ways to promote your books
- VI. My 5-year Plan
  - a. Publish Christmas Inc. in 2013 to create stir
  - b. Publish five Ted Higuera books in first two years
  - c. New blog entry every 2 weeks
  - d. Roll out book every 3 months in 2014
  - e. Run BookBub.com promos every month
  - f. Produce 2 Ted Higuera novels in 2015
  - g. Publish hard copy versions in 2015
  - h. Write dog story in 2015
  - i. Start another mystery series in 2016
  - j. Publish 3 new mystery series novels by 2017
- VII. Write a marketing plan
  - A. Make a plan, stick to the plan. If the plan's wrong, change the plan
  - B. Track your sales
    - 1. What causes your sales to blip?
    - 2. Do more of these events
  - C. Be consistent across all your platforms
    - 1. Web site
    - 2. Blogs
    - 3. Twitter
    - 4. Appearances
- VIII. Organize a marketing committee
  - A. Find people who will work for you
    - 1. Contacts are important
      - a. Media
      - b. Libraries
      - c. Corporate contacts
  - B. Start early
  - C. Brainstorm
    - 1. Ideas are cheap
    - 2. You must put ideas into action
  - D. Write marketing plan outline before you begin
  - E. Meet on a regular basis - Keep the momentum going
- IX. Your Web site
  - A. Build a bond with your readers
  - B. Keep it current - give the readers a reason to keep coming back
    - 1. Blog
    - 2. Updates on your writing
    - 3. Serialized novel
  - C. Special offers, contests, etc.
  - D. Writing samples
    - 1. Sample chapter
    - 2. Short stories
    - 3. Show your style
  - E. Ask for the sale

- X. Media Kit
  - A. Author Bio
    - 1. Where were you born?
    - 2. When did you start writing?
    - 3. What was your early inspiration?
    - 4. Do you have educational or professional experience in writing (outside of publishing your book)?
    - 5. What other books have you written (if any)?
    - 6. How has your life affected your writing voice?
  - B. Q&A
    - 1. Where did you get the idea for this book?
    - 2. What traits and other tidbits do you share with your main character?
    - 3. Did any of your inspiration for this book originate in your real life experiences?
    - 4. What made you decide to self-publish?
    - 5. Are there any specific authors whose writing styles or subject matter inspired your book?
    - 6. Do you have another project in the works? If so, what is it?
  - C. Press Release
    - 1. What's your book about?
    - 2. What's your writing background?
    - 3. Why should someone want to read your book in particular?
    - 4. Where can a person find a copy of your book?
    - 5. What do you have to say about your book/writing experience? (Always include quotes!)
    - 6. Where can a reader find more information about you, the author?
  - D. Marketing Strategy
    - 1. What kind of existing following do you have? (Twitter, Facebook, Blog, etc.)
    - 2. Who is your target market and do they overlap with my target market?
    - 3. Is there a specific region that's relevant to your book?
    - 4. What do you want people to do
      - i. Buy your book online
      - ii. Buy your book at book store
      - iii. come to a meet and greet
      - iv. etc.
    - b. Do you have a tagline or sticking point in all of your marketing pieces?
    - c. If you have multiple books, how can you tie them together
      - i. Cover
      - ii. Tell me about your main character
        - 1. Hetta Coffee is a gal with a yacht, and she's not afraid to use it
    - d. Where can I direct people to find your book if they're interested?
  - E. Why is your book relevant?
    - 1. Does your book take place in a specific region that would make people take an interest?
    - 2. Do you cover a topic/subject matter that a lot of people can easily relate to?
    - 3. Does your book shed light on a different perspective of a common issue?
    - 4. Do you have specific experience/expertise on a topic discussed in your book?
    - 5. Is there a certain aspect of your author experience that makes the book interesting?
    - 6. Do you, the author, have a unique background different from most authors?
  - F. How to use media kit
    - 1. Create both digital and hard copy media kit

2. Hard copy
    - i. Keep a few hard copies with you all the time
    - ii. Use at book stores, events
  3. e-mail digital copies to reviewers, book store buyers, radio and TV stations
- XI. Social Media
- A. Drive potential buyers to your Web site
    1. Build rapport with readers
    2. Show them your writing style
    3. Show them you're "One of Them" (OOT)
    4. Must have links to your Web site
  - B. Face Book
    1. Create an interesting page
    2. Friend everyone
  - C. Twitter
    1. Get followers
      - i. Set specific goals
        - a. "SMART goals"
          - i. Specific, Measurable, Attainable, Realistic, Time-bound
          - ii. reach 1000 followers within 2 months
          - iii. increase blog traffic by 200% by the end of the year
          - iv. achieve 100 signups to email list within a month
        - b. Raise awareness of your book
        - c. Drive traffic to your blog, website, Amazon page, etc
        - d. Promote your writing
        - e. Network with publishers, agents, fans
        - f. Every time I post, I pick up a few followers
          - i. Follow other people with similar interests
          - ii. Tweet them
          - iii. Retweet their postings
    2. Use #Lists
    3. Tweet every day
    4. Here's the biggie: go to similar author's page and follow their followers
      - i. Most of them will follow you back
      - ii. You need to clean up your following list
      - iii. Twitter only allows you to follow 2000 people
- XII. Build an email list
- a. One of your most important marketing tools
  - b. These are your most important readers
  - c. Guaranteed buyers
  - d. Give them great deals
  - e. Put your contact information in back of book
  - f. Personally reply to every email
  - g. Built a rapport with fans
  - h. Answer criticisms politely and courteously
  - i. Send them personal emails with writing news
- XIII. Blogging

- A. This is where you sell your books
    - 1. Put links to your web site at least twice
    - 2. Introduce your readers to the real you
    - 3. Become One of Them (OOT)
    - 4. Write to your target market
    - 5. Tie topics to your book, but don't hard sell
  - B. Don't write too frequently
  - C. Loyalty transfer
  - D. John Locke's blog
  - E. Write from the heart
  - F. Great Dane on Board
  - G. Don't let it slip away from you
- XIII. Personal appearances
- A. Readings
  - B. Book signing parties
  - C. Find your natural market
    - a. Yacht clubs
    - b. Nursing homes
    - c. Marine stores
    - d. Latino events
    - e. Writers conferences
- XI. Never Give Up
- A. Did I already say this?
  - B. You have to blow your own horn, no one else will
  - C. You can't wait for your market to find you
  - D. Hard work and elbow grease
  - E. Don't ever stop trying
  - F. Libby's tattoo
  - G. You control your own fate
    - a. How hard do you want to work?
    - b. Successful people story
      - i. Earl Nightengale – The Strangest Secret