

Independent Publishing Workshop

Marketing Pitch

The world has changed. Ten years ago this class was about self-publishing with vanity presses. This was before the world of Amazon.com, Create Space and eBooks. Now we are looking at a vastly different landscape.

We will discuss traditional publishing and how to find an agent and publisher then we will contrast that with self-publishing.

We'll go through the steps necessary to publish your own book, including finding beta readers, editing, proof-reading, designing the cover and interior of the book and finally, the big one, marketing your work.

This session will appeal to beginning writers, but will also offer lots to seasoned authors who are looking for new ways to bring their work to market.

Outline

- I. Never give up
 - A. Churchill
 - B. I'm going to tell you the unvarnished truth
 - 1. I don't want to crush anyone's dreams, but we're talking about reality
 - a. I know the dreams, I've been there myself
 - i. Best work of literature since Gone With the Wind
 - ii. Going to sell millions of copies
 - iii. Hollywood can't wait
 - iv. My reality was a little different
 - v. Sue Grafton's speech
 - 2. It all depends on why you write
 - 3. Writer story (Determination)
 - 4. You must sell your own books
- II. Introduction
 - A. Who am I?
 - a. Not an A-list writer

- b. Better than lots of writers I see selling more books than me
- B. Why am I qualified to teach this class?
 - a. Six books, short stories and novellas
 - b. Tried traditional publishing
 - c. Published my own books
 - d. Sales are okay, but could always be better
 - e. I've learned lots of things NOT to do the hard way
- III. The Unvarnished Truth
 - A. The writers dream
 - B. My reality
 - C. Sue Grafton's speech
 - D. A Writer's Story
 - E. You must sell you own books.
- IV. Why do you write?
 - A. Passion – I have to write
 - B. Hobby
 - C. Must tell a story
 - D. To satisfy ego
 - E. To enjoy the “writers lifestyle”
 - F. To make money
 - G. 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%
- V. It all starts with good writing
 - A. You must have a good product to sell
 - 1. You must have an interesting story
 - 2. Learn the components of a story and how to tell it before you try to publish
 - i. I'm often embarrassed by some of the indie works I read
 - ii. Your readers should not know or care that the book is an indie
 - iii. The only way we can obtain legitimacy is by policing ourselves and producing quality products
 - 3. Edit book
 - a. An editor who has himself for a client is a fool
 - b. You can't see your own errors
 - 4. Proof read
 - 5. Professional cover
 - i. Unfortunately, people do judge a book by its cover
 - ii. Cover must make reader pickup book from shelf and read description
 - 6. Interior formatting
 - 7. If you don't know what I'm talking about you must hire a professional
 - B. Know who you're writing for (see Target Market)
- V. The world has changed.

- b. When I first taught this class, it was about self-publishing with vanity presses.
 - i. I warned authors that if you self-published, “real” publishers wouldn’t consider you
 - ii. Print a bunch of books, then fill your garage with them
 - c. This was before the world of Create Space, eBooks and Print On Demand
 - d. Now we are looking at a much different landscape.
 - e. Hybrid authors
 - i. Many indie authors have signed contracts with major publishing houses
- VI. Traditional publishing and how to find an agent and publisher
- a. Stalking the wild agent
 - i. Do your homework – Guide to Literary Agents
 - ii. Query letters
 - iii. Go to conferences where there are agents
 - iv. They are looking for new talent
 - v. Go to the intro to agents panel
 - vi. Note to whom you want to talk
 - vii. Go to their presentations
 - 1. Wait until all the people have left
 - 2. Introduce yourself
 - E. Hi, I’m Pendelton Wallace. I’d like 30 seconds of your time to pitch my book. If you like it, we can talk for five minutes, if you don’t we can shake hands and part as friends and I’ll never bother you again.
 - 3. Have your best elevator pitch ready
 - E. Write and re-write
 - F. Share with you writers group
 - G. Get expert opinions
 - H. Practice until you drop
 - b. Once you get the agent he/she must pitch your book to publishers
 - i. They must be in love with your work
 - ii. They know what editors handle what kind of books.
 - iii. My agent pitched book to 27 agents & 3 Hollywood studios
 - iv. When editor likes book, they pitch it to the editorial review board
 - 1. Editor must do a pro-forma on your book’s expected performance
 - 2. Compare to other books in the genre (give them comparables)
 - 3. Remember, this is a business
 - v. If ERB buys it, the agent gets to pitch it to publisher
 - vi. Publisher told editor to pitch my book to Barnes & Noble
 - vii. Advances
 - 1. Usually in the \$5000 neighborhood now

- 2. Many authors never earn anything beyond their advance
 - c. It usually takes about a year from signing contract to published book
 - i. Endless rounds of editing
 - ii. Cover design meetings
 - iii. Pre-production
 - iv. You are one very unimportant cog on their conveyor belt
 - d. Be prepared for disappointment
 - i. Rejections from agents
 - ii. Disagreements with publisher/editor
 - iii. No one cares that you've published a book
 - iv. For every 50 Shades of Grey and Dragons of Aragon there are a million Hacker for Hires
- VII. Self-publishing.
 - a. You are running your own business
 - i. Most indie books sell < 100 copies
 - ii. You must think of it as a business
 - iii. I know people that have published books and then just expected them to sell
 - 1. They didn't do too well
 - 2. What happens when you run out of family and friends?
 - iv. Many people self-publish books to support their other business
 - v. Most book stores won't carry an indie book
 - 1. Some small, independent stores
 - 2. You must make personal contact with owners
 - 3. Usually carry on consignment
 - 4. You must take back any books that don't sell
 - vi. I don't even bother creating print copies of my books
 - b. You must do everything that the big publishing houses do
 - i. Write a great book
 - ii. Find beta readers
 - iii. Editing
 - iv. Proof-reading
 - v. Interior design
 - vi. Cover design
 - 1. Front cover
 - 2. Back cover
 - 3. Spine
 - vii. Pre-publication publicity
 - viii. Roll-out
 - ix. Marketing

VIII. Why would you choose one over the other?

a. Traditional Publishing

i. Pros

1. Ego message from having publisher buy your book
2. The publisher does all (most of) the work
3. “Legitimate” author.
4. You get an advance

ii. Cons

1. You lose control of your book
 - E. Publisher may change name
 - F. May insist on changes you don’t want
2. Don’t market your work
3. Smaller share of sales
4. Must split royalties with agent
5. Publisher can drop you at any time
 - E. You work goes out of print

b. Indie Publishing

i. Pros

1. You control your work
2. Larger share of sales
3. Creative freedom
4. Fewer obstacles
5. No gatekeepers

ii. Cons

1. You are responsible for everything
2. If you can’t do it yourself, you must hire someone who can
3. It’s a gamble - All expenses up front
 - E. You may or may not make your money back
4. You will spend more time marketing than writing

IX. Indie Publishing Options

- a. Create Space
- b. Kindle Direct Publishing
- c. iUniverse

X. 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. What will they find compelling about your book?
- G. How can you reach them?
 1. Christian book – church groups
 2. Sailing book – yacht clubs, boat shows

3. Dog book – dog shows, dog magazines, social media
3. YA book – social media
4. Social Media

H. How I discovered my target market

XI. Social Media

1. Drive potential readers to your Web site
2. FaceBook
3. Twitter
4. LinkedIn
5. Google+
6. What's next???
7. Two hours a day

XI. 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
- H. If you have hard copy books, personal appearances are best way to sell
 - a. Doesn't work to well with ebooks
 - b. You don't have anything to sell them on the spot
 - c. Get creative
 - i. Do joint appearances
 - ii. Promote, promote, promote
 1. People won't show up just because you are doing a reading
 2. How can you reach people and get them to show up?
 - iii. Adventures by the Book
 - iv. Anthologies
- I. Most important marketing tools
 - a. Book cover
 - b. Fan mailing list
- J. Building a fan mailing list
 - a. One of your most important marketing tools
 - b. These are your most important readers
 - c. Guaranteed buyers
 - d. Word of mouth
 - e. Give them great deals
 - f. Put your contact information in back of book
 - g. Personally reply to every email
 - h. Built a rapport with fans

- i. Answer criticisms politely and courteously
 - j. Send them personal emails with writing news
 - k. Give Aways are great
- K. The importance of reviews
- a. The life-blood of your business
 - b. Readers check reviews before making the buying decision
 - c. How can you get reviews?
 - d. Jump Start Your Book Promotion
 - e. <http://www.amazon.com/Jump-Start-Your-Book-Promotions-ebook/dp/B00HZ2RM70/>
 - f. Free review sites
 - g. Facebook groups
 - h. Paid review sites
 - i. Ask in back of your book
 - j. Advance Review Copies (ARCs)
- L. Put a dog in your book
- a. Jinx Schwartz
 - b. Robert the Bruce in The Inside Passage
 - c. Popo in Bikini Baristas
 - d. Dog Books
 - i. The Art of Racing in the Rain –Garth Stein
 - ii. Marley and Me – John Grogan
 - e. People are suckers for dogs
- M. **What Other Successful Indie Authors Say**
- a. Wayne Stinnett - Publish the first book and forget about it. No amount of networking or advertising sells a first book better than a second one.
 - b. Mickel Miller - TY for posting the question Penn. I'm old school, so I still believe content is king despite some self-published authors who manage to sell books of crap content a month on Amazon. My advice to wannabe indie authors itching to self-publish is to read a couple of good books about writing, especially "On Writing Well" by William Zinsser and "On Writing" by Stephen King. Spend six months or a year rewriting drafts and asking for feedback from successful indie authors. Then hire a professional editor and a professional proofreader before self-publishing -- DO NOT rely on friends and family. Waaaay too many writers self-publish content with poor writing and obvious errors, which accounts for most of the estimated 4000 new titles EVERY DAY on Amazon. Best regards.
 - c. John Scherber – An American Voice in Mexico - Self-publishing is the open door of the 21st century. Walk through it upright. It will bar no one based on gender, age, IQ, country of origin, religion, politics, or any other qualification,

even quality of writing. If you believe you are the victim of gender bias in the publishing industry, DO NOT USE THEM. They don't care about you anyway. In this regard, they have no bias at all, because they don't care about anyone but themselves. Why pay them 89% of your royalties and yield all control in the process? –www.sanmiguelallendebooks.com

N. Blogging

- a. This is where you sell your books
- b. Don't write too frequently
- c. Become OOT (One of Them)
- d. Write to your target market
- e. Loyalty transfer
- f. John Locke's blog
- g. Write from the heart
- h. Don't let it slip away from you
- i. Great Dane on Board

O. Personal Appearances

- a. #1 way to drive (hard copy) sales
- b. Book publishing party
- c. Readings
- d. Book signing parties
- e. Book Clubs
- f. Find your natural market
- g. Yacht clubs
- h. Marine stores
- i. Latino events
- j. Writers conferences

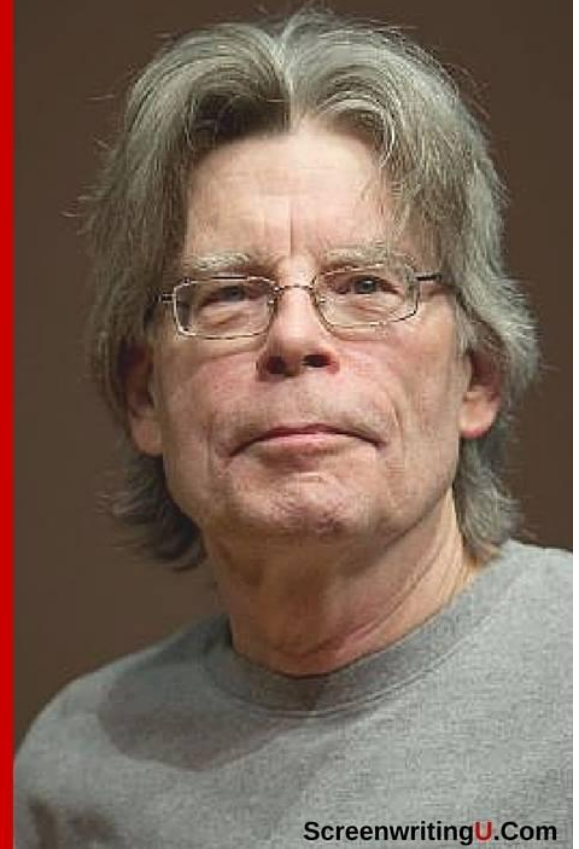
P. Never Give Up

- a. Did I already say this?
- b. You have to blow your own horn
- c. You can't wait for the market to find to you
- d. Hard work and elbow grease
- e. Don't ever stop trying
- f. Keep writing
- g. New books drive old book sales

Q. Another Author You May Have Heard Of

"Talent is cheaper
than table salt.
What separates the
talented individual
from the successful
one is a lot of hard
work."

-STEPHEN KING



- a.
- R. The Strangest Secret
 - a. Earl Nightingale
 - b. Successful people routinely do things that they don't enjoy
- S. Marketing Walk Away
 - a. One of the most successful marketing ideas of all time
 - b. Salesman doubled his sales and changed the industry
 - c. Wash-Rinse-Repeat
 - d. If you want to learn more about marketing ebooks, ask SDWI to host my Marketing 101 seminar
- T. Let's Stay in touch
- U. Seminar Materials
- V. Questions
- W. Thank You

William Kaliher

August 24 at 8:28pm

Penn Wallace not sure if this impacts, or is something you can use and how many more writers agree-- but despite what Mikel Miller posted above and I agree with him about too much crap for content in many idies--overall I have far more respect for 95% of indie publishers than I do for university and university supported literary presses who usually become closed clubs and support themselves on tax dollars while the indie publisher only risks his own money--- I could go into this a bit deeper-----based on my own research and that of a friend---but the university presses in many cases are counter productive to writers and pay rates--bill