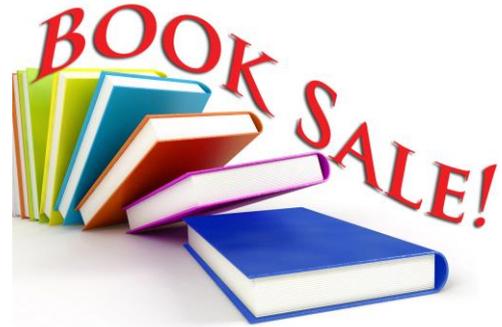


The Ten Best Ways to Market Your Self Published Book!

- Are you an author with a lot of unsold books in your garage?
- Would you like to swap these dead trees for spending cash?
- Would you like to do this without incurring a lot of debt?



If you're one of the gluts of people who have written a book, self-published it, and now can't seem to give it away, let alone sell it, I've got the answers for you.

This is NOT a get rich quick scheme but it does explain the 10 best ways I've found to profit from your writing skills without investing big bucks on something that might not work.

First, my definition of the **'best'** is making money so let's start by dispelling the myths about authors, publishers, distribution, and making money.



The three most prevalent that do not work or make any sense are:

Myth #1: *The best place to sell books is in bookstores.* Wanna bet?

Although bookstores sell books, they are not the best place at all. The fact is, only one out of seven people go to a bookstore to buy a book each year!

For a lot of books, including mine, bookstores are often the worst place to sell them. Plus, with the discounts (60% for Amazon.com, Barnes and Noble, etc. Yecch!), hassles and delay in payment, it's usually not worth it.

Myth #2: *You have to be a great writer to have a successful book.* Malarkey!

Publishing is the business that makes money from the written word. Publishing can be a very profitable business but it has little to do with being a great writer.

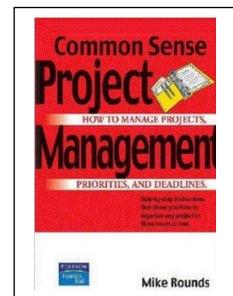
Besides, who determines what a great writing style is? Your English teacher? Doubtful since your teachers have probably never had much of anything published and have never made any money from their writings.

Myth #3: A good publisher will market your book for you. This has got to be the number one myth because it's completely false.

Conventional publishers only distribute books. They do little or nothing to market them effectively. You, the author, must promote and market the book yourself. That's precisely why you should at least explore self-publishing and self-promotion.

Since you have to market it yourself anyway, by self-publishing, you get to keep 100% of the revenue rather than the 5-15% royalty a publisher will pay you, if you can find one at all.

I wrote the book "*Common Sense Project Management*TM" for **Prentice/Hall**, one of the largest publishers in the world. It looks great on my resume' but it doesn't put enough money in my bank account to pay my phone bill.



On the other hand, every book I've self-published has been profitable. I'll admit that some weren't very lucrative but I NEVER lost money on any of them.

Why? Because I marketed them myself and made a profit rather than deciding that they were not 'best sellers' and dumping them into a recycle bin for the tax write-off.

Do it yourself or hire someone?

Great question and here's the answer – it depends!

If you don't like that answer, read on before you stop reading this report.

Every marketing and advertising technique described requires time, money, and expertise.

- The current catch phrase (which incidentally has been around for a long time) is: ***Do what you're good at and hire the rest!***
- Can you write a good press release? If yes, and you have the time, why pay someone?
- On the other hand, if writing marketing copy isn't your thing, it makes sense to pay a writer to create the material for you.
- How about your finances? Can you afford to hire someone or would you be better off getting a book and learning how to write good press release yourself?
- What about hiring a publicist or an agent? Can they do a better job of promoting your book than you can? Can you afford their fees?

These, and other targeted question like them, are what all authors struggle with to become successful.

For my own career, I've found that investigating what's involved and then assessing my own skill set works best. That way I'm in a position to decide if I have the time and expertise to accomplish the task.

If I don't have the skills, or the time, I look into what it'll cost to hire someone to do it for me.

At this point, I'm in a position to decide if I can afford it or if I should skip over it completely.

OK, so what's the REAL answer to making money with your books?



ADVERTISING! Period!

No matter what you do, it all has to center around advertising your book because advertising, by definition, is creating the awareness that your book exists, and it's critical because if you don't tell by advertising, you're not

going to sell.

Consider that your book and whatever notoriety you create about it, as a billboard that tells people about your book and where they can buy it.

Marketing, which includes advertising, is a matter of numbers and statistics prove that the more people you advertise or expose your book to, the more books you're going to sell.

One thing you're going to have to realize is that your book itself is one of the best and most cost effective things you can give to people to promote your book.

That's right boys and girls. I said GIVE, NOT SELL!

If this seems counterproductive, remember that an advertising brochure costs too, and it's not nearly as effective a sales tool as the book itself. *(Why do you think authors and publishers have sent sample copies of books to prospective distributors for over 100 years?)*

Your book is a form of sample selling which is the most effective sales technique there is. *(Think about a test drive for a car or a free cookie from Mrs. Fields® – all forms of sample selling!)*

For some markets, you can skip shipping the book as an initial sample and send 'em to your web site for a free download (see the section below) but be prepared to ship some of that paper to potential buyers.

Here are my ten best ways to advertise, promote and sell your books that don't involve putting yourself into hock up to your eyeballs.

NOTE: All of them work but NOT for everybody, all the time.

For example, if you're NOT a skilled public speaker, you might not do as well promoting your book from the platform as you might by writing a creative BLOG each week.

You'll need to pick one or more methods that you believe will work for you factoring in your lifestyle, market, skill set, budget, and pursue them as hard as you can.

Before you do anything, (after you write and print your book, of course) you MUST have a web site – The web is a huge library of information and your web site becomes your press kit and promotional material archive. It's available 24/7 and can also be a place to sell your books and e-books.

It'll be the place where your author's biography is placed, mechanical and marketing details about your book are available, and a place to offer sample chapters as free downloads. You can take a couple of your best chapters or the most dramatic and dynamic sections and turn them into PDF files on your website and let people read and download them for free. Think of this as the equivalent of letting people browse through your book at a bookstore.

To be completely effective, you'll need the web site itself plus the ability to accept credit cards, a shopping cart, and a pay-per-download capability to sell downloadable copies of your book in EBook format.

You'll find all of the materials you'll need to do this on my shopping cart at www.RMACart.com. Look for the books *Fishin' with a Net*TM and the book *Self-Publishing for the Clueless*[®].

This pair of materials will show you how to set up everything you'll need for less than \$10 bucks a month.

#1 Create and maintain a BLOG

A BLOG is basically a bulletin board or newsletter (whatever that means to you) where you can write your musings and accept feedback and critique about your writing skills.

Remember that you're a writer, so write already. Create a BLOG about your book's topic and let people know how proficient and passionate you are about it.

You can set up a FREE BLOG at www.wordpress.com and you can get a *Dummies*® book to walk you through the subtleties of using and promoting it.

Once you've created the BLOG, make regular entries and updates and promote it to anybody and everybody you can find. It's a great way to establish your credibility and get people excited about the book's topic.

#2 Book Signings, Seminars, and Talks at Local Bookstores



I know I said bookstores suck but people still go to bookstores to buy *books* (At least I think they do. Based on the *Borders*® model, most of them went to drink coffee and read the books and magazines without paying for them!).

The catch is that the bookstore will probably have to be shelving your book and that's the tough part – getting them to actually dedicate shelf space for you.

You may have to give a stack of books to your local bookstore to sell cheap – or even give away to their best customers.

This builds great goodwill with your local bookstores at the same time as you're solving your overstock problem.

The neat thing about all these giveaway opportunities is that you are building word-of-mouth for your books (and your publishing company) that can result in increased sales down the road.

These book signings, seminars, and talks are great opportunities for you to sell your book.

No one knows your book better than you do, and giving a mini-seminar affords you the opportunity to really sell it to potential readers. In order to have an event at a local bookstore, you'll need to speak with the store's community relations manager (CRM).

You and the CRM together can decide where and when to have the event. It is important to mention once again that your books are available at a standard industry discount and are returnable.

Remember: bookstores hold in-store events like book signings or talks to bring customers into their stores, so you should be prepared to promote the event and invite lots of guests. You may wish to use postcards or invitations to ensure a good turnout to your event.

#3 Speak for local libraries and local organizations like Rotary, Lions, Kiwanis, and Chambers of Commerce

This is an inexpensive and tremendously powerful way to get a lot of positive notoriety but only for those who are skilled at, and comfortable with, speaking in public.

I'm not saying don't do it but you need to recognize that I've had clients who managed to get themselves booked into some great opportunities and did more harm than good because they weren't skilled at speaking.

As a professional speaker and author who's been doing it for over 25 years, I speak with some authority on this point because you're going to be exposing yourself, and your book, in front of a live audience and they expect you to be both knowledgeable about your book's topic and skilled at delivering a verbal message in an entertaining manner.

If you 'blow it' you'll damage your credibility and diminish the value of your book.

On the other hand, if you're good at speaking, you'll get yourself more acceptance than all the written notoriety ever could.

4. Donate some books

NOTE: Just donating books is NOT a good idea for a lot of reasons that I can name including the perceived value of something FREE.

Donating books is a great idea if it gives you positive exposure to people who are potential buyers of your book or who can and will recommend it to others for purchase.

Other than that, donating books is simply a waste of time and money.

To increase the giveaway value, insert some reply cards or sticker your web site number on the cover with a special 'deal code' to encourage readers to purchase their own **discounted** copy from you. You could have them pick the copies up from your office, or order on-line and you can ship copies to them.

- **There are some great ways to donate including Local Charities.** Check to see if your local PBS or NPR station is running a fundraising campaign (they do it 2 to 4 times a year). You'll get great publicity during their on-air campaigns if your book becomes a premium for them to give away with donations. Generally they have to pay something for those premiums, so your offer would be very welcome.
- **Donate to United Way, high school fundraising groups, church fundraising groups, Boy Scouts, 4-H groups, etc.** You would need to allow them to sell the books at a low price as part of their annual or semi-annual fundraising efforts.
- **Donate to Waiting Rooms.** Donate copies to your local doctor office, dentist, lawyer, accountant, auto repair shops, therapists, chiropractors, hospitals, hair salons, etc. – wherever people have to sit and wait. These offices will welcome such gifts.
- **Donate to Library Sales.** Local libraries hold book sales 2 to 4 times a year where they sell worn copies, books they don't want to stock, duplicate copies, etc. They would undoubtedly welcome unworn copies to sell during these sales.

5. Stand on a Corner and Sell Your Books.

Some authors have been successful selling books on street corners, roadside stands, subways, buses, noontime downtown crowds, roadside stops, street fairs and swap meets.

We have a client that'll do a signing if she spots a traffic accident.

In other words, any place where she can get a crowd she'll promote her books and guess what, she sells a LOT of books.

If you find someone credible like a reporter, talk show host, etc., it can be a great opportunity to give them a book.

Be sure to get their card and insist that the price they're paying is feedback (and maybe a plug) for your book.

6. Offer yourself for interview on radio stations.

Most talk radio stations are looking for interesting interviews and the author of a newly published book has a good chance of getting on air.

I personally did over 300 talk radio shows as a call-in guest and sold over \$87,000 worth of books and audios.

The process is purely mechanical and the BEST way to learn how to do it right the first time is to purchase a course from Joe Sabah (like I did) at www.joesabah.com.

The complete course is \$147 bucks including shipping, and includes an updated list of talk radio shows that are looking for call in guests. Once you're on the show, you'll be given the opportunity to 'pitch' your book in return for the interview.

You need a publicity letter, post card, or a promotional email which says something interesting or controversial about the book and off you go. Of course, you'll be sending the talk show hosts and their producers to your web site (*remember kiddies, you've got have one of 'em!*) to get all the information they need in advance of booking you on their show.

7. Get your book reviewed in magazines that evaluate books in your genre.

Your book has a genre or targeted area of interest which means that people who are interested in the topic are potential readers of magazines that addresses the topic on which you've written

Send the editors or topic manager a copy of your book with a 1-2 page synopsis and ask them for a review. Don't forget the many online sites that review books.

Check with the latest copy of *Standard Rate and Data*TM, which you'll find at your local library.

Ask the reference librarian to show you how to get an up to date list of all the places you need to send a copy of your book for review.

8. Throw a party



Hold a book signing party. It could be at a bookstore, but why not try someplace different?

If your book is about animals, hold it at a pet store or the gift shop at the zoo. For a beauty book, why not try a salon? Invite everyone you know, get the shop owner to help promote it, send press releases, etc., to get lots of people there.

And guess what, restaurants are a great place too especially if the owner identifies with the topic. (*Don't forget to get the owner a nice gift in addition to an autographed copy of the book to say thanks*)

At the party, talk about the book and offer it to the attendees at a discounted price and encourage them to buy multiple copies for people that think would be interested.

Of course, if they buy multiple copies, you give them an even better discount and offer to dedicate and autograph the book for them

9. Get listed in catalogs

Most of us receive hundreds of catalogs with all kinds of things in them. When you find one that seems to fit your book, contact the catalog company and ask about submitting your book.

There are literally thousands of catalogs, with millions of readers, already in distribution, that offer merchandise manufactured by other firms.

As such, they are totally dependent on products like books, audio, and video products to fill the pages of their publications.

While there will probably never be a totally comprehensive index of all of the catalogs available, there is a master index for most of the more popular catalogs called "*The Directory of Mail Order Catalogs.*"

You'll find it at the reference section of your local public library. This directory contains over 12,000 mail order companies selling consumer products throughout the U.S. The companies are arranged in over 40 chapters by product area.

This book includes a variety of catalogs you've probably never heard of plus all of the major ones that you are familiar with like Harriet Carter™, Fingerhut®, Walter Drake®, Franklin Mint™, Shoppers Advantage™, and Lillian Vernon™.

Check out the different sections and you'll find firms listed that are definitely viable candidates for your products.

Each of these catalogs should be contacted to find out their specific procedure for the submission and consideration of new products.

Most of them will have their own forms and procedures, either in written format or on a web site, and you MUST follow their procedure for review or you will probably be rejected automatically for not following their proscribed procedure.

Each of the catalog companies has their own specific way of handling sub-contract vendor relationships so be prepared for a variety of billing methods,

payment cycles, inventory requirements, and shipping procedures.

10. Send out Press Releases



A mention, article, or review in a magazine, newspaper, newsletter, radio, or TV show that has a viewership or listenership of thousands to millions is worth its weight in gold.

Before you crack open the champagne, you need to know the true story on press releases.

Whether you get a mailing list and do it yourself or pay a PR service to distribute your press releases for you, remember that the magazines, newspapers, newsletters, and websites that you send them to are not being paid for the release.

What this means is that running your press release is strictly editor's choice and the fact that you send out a press release does not mean that they will run it.

This is not meant to be discouraging but it is important that you understand the reality of how press releases actually work.

Some of the reasons that people don't run press releases are:

- improperly formatted press releases
- poorly written press releases
- verbose press releases
- press releases that don't make sense
- And most importantly, press releases that they don't care about because they don't think that their readership will be interested.

These reasons may not seem fair or equitable, but since we're not paying for the release, we are at their mercy.

I don't have any problem writing good press releases but what I'm not good at figuring out is what the editors are currently looking for in terms of topics- you'll need a crystal ball and a lot of luck for that.

I've written a lot of press releases in my career and some of them have created spectacular results while others have gotten virtually zero response both in terms of the editors actually running the press release and then from the public in terms of responding (or not responding) to the release.

The short form is this: it's a crapshoot and a numbers game so the more press releases you put out, the more likely you are to get them printed and more people are likely to see and respond to them.

As far as sending out press releases, I think this is one of those areas where you're much better off paying an established firm.

Looking up the contact information for the project is a time killer so it's better to go with a firm that already has them loaded into their database.

You'll have to decide how much you can afford to spend on this part of the project because it's not free and the responses and returns might not happen after the first release-it may take several 'imprinting's' on people to get them to react and respond.

Plan on spending anywhere from \$75 to \$400 per release (Depending on the company and the coverage) If you're really dedicated, plan on at least seven releases (Maybe a year's worth).

I recently investigated several firms and the three that I'll recommend to you, in no particular order, are:

Bostick Communications

<http://www.bostickcommunications.com/about.html>

Businesswire (Berkshire-Hathaway)

www.businesswire.com

PR Web

<http://www.prweb.com>

A Checklist for Formatting Your Release

How you present your news is just as important as your content.

Follow these formatting guidelines to best use the PR distribution platform and search engine optimization.

First and foremost – if you don't know how to write good press release get a professional to do it for you.

You still only get one chance at making a good first impression so don't squander the opportunity but putting out an amateurish effort – it'll just be rejected and leave you with the reputation of an uninformed beginner.

Use “Title Case” for headlines. The first letter of each word capitalized. Exceptions to this include words less than three characters and prepositions.

Don’t use ALL CAPS. It is considered bad form to submit a press release entirely in upper case letters.

Have your Dateline look like this: City, State, Day, Month and Year. Including the city and town related to your news is optional, but helpful for readers. The date should reflect the date of distribution for your release.

Keep even spacing and avoid special characters. Each paragraph should have natural line wraps, not forced line breaks. Leave one line break between each paragraph. It’s not necessary to include dashes, asterisks or other symbols to separate sections in your release.

Limit in text links to one link per 100 words. These links include both anchor text links and active URL hyperlinks.

Convert charts and graphs to images or PDFs. Attach graphs and charts to your release by converting them to images or PDFs as they will not display properly if they are cut and pasted into the text of your news release.

Keep your release within 300–800 words. It is nearly impossible to announce your news in a few sentences. If you do not have more than a few sentences, you may not have an item worth announcing.

Include your email address in your contact information.

Special note: many of these techniques are discussed in more depth in other articles on the site so look for ‘em!

