

From Book...



To Market



**Internet marketing, sales and
promotion...for your book**

Joanna Penn

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This is the second ebook, “From Book to Market”, which will help you sell and promote your book. It is aimed at people who are ready for the next step, or for those who want to know everything now!

The first ebook “[From Idea to Book](#)” is aimed at helping you write and publish your book if you are new to the business.

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INTRODUCTION

Finishing your book is a fantastic achievement... but selling it and promoting it are different skills entirely!

I made the mistake of writing and publishing my book first and then sitting there with boxes of them, wondering how I was going to shift the stock! I didn't know anything about sales or marketing and didn't know I had to. But I realized quickly that the books would not sell themselves, so I read books, listened to audios and did programs by publicists in order to learn the trade. Then I put those skills into practice and starting selling books!

If you are thinking that sales and marketing do not "fit" with being an author, then think again. You are more likely to get a publishing contract if you have a "platform", that is, an established group of people who follow you and buy your products. Equally, you are more likely to make money from self-publishing if you have the same. Being an author is not just about writing anymore – it is also about getting your work into the hands of readers.

Luckily, sales, marketing and promotion are skills that you can learn, and you might actually enjoy the process. I was hesitant at first but soon got into it. Now I love the process as much as the writing aspect!

This book contains many of the things I have learnt in the year since I finished my first book. It will speed up your own book sales considerably and enable you to avoid the mistakes I made, which cost me time and money!

HOW TO READ THIS BOOK

This is the second in the series of e-books. It focuses on selling and marketing your book. For information on writing and publishing, please see "[From Idea to Book](#)" available [here](#).

This book is designed so you can read any section as stand-alone. There may be questions that you might want to know the answers to right now! You can also read it cover-to-cover as a coherent journey through the process. The choice is yours.

In this book is a mixture of practical help and advice, as well as inspiration from people I have interviewed and my own personal journey. There are quotes and practical strategies, tips and links to internet sites you might find useful.

There are recommendations for other books in the bibliography and [more online here](#).

For more information, including articles, audio interviews, videos and resource links concerning this book, please visit <http://www.TheCreativePenn.com>

[Insert info on Author 2.0]

There is also a workbook available at <http://www.HowToBeAnAuthor.com>

You can post comments, questions or suggest topics at the website as well.

Happy writing!

INSPIRATION: PUBLISHING 2.0 - THE FUTURE IS HERE!

This section is to inspire you with the possibilities awaiting you as you write your book at an exciting time in the history of books and publishing.

Publishing 2.0 is changing the way books are written, published, sold and promoted over the internet, utilizing Web 2.0 technologies. You need to know about these amazing tools because they shift the publishing paradigm and empower writers. Authors now have multiple platforms to write, publish, sell and promote themselves.

Here is a brief overview of these exciting times, all of which are covered in more detail throughout the book.

The term Web 2.0 has been around a few years, and it has now changed the way the internet is used. Web 2.0 revolves around **you** as consumer and producer of information. The internet is now a two-way communication tool where you participate in information and networking, instead of browsing a 'shop front' of static sites.

[Time Magazine's Person of the Year in 2006 was "You"](#) and this is when the focus of the internet really changed. People trust other people. They don't want marketing messages from companies that produce - they want reviews from other people whose opinions are unbiased. They want to read news from people who are there, who they trust, more than journalists with their news media ties to government and big business. They want to connect with like-minded people, regardless of where they are in the world and online communities enable this.

People now post videos and blogs, as well as reading blogs and watching videos online. They [twitter](#) with cell phones and download e-books, newspapers and magazines onto mobile devices. People leave comments on forums and blogs, and get feedback on their posts. They network on [Facebook](#) and Twitter and have friends all over the world, making it a truly global community.

People post photos from cell phones so that others can see what's happening instantaneously. Surfers leap from site to site, expecting related content so static websites do not hold their attention for long. They want quality information now, for

free if possible, and will go elsewhere if your site does not immediately give them what they want.

Technology has changed to allow even non-technical people to easily create their own blogs, post video, photos and information online. Change your words into a broadcast, your speech into a podcast or your cell phone into a video camera. This puts power into the hands of anyone who can use a computer to put their information online.

This means that you, as an author, can produce and sell your own content online.

You can network with millions of people who want to hear about your topic. The top 10 websites in the world contain some of the web 2.0 sites - YouTube at number 3, Facebook at number 5, MySpace at number 7, Wikipedia at number 8 and Blogger.com at number 9. These are made by people producing and contributing to content, as well as consuming it.

Authors can now use these tools to self-publish and get their message out there. You do not need a publisher to write and sell your books, and you are no longer confined by country or book storage problems. You are not confined by price either. Here's why.

Writing your book has changed

Ways of writing have also changed with technology. You can speak your book into a hand-held recorder, send it to a transcriber to put into words, and then send that to a freelance editor. You could use a tool like [Dragons](#) which turns your words into text as you speak.

You can blog your book now. Write a post every day of 500 words on a related topic and in six months you will have substantial book. Setting up a blog is now so easy that anyone can do it for free at sites like [Blogger.com](#) or [Wordpress.com](#).

Traditional publishers will assign you an editor and proofreaders, as well as a cover designer and typesetter. They have professionals to do this for you. However, these people also work as freelancers so you can employ them to do this for you as a self-publisher writer. Sites like <http://www.Elance.com> and <http://www.Guru.com> have

people who can make your book as professional as one produced by a “real” publishing house.

Printing your book has changed

[Print-on-demand \(POD\) technology](#) is when you load a print-ready file to a POD publisher online. When an order comes in for your book, they print one copy of your book and send it to the customer directly. You get a smaller cut of the sale price, but you also have no stock to store, no postage hassle or costs, and no up-front print costs. If you are a self-published author, you own the global rights to your book. You can have multiple POD publishers in order to lower costs from postage. For example, I use [Lulu.com](#) in the USA, [Bookpal](#) in Australia and [Pothi.com](#) in India.

Another new technology is the [Espresso Book Machine](#) which enables an individual book to be printed and bound in about seven minutes! As these machines become cheaper and easier to use, people will be able to download and print books on demand. Considering that these machines can be hooked up to [Google Book Search](#) online, people may print your book just as easily as buying a traditionally published book in the near future.

Alternatively, you don't have to print your book at all. You can sell it as an e-book at a site like [Smashwords which is a catalogue on Stanza for the iPhone](#) or from your own website. Scribd.com is another site you can publish on which is also utilized by traditional publishers like Simon & Schuster. The pricing of e-books varies, but the information is still the same and sales are beginning to rise. E-book readers are available in many different formats and with the popularity of the iPhone with Stanza software, most people will soon have e-book readers in their cell phones.

Selling your book has changed

Online book sales have changed the way people browse and buy books. Even small independent bookstores now have online sales, as well as huge stores like [Amazon.com](#) and [BN.com](#). With print-on-demand technology you can now have your book listed on these megastore websites alongside traditionally published books. The page is formatted the same, the availability is the same and to the public, there is no

difference. [When you have an Amazon page](#), other online booksellers will also pick up your book for their website so that you get even more exposure.

You can also sell your book on your own website using [PayPal](#) to take credit card payments globally without the need for a merchant account. You can sell your e-book on Clickbank and have affiliates sell it for you. You can upload your e-book to Kindle or the iPhone so people can buy online. Think bigger than just your local bookstore!

Promoting your book has changed

Traditional publishers have focused on “in-person” promotion such as book signings, book tours and traditional media advertising like newspapers and TV. This is still valid promotion, but can cost you time and money.

Web 2.0 changes the way authors can promote themselves. For little money, you can augment or even replace traditional marketing. Here are just a few ideas that are covered within this book:

- Write a blog about your book so search engines can find you. Include links to your website so they can buy your book immediately
- Submit press releases online to free (or paid) PR services which are syndicated around the world
- Make a podcast on your book that people can download it to hear your voice and get to know you
- Make a video book trailer and post it on YouTube
- Do a virtual book tour and visit websites in countries all over the world
- Submit your book to Google Book Search for even more search engine traffic
- Join social networking sites and build up a group of people interested in your topic
- Post articles on your topic at article sites with links back to your main site
- Upload your book and author details to Amazon and syndicate your blog there
- Build your email list with a free report
- Make your own pages on Web 2.0 sites like Squidoo and Hubpages with links to your own website

Publishing 2.0 is the broad term that encompasses all of these new developments. It is the future of publishing and it is here now for those authors ready to get online, get noticed, and sell their books.

SELLING YOUR BOOK

If you are going to publish your book, you will also want to sell some copies. This often is the last thing on a writers mind! You want to create and produce – not be a salesperson! But being an author is also being a small business-person, so you need to know about sales and marketing.

1. WHERE CAN I SELL MY BOOK?

Where you sell your book is dependent upon:

- Whether you are published or self-published.
- If you have stock or you are using print-on-demand.
- How much effort you are willing to put into the process of selling.

The places you can sell at are:

- **Large chain bookstores, e.g. Borders:** Mainly for published books with centralized purchasing. They must hold stock so no self-published or print-on-demand books are accepted.
- **Small independent bookshops:** Mainly for published books, but may take local authors or a few self-published books. You can approach bookstore owners directly and ask them to stock your book, or use a distributor to reach as broad a base as possible.
- **Other specialist stores** e.g. 'Chicken Soup for the Soul for Pet Lovers' sold in pet stores
- **Online bookstores for physical books like Amazon.com:** All books are equal online if you have a professional looking page.
- **Online bookstores for ebooks** like Smashwords.com which have catalogues on the iPhone and other ebook readers
- **Internet sales through your own website:** You can sell your books yourself online if you have your own backend sales processing system.

- **Bulk sales:** You can sell multiple copies of your book to companies, libraries, universities, etc.
- **In-person sales:** You can sell your book in person as “back of the room” sales when you speak, or sell copies to your existing business clients. You can take your book to markets, book fairs or networking events where people might be interested.

2. WHAT ABOUT DISTRIBUTION?

Distribution is all about getting your book into the hands of readers. This can be accomplished in a number of ways:

- **Digital distribution using print-on-demand, or e-book formats**

This is the way distribution is going as the majority of book sales are now through online channels and you can reach a global audience from wherever you live. Distribution is by digital download for e-books. Amazon.com and other online book sellers distribute for you if you use print-on-demand. The customer's order goes to the print-on-demand printer who prints and ships to Amazon who then ship it to the customer.

I am based in Australia and currently have my print books for sale by Amazon.com in the US and UK as well as in India using print-on-demand. I also have ebooks that are available globally by download through the Kindle, Smashwords.com and Scribd.com.

- **If you want your book in bookstores, approach a distributor in your country.**

There are distribution companies who you can approach with your book if you self-publish. To get into major bookstores nationally, you need a major distributor. Their websites will normally include the information you need to provide. For many, this includes a marketing plan so that they know the book will sell. They will also buy the books from you at a heavily discounted price and you must accept returns.

The number of books they require will depend on how many stores they service, which stores and how many books each will take.

With a self-published book you will have to pay for printing up front and ship it to the distributor; they then ship it to bookstores. If you have great marketing and the books sell, you will get your cut (after the bookstore and distributor have taken theirs). If they don't sell, the books will be returned to you (and you may also have to pay freight).

Once your book is actually in the bookshops, it may not stay there until all books are sold. Stores have computer systems that monitor sales and turnover of stock (i.e. your book). If your books don't move, then they won't be reordered and are likely to be sent back if not sold within a certain period, e.g. 2-3 months. You may have to pay for return

freight, so the distribution of physical books can be a costly and time-consuming process.

If you are just starting out, I recommend Print-on-Demand and digital distribution for lower costs.

- **Approach local bookstores directly yourself**

You can also approach bookstores yourself, but many chains have a central purchasing location, so try independent bookstores first.

“A distributor has sales reps that have good contacts with the bookshops. So instead of me going around shop-to-shop asking if they’re interested in my book, he contacts all the bookshops, including bookshops in airports as well as newsagents, pharmacies and department stores. So I have a higher chance of using him than me going around, doing all the work. Because they don’t know me.

It’s good to have a distributor, because he distributes into many areas in a short time. But then the books are on consignment, so it goes into bookshops and whatever gets sold, the bookshop gets a commission, and the distributor gets a commission and then the remainder I get it.”

[Heidi Yi, author of “Pro Make Up by Heidi” got a distribution company that she approached directly.](#)

3. HOW DO I SELL MY BOOK ON AMAZON?

Amazon.com sells millions of books each year, and your title can be on this global bookstore next to established authors.

If you are a self-published author, it is within your control and easier than you think. If I can do it, so can you. (For proof, [here is my book on Amazon](#)).

The key is to use a service that you load your book onto as well as managing some of the promotion. The fees for these services vary. You can do it all yourself for free or you can pay the site to do most of it for you.

Here are a couple of companies you could use, but there are other companies who will do this online for you too.

BookSurge

Booksurge is Amazon's own self-publishing company offering print-on-demand, inventory management and distribution. They can take you all the way from idea to book and onto Amazon with a hand-holding approach, or you can just load your print-ready PDF and cover and go for it. You receive approximately 35% of royalties on retail sales of trade paperback books. The cost price is determined by your book, e.g. black and white inner printing is less expensive than using color graphics and/or photos. You can also use Amazon's own promotional tools for a price, e.g. Buy X Get Y program pairing your book with a more famous book. When you go through the process, you will be guided to upload your files, cover and wording, and within a few weeks your book will be featured on Amazon.com as well as Amazon.co.uk.

You can find out all the information at www.booksurge.com

Lulu.com

Lulu offers the same services to Booksurge, but it is not owned by Amazon. This doesn't seem to make any difference to the products they offer at the moment. The books are distributed through Lightning Source and are accessible to many other online retailers. You can load your files, cover, and be published on Amazon in the same time frames. You can also be published on BN.com (Barnes and Noble). There is an author community where you can ask questions in real-time online, and you can build a shop front of your own there as well. Lulu has a great FAQ section and that includes detailed information

on the [required formatting for books submitted](#) for Amazon. Make sure you read this before submitting your document as you may be rejected otherwise.

You can find out more at www.lulu.com.

You can also check out: **Blurb.com** and **CreateSpace.com** for other options.

The process is as follows:

1. **Load your finished manuscript in PDF format** onto the website of the service you've chosen. Load the cover graphics. Write your webpage text, add the price and your royalties are calculated.
2. **Order one of your own books** to sign off that you are happy with the final product and then authorize distribution.
3. **The files are distributed** to the electronic bookstores including Amazon. You see them with a few days/weeks depending on the service you've chosen.
4. **Upload images and get testimonials** etc., adding more information to your online site. You promote and drive people to buy your book at the site.
5. **People buy** the book from the site. The order goes to the service that prints it and ships it to Amazon who in turns ships it to the customer.
6. You get paid your royalties monthly. Most use Paypal so international authors are accepted.

I use Lulu.com for "How to Enjoy Your Job" and also some of the promotional tools like Kirkus Reviews. I found Lulu easy to use, I did it all myself and it only cost me \$99 to get my book onto Amazon. *[At the time of writing this, Lulu is offering distribution on Amazon through Lulu.com for Free].*

Once you have your book on Amazon, you can promote your page all over the web as many applications offer widgets for Amazon sales. Widgets are pieces of code that link to your book page with images or text.

4. HOW DO I SELL BOOKS ON MY OWN WEBSITE?

If you have your own webpage you can sell your print books directly to customers.

In order to do this, you will need to be able to accept orders on your website and also process payment. There are 2 options for this:

- Set up a merchant account and your own shopping cart that goes directly to your bank account. You will need to talk to your bank and your webmaster for this.
- Use an online shopping cart that can be plugged into your own website with a simple piece of HTML code. I use <http://www.UsefulCart.com> as it combines client and list management with a shopping cart including credit card and Paypal payments. You can enter your products and it provides a link for customers to click on. The order and payment details are then sent through to your email and you can then send the product.

Remember that you can use multiple sales methods. I have options to purchase through my website, or through Amazon or by e-book on my website <http://www.HowToEnjoyYourJob.com>.

For setup of your own website, see section 20.

5. HOW DO I SELL MY BOOK AS AN E-BOOK ON THE INTERNET?

There are several options to sell your book as an e-book on the internet. You can also use all 3 options to maximize your distribution.

(1) Sell through an e-book retailer like Smashwords.com or Scribd.com

There are a number of ebook retailers on the internet now, and you can register with multiple sites. <http://www.Smashwords.com> has recently become affiliated with Stanza which is the ebook reader for the iPhone. Books on their site are now available on the iPhone in the Smashwords catalogue. This is of great benefit to authors, as people can buy and download books globally from the iPhone.

Smashwords is easy to use even if you are not technical. You load your file in basic Word format and it is reformatted into multiple ebook formats automatically.

You can have an author profile; the site will index your book for Search Engine Optimisation (SEO) and allow customers to sample your text. It has integration with Kindle and Stanza (for the iPhone). You can load YouTube videos, and create coupons to allow special offers for your customers. Books can also be tagged on social networking sites so it is a great service.

Read the [Smashwords Style Guide](#) first I tried a few variations of formatting but the best one was plain Microsoft Word. Select All and make it Normal text. Then go back through and Bold or Underline or change font size. Delete all pictures and hyperlinks. Making it as basic as possible seemed the best format for conversion. The style guide does not include instructions for Microsoft Vista. Reformatting my original (very well formatted) ebook into plain format took about 1.5 hours including loading and reloading. Take breaks so you don't get too frustrated!

Once you are all set up, use the [Smashwords Marketing Guide](#) to see how to broadcast about your book.

You can also try www.Scribd.com which is also being used by traditional publishers like Simon & Schuster. You load your book in PDF format and can sell it through their site.

(2) Sell through Clickbank in order to use affiliate marketing

If you think your book would be good for resale, use <http://www.Clickbank.com> . People can register at Clickbank and resell your book, taking a percentage of the proceeds. This seems to work well for books which specifically address a common problem/issue e.g. weight loss, wealth creation.

The process works as follows:

- Create your book in A4 format and save as a PDF file.
- Create a cover picture that can be loaded onto a web-page.
- Register at www.Clickbank.com or another e-book retailer.
- Set up a landing page on your website from which people can buy your product. This landing page is also what affiliates of Clickbank can link to.
- Set up a thank-you page with your downloads on so that people can right-click to receive your digital product.
- Clickbank will give you some HTML code to paste onto your Buy Now link on your webpage.
- People come to your site and click on Buy Now. Their payment will go through Clickbank who charge you a small fee for the process. After the payment is cleared, they receive a link to your thank you page which contains the download and any bonuses.
- Clickbank will pay you by check monthly or when the amount reaches a certain threshold that you set.

The benefits of Clickbank are:

- You don't need a merchant account or credit card processing capability.
- They deal with refunds so you don't have to.
- They are people who make a living being affiliates of Clickbank products so you can be promoted by other people.
- You can also promote other people's products and receive affiliate commissions.

The sales are in USD so there may be exchange differences if you are in other countries than the US.

(3) Sell your e-book direct from your own site through your own account or a shopping cart system

The process is similar to above, but your Buy Now link goes to a shopping cart system that stores your product and manages payment through your merchant account or Paypal through your own website. All you need is a PDF file for this option.

Remember: You can use ALL these options if you own the rights to your own material.

6. SELLING BOOKS IN BULK

Selling books to individuals may be satisfying, but it might not bring in much money or a high volume of sales.

For significant sales, you need to target large organisations that buy in bulk e.g. companies, universities, library buyers and bookstores.

You will have to discount your prices for bulk sales, but you may make more money overall. Discounts are up to 50% for retailers so make sure half your retail price still allows you a margin of profit.

Only certain types of books can be sold this way, but if your message is something that companies or organizations are interested in, then approach them directly. Your book may also be appropriate for charities, government organizations or non-profits which could result in more sales.

- Send a pitch letter and copy of your book with your press kit and promotional material to your prospective buyer.
- Follow up with a phone call asking if they received your kit.
- Offer to speak at their conferences for either a nominal fee or for free. This way your book will get added exposure.
- Ask for introductions at networking meetings.
- You could offer to brand the book for them (if you hold the rights) or if it is not published yet, ask them for a guest chapter or preface about their organization.

I found a target market for “How to Enjoy Your Job” in life coaches, libraries and career counselors as well as recruitment consultancies. I set up www.EnjoyResources.com to cater to that market offering free worksheets to use with their clients (who are unhappy at work) and also offering them bulk discounts.

MARKETING AND PROMOTION BASICS

7. WHAT DO MARKETING AND PROMOTION MEAN?

Promotion, public relations (PR), marketing and publicity are activities designed to raise your profile and exposure for you and your book. Promotion can be done by a large firm if you have the budget, for free by yourself, or anything in between. For example, you could write an article and offer it for free to multiple sites for reprint without it costing you anything. This could get you exposure from around the world if you are reprinted with a resource box containing your website.

People are overloaded with information. If you don't promote yourself and your book, no one will notice you and you won't make any sales. You need to sell your current book and also build an audience for your next one.

Even authors published by large publishing houses are expected to do a lot of their own promotion and marketing. Self-published authors need to be even more pro-active.

Marketing and promotion are about placing your book in front of people and offering it to them. It is not about forcing them to buy, but making them aware. If they are not aware, how can they know whether they want it?

It is about being authentic and telling the people who are interested about your book. If they know about it and they are interested, they will buy it.

“Marketing is sharing your love for what you do with the people
who will most celebrate hearing about it.”

Joe Vitale, “Inspired Marketing”

Authors who have spent many years on the bestseller lists are constantly promoting their books, even years after publication.

Jack Canfield and Mark Victor Hansen, co-authors of “Chicken Soup for the Soul” series decided to do 5 things every day to promote their first book. They did radio shows, book signings, sent books to key people, did press releases, spoke at events, toured the country, and did special newsworthy events. It took them 14 months from first publishing to become a bestseller and the “Chicken Soup” franchise is still in the best-seller lists and still selling millions of copies.

You need to be persistent and keep trying. You don’t know what will work. You never know who will hear of you and create an opportunity for you and your book.

“If you want a really successful book that’s going to sell hundreds of thousands of copies, you need to get out there and you need to market the pants off it. You need to create demand intensely. And the only way you can do that is through marketing.

There’s different ways to market but mainstream marketing is, you get out there, you create demand. You get out there, you do book signings. You ring booksellers. You tell them about your book. You ask them to order it in. You start in your local area.

No only means no today. It does not mean no tomorrow. And keep going. Change your angle. Get creative. Think about new ideas for things.”

[Rachael Bermingham](#), co-author of “[4 Ingredients](#)”, self-published book which has sold over 1.2 million books in Australia based on the co-authors marketing efforts.

You might be scared of what “marketing” means, but you are the best person to do it. I didn’t even know what marketing was when I first published “How to Enjoy Your Job”, but when the books just sat there, I started reading books and listening to audios, and learnt. Then I put those skills into practice. It is not as hard as you think.

Someone else could promote the book for you, but you need to find the right person. They must believe in you and your book plus have the skills and enthusiasm to market for you. They will need to know the entire contents of your book as they’re going to be on the firing line answering questions from potential buyers.

You can also hire a publicity company who have contacts and experience. However, you need a budget and a timeframe if you use a company e.g. one-off launch, or three months

following publication. This is a rather expensive way to promote your book on an ongoing basis. If you can learn even some basic skills, then you can continue marketing for months and even years after publication. After all, you want to continue generating income.

“You have to invest some money in promotion. I use a professional PR company and they were able to get me reviews in all the major Australian papers, and also in quite a few travel magazines. I find that if you approach these people as an individual, it’s very hard to get past the door, whereas if you’ve got a firm that has ties already – I use a travel PR firm – and they’ve obviously got relationships already. So they were able to get me in a lot of places that I wouldn’t have been able to get into.”

[Wendy Johnson, author of “Hotspots to Shop in Bangkok”](#)

8. FIND YOUR MARKET

Writing a book is a wonderful experience in its own right, but you also want to sell it if possible. The best idea is to find your market before starting to write. In this way, you can start marketing and promotion in parallel.

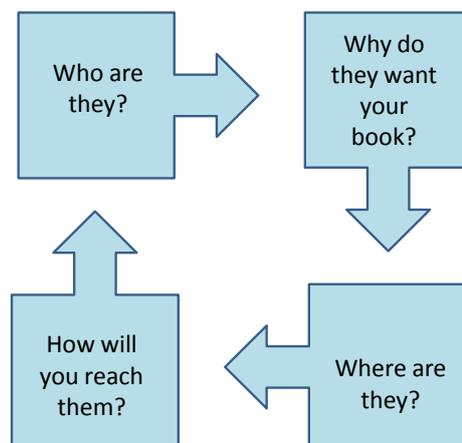
In order to find your market, decide why people might want to read your book:

- For escapism and entertainment, pleasure and fun
- To solve a problem. The more intense the problem is, the more intense the person's desire to solve it will be.
- To reduce pain
- To save time or money
- As a gift

If you are writing non-fiction, look at niche markets as well. Does your book talk about unique ways to accomplish a task or achieve a goal? Do you have a specialized product that no one else has on the market? Look for obscure markets - places and people whom you've not dealt with before, but may have an interest in your final book.

Then work out how to reach these people. The process follows the diagram below:

Finding your Market



If you can answer these questions, you are in a great position to make some sales!

9. HOW DO I WRITE A PRESS RELEASE?

A key element of promotion is the press release. It is a statement/story/news flash about your book or business. It has to catch attention and be media worthy which means no direct selling, just provide a compelling story.

It can seem daunting if you have not written one before, but it is just another form of writing and you can do it if you follow the format.

Key points are:

- Identify what you want to say and who your target audience is. Tailor the release to the audience otherwise it will be rejected immediately. Preferably get the name of the appropriate journalist and know what they write.
- Keep it short. 500-800 words which is about a standard size A4 page.
- Make it a story that features you, not an advertisement. Media do not want sales pitches, they want stories.
- Consider how people will relate to you from the release and what you want them to do, e.g. go to your website, visit Amazon etc.
- Use a quote from someone or yourself to make the point stand out.
- Remember to include your contact details and website links.

Employing a PR agency to do this is expensive, but may be worth it for their contacts if you want to make a big impact during one specific period.

Aim to do a certain number of press releases per year. They don't have to be around the time of your book launch only. Think seasonal occasions that could tie in, as well as news events you can relate your book to.

I wrote a press release on "Top 10 Career New Year's Resolutions" and sent it with a copy of my book to 10 targeted journalists and bloggers with a personal note. There is not much news happening over Christmas and New Year, so it seemed like a good time to plug my book. I got two articles in a city newspaper, one national newspaper, and a slot on national TV. Here is the [blog post of the success story](#).

The actual press release is included below as reference material for your own.

FOR IMMEDIATE RELEASE

CONTACT INFORMATION:

Joanna Penn

(e) joanna@HowToEnjoyYourJob.com

<http://www.HowToEnjoyYourJob.com>

BLOG: <http://www.JoannaPenn.com>

Top 10 Career Related New Year's Resolutions

BRISBANE, Australia – December 20, 2008 – December is almost over and it's time to look forward to the New Year. ...

Most people are giving up on what can be achieved by the end of 2008, and instead are looking forward to what they can do to make 2009 a brilliant year. New Year's resolutions generally fall into certain categories – finance, health, family, happiness, and career.

"You may be surprised by how much you can change about your job and your life, when you look at it in detail. Spend some time reflecting on what you want to change in your working life over the holidays and come back ready to make that change in 2009", says Joanna Penn, author of "How To Enjoy Your Job" which is packed with strategies, tips and inspiration to help you change your job and your life

<http://www.HowToEnjoyYourJob.com>

Here are the Top 10 Career Related New Year's resolutions:

- 1) **Reduce work stress levels.** People's jobs are the single biggest cause of stress (Source: Hazard Magazine), and stress can contribute to health problems, obesity and depression as well as affecting your personal happiness. Identify what is stressing you about work, and aim to reduce or remove it from your job entirely. Life is too short to be miserable

- 2) **Work part time or work from home 1 day per week.** Technology now enables people to do a portion of their work from home. With broadband internet and phone access, you can do your admin tasks and attend phone conference meetings and avoid the commute. Productivity is greater at home as there are fewer interruptions. You can get more done in less time, and feel greater job satisfaction as well as seeing your family. Working 4 days a week may also be attractive to companies in this economic climate, if you can afford it yourself. Ask your Manager for the opportunity and demonstrate the value for them.

- 3) **Up-skill and get a more challenging role.** If you are bored in your job, the best way to get a new one is to up-skill and improve your resume. There may already be opportunities within your workplace to improve your skills, so look for those first. You can also do evening classes or a correspondence course to open up your career horizons.

- 4) **Make more money.** Finances are worrying for many in this climate so making more money in your job is a common goal. If you want to ask for a raise, demonstrate your value to the company first and explain why you deserve it. You might also look at ways you can make money outside of work – a small part time business or clearing your clutter and selling it on EBay.

- 5) **Stop taking abuse from co-workers.** Many people find work difficult because colleagues harass, abuse or just annoy them. Make 2009 the year you stand up for yourself, or report the co-worker who is making your life a misery. Make an effort to stay away from toxic work colleagues who drain

your energy with gossip and negativity.

- 6) **Find out what you really want to do with your life and career.** Many people say they hate their job but they don't know what else they would like to do. Identify what your skills are as well as what you would love to do. Ask other people what they think you are good at. Read some career related books and dream bigger than your current situation. You can have the career you want – it may just take some time to get there, but if you start now, you'll get there sooner.

- 7) **Improve work time management and efficiency.** So much time is spent answering repetitive emails or attending meetings that don't run to an agenda. Aim to cut down on pointless administration tasks and improve work efficiency. Work smarter, not harder.

- 8) **Work proper hours and take leave.** Somehow people have lost the idea of a 40 hour work week. Think how much time you spend commuting, working through lunch, working weekends, answering work emails at home and skipping leave for work commitments. Aim to reduce these and reclaim your time in 2009.

- 9) **Actively plan your career path.** Many people say that they just “fell into” their jobs. They didn't plan to be in this job but somehow they ended up here. If you don't decide what you want and plan to get there, then you will find this happening to you. Decide what you want with your career and set specific goals and time periods for this to happen. This will open your eyes to new opportunities and you will be empowered to achieve them.

- 10) **Change jobs.** Many of these goals may culminate in deciding to change your job in 2009, whether this is within your workplace, industry or starting something entirely new. Update your tired resume and brush up your interview skills, pump up your confidence and go get the job of your dreams!

For more information on *How To Enjoy Your Job*, or to order online in print, ebook or audio format, go to <http://www.HowToEnjoyYourJob.com>. There is also a free e-workbook that you can download and use as a tool for change. A portion of the profits from sales of the book will go to The Outward Bound Trust to fund teenagers on the OB experience, which fosters self-determination and self-confidence.

#

Once you have written your press release, you need to distribute it.

- Send it to the media you have identified. Include a copy of your book if possible so that it stands out from the rest of their mail. If you send an email, do not include an attachment, but put the actual press release text in the body of the email.
- Post the press release on your own website as a blog post and/or in your media room.
- Post online as an article at article sites like Scribd.com and Docstoc.com. *See section 27 for article marketing.*
- Post online at Press Release websites. Some are free, others are paid services.

Here are some of the sites you can submit to include:

- <http://www.24-7pressrelease.com/>
- <http://www.clickpress.com/releases/index.shtml>
- <http://www.pr-inside.com/>
- <http://www.pr9.net/>
- <http://www.pr.com/>

The best information on PR, including free press release tips can be found at [The Publicity Hound](#).

Remember that you can do a press release anytime. The launch of your book may not be as newsworthy as an article you write that is timely, interesting and related to your book topic. Keep an eye on the news for topics which relate to your book, then issue a press release with comments and facts about that situation.

10. PROMOTING IN PERSON: NETWORKING

Networking is a great way to meet people and start talking about yourself as an author. The aim of networking is to make connections, not to sell your books immediately. Once you form relationships with people, over time they will bring business your way. You will recommend them in turn.

Remember to take business cards to any event. You can even print some yourself if you don't have any professional ones yet. Consider up front how you want to portray yourself. Be memorable. You only get one chance to make a good first impression, so be pleasant, courteous and be genuine.

Be interested, as well as interesting. Listen and see what you can do for others rather than bombarding them with requests to buy your book.

Build alliances and use contacts to increase awareness about your book. Word of mouth is still the best form of unpaid advertising. Join professional groups, clubs and associations especially if they fit the genre you write within. Think of your target market as well as writer's groups.

Networking can be misunderstood. I used to think it was just socializing, but it is much more than that. Here are five ways networking can help your book and your career as an author.

- **Meet new people.** You will be surprised by who you meet and how connected everyone really is. You can build new relationships and even casual acquaintances can turn into contacts.
- **Learn about new businesses.** Remember, your book is a business. As you meet new people, you exchange business cards. Follow people up with an email or phone call if you have a connection. Have a look at their website as well. You might find out more interesting things about their business or ways you can help them. Down the road, the favor will be returned in some way, possibly from another source.

- **Build confidence in talking to new people.** Networking encourages interaction with new people. You will need to join other people's conversations, roam the room and get through small talk quickly if you want to find out interesting things about people. This can rapidly build confidence as everyone is in the same situation and generally people are very encouraging to new members.
- **Learn to differentiate yourself.** Be memorable. Think about your personal branding and how other people see you. Listen to what other people are saying about what they do. What is their point of difference? Why are you drawn to them? Now equate this to your own book and selling yourself. How can you stand out in the crowd? How can you be memorable?
- **Be inspired.** Networks are full of people who are out there starting and expanding all kinds of businesses as well as other authors. It is amazing what some of them are doing, and inspirational to see what they are achieving. You will also get new ideas for marketing your book by watching what others are doing.

So find yourself a networking group and go along. Most have trial memberships so you can see if you are a good fit for the group.

Give it some time. I would recommend going to monthly networking events for six months and then you will really start to connect with people. Remember to follow up with an email/ phone call or personalized note afterwards and build those relationships!

11. PROMOTING IN PERSON: SPEAKING

There are two points of view when it comes to speaking, but both require the same skills.

- a) You have a book and you know want to speak about it in order to make sales.
- b) You are a speaker and you need a book for back-of-the-room sales

Speaking is great for sales. If people get to know you, they are more likely to be interested in your topic and your book. If you speak at events, even small local ones, you will gain exposure and people will be able to see who you are. If they like your message, they will buy your book. Many authors are called to speak at literary events, or to do readings from their books, so be prepared to speak at outside functions.

Public speaking is difficult for many people, but it is a skill you can learn, and your sales will benefit. You could try these ways:

- Reading and book groups often love to have authors read and speak about their books.
- Public libraries are often looking for authors to speak
- Bookshops that are focusing on events as well as book sales may be interested
- Charity events that tie into your book e.g. Jack Canfield and Mark Victor Hansen ladled a huge bowl of chicken soup for homeless people.
- Do a public workshop on your topic.

Speaking can also be an income stream of its own. I have joined [National Speakers Association](#) in order to meld the two approaches for maximum benefit. You could also try your local [Toastmasters](#) for practice and encouragement.

12. PROMOTING IN PERSON: BOOK LAUNCH/BOOK SIGNINGS

There are two opinions on book launches and signings:

- a) **They are brilliant and must be done.** They can be tied into local events and are great for publicity if you get the press involved. You can engage with people personally and many people are thrilled to meet the author.

“To get the books off the shelf, I need to go in and do book signing events so people will come to me and they’ll get to know me. I need to self-promote myself by doing book launches. People come in for networking and nibbles and drinks, and a bit of fun. So it’s social but still makes some sales.”

Heidi Yi, author of “Pro Make Up by Heidi”, used book signings in large bookstores and department stores to market her book. She also posted her book signings on her website and also sent it to her email list.

- b) **They are a waste of time and money and don’t result in sales.** You will most likely have to pay for a venue, publicity and refreshments, and attendance at such them is traditionally much lower (unless you are a star author already!)

I looked at the expense of a launch, and also the potential of sitting there on my own with a few friends, and decided to do a launch press release, but not a launch party. I got good response from my press release, several reviews and a radio interview for very little money.

You don’t have to have a “launch” to send your book into the world anyway. Remember that you don’t have to play by anyone else’s rules. Just get it out there and start selling!

You can also do a “virtual book tour” on various internet sites and blogs – see section 31 on virtual book tours.

13. PROMOTING ON RADIO

Radio is a great way to promote your book. People can hear your voice and your message; if they are interested, they will seek you and your book out. You also get a longer slot on radio than TV as the audience expects longer segments and engages for longer.

Remember they are always looking for guests. Here's the process:

- Investigate the most appropriate stations
- Pitch the radio station directly, targeting a particular segment and host by sending a press release and a copy of your book if possible
- Send out a press release to all media which may be picked up by a radio station
- Be a guest or host your own radio show on the internet

After the press release listed in section 9, I was called by a radio station for an interview. These are my lessons learned:

- a) **Be prepared.** I sent out my press release on a Sunday night and at 8am Monday morning had a call asking me to go on a show at 10am. I was on my way to work, but I accepted anyway. When I got to work, I hid in a meeting room and skim read my book, [How to Enjoy Your Job](#), to get the main points fresh in my mind. I also photocopied some of the key diagrams so I had something to refer to. I decided that I would have these “cheat-sheets” ready at all times, so if I had to appear at short notice again I would be good to go. I also wrote out the most likely questions, and rehearsed answers. You should have a list of questions in your media kit (see section 20). Hosts will not read your book so you need to be ready to talk about the main points.
- b) **Research.** If you know the station and host in advance, then try to listen to the show and get a sense of the style of interview. Is it live or recorded? Are they open questions? What is the host's bias? You can also Google the host to find out more about him/her.
- c) **Don't rustle or crackle.** My interview was on the phone and a colleague told me that I shouldn't shuffle paper as it sounds terrible on the radio. So I laid my notes

around me so I could glance at them if necessary but not shuffle.

- d) **Be engaging but don't push the book.** Be interesting and spin a story, but don't pitch for book sales. The radio wants you as an expert opinion, not as a salesperson. You may even be told you cannot mention your website name. Just focus on being interesting, engaging and lively and the host will mention your book name. People who are interested in your topic will call in to find out your details. Try to be in the studio as it will help build rapport with the host and you might get more air-time. It should be an enjoyable experience for them so they will want you back. Smile even if you are on the phone - your enthusiasm can be heard in your voice.

- e) **Take some deep breaths.** I was very nervous right up to the point of being introduced. My mouth was dry. My heart was racing. But once the host said "welcome to the show", I was fine! Take some deep breaths before being introduced and try to have fun. If you know your topic, you'll be fine.

- f) **Record it.** I made the mistake of not recording my segment. It would have made a great addition to my press kit. Unfortunately, the station was in another state so friends didn't hear it. It did not stream over the internet and I didn't have a digital recorder. After this, I went and bought a cheap recorder that downloads to mp3 files. I could have had the phone on speaker and recorded it myself.

- g) **Take every opportunity that comes up.** Even if you get no extra sales from your book, you never know who was listening and what may happen next. There are stories of authors being on late night shows for tiny stations, only to find the segment syndicated across the country. If you can get radio time, then take all opportunities.

Remember that the media are constantly searching for content - all day, every day. You just need to get yourself in front of them.

The best information on PR, including how to write different types of press releases and examples of good and bad releases can be found at [The Publicity Hound](http://www.ThePublicityHound.com).

14. PROMOTING IN PERSON: TV

Going from nowhere straight to Oprah is unlikely so start small. Remember that there is a lot of media out there and they need stories. They need experts who can comment on topics from stories. So you are not asking for a favor – you are helping them and their audience by providing them with something new to talk about.

- Practice being on video and giving your ‘elevator speech’. Can you talk about your book smoothly without long pauses and filler um’s and ah’s? Work on your delivery. Put your videos on YouTube (see section 28) and get coaching if you can.
- Look at your local TV stations and what stories they are interested in. Pitch them for a local news piece. Start building a set of videos from clips of you on TV. If you get on the smaller shows, you can then pitch the bigger shows.
- Keep pitching. No is only ‘no’ today.
- Get a media consultant if you are very serious, and take a program that will help you aim for Oprah.

“One of the best pieces of advice I remember getting years and years ago was this—no only means no today. It does not mean no tomorrow. You might get ten no’s in a row, but you know what, you’ll get a yes. And once you get that yes, that’s all you’re interested in. you have to be really positive. And you have to keep trying.”

[Rachael Bermingham, “4 Ingredients”, now with themed TV show](#)

You can get on TV! It is possible!

Here are five top tips to remember:

- **Be an expert they can call in for multiple stories.** Pitch story lines that you would be appropriate for. It is not about selling your book, it’s about helping

them with a story.

- **Anticipation is worse than the actual event!** Don't be scared about pitching - they are not scary people.
- **Be easy to work with, flexible and available to help.** Their job is to do a story, so if you can be a helpful part of that, then you will be called on eventually. It is important to be flexible and respond to the story. Being easy to work with and not making a fuss is important. Make it easy for them to use you.
- **Think of props and things that might be useful in the story.** Bring multiple copies of your book, as well as anything that relates in case you can do a demonstration. TV is not just about talking, they want to show action as well.
- **Be prepared.** Make sure your site is ready, your contact details are up to date. Check you have read your book lately as well! You can forget what is in it quite quickly, and marketing can (and should) continue long after publication.

So you can be on TV - it just takes some time and persistence. Remember to send a thank you note afterwards so that you can contact the journalists again as they are more likely to remember you that way.

One recommended resource is [Susan Harrow's PR Secrets](#) including her book on how to get on Oprah.

When I published my book I didn't think I would be able to get on TV. I didn't know anything about how the media worked, but I started to learn. I made it onto Australian national TV on "A Current Affair" in January 2009, 8 months after publication which just shows that you should never stop pitching!

I sent copies of a press release and my book to targeted journalists over the quiet Christmas period. After my story was featured in a local paper, a friendly producer contacted me and said they were interested in my story.

A week later, I was called and asked to be interviewed. I went to the Channel 9 studios in Brisbane, Australia and met up with the journalist, a sound guy and lady who would film.

No questions were given to me beforehand. When I arrived they said that the story was about dream jobs and could I give tips for making a current job into a dream job. I was interviewed for about 15 minutes. The reporter was very professional and friendly. It was actually quite easy to forget the camera and sound equipment and just focus on her. Then my husband Jonathan was interviewed and we did some shots of reading the book and typing for atmosphere. We were done in about an hour and left euphoric!

Interestingly, the story they interviewed me for was not related at all to my original press release. I was just “top of mind” at the right time and fitted into the story that came into the news. Having a book branded me as an expert they could pull in to talk on a news piece (in this case, dream jobs).

[You can see the TV excerpt here.](#)

15. USING OTHER PROMOTIONAL MATERIAL

If you are promoting yourself as an author or promoting a specific book, you can use other promotional material just like other businesses. To make a good impression and not break the bank, try some of the following:

- **Create your own T-shirts, bags, mugs** or other products at <http://www.cafepress.com> . You can upload images e.g. your logo or book cover, and then order just one of the product with the image on. You can also have your own store featuring your images so it can be another income stream for you. I have a great bag with my logo and website on which people see and comment on. Creating talking points enables you to expand on your book or your business.
- **Get postcards printed** with your book cover and blurb on. Postcards cost very little and you can distribute them to friends and family to send, or leave as freebies at events. You can also leave them at art venues, coffee shops and other places for people to find. Remember to include your website!
- **Use business cards.** For very low cost you can get a few hundred business cards printed with your book cover and website details on. You can use these at networking events and also leave in shops or cafes.
- **Update your email signature** to include links to all appropriate sales sites. This is free and simple, but so often forgotten.

16. HOW CAN I GET ENDORSEMENTS FROM FAMOUS PEOPLE?

ASK them! Contact them and eventually you will get a response. Pick 200 people and you will be sure to get responses from some of them.

Here are some other tips:

- Email is over-used. Try calling their office and asking to speak to them directly.
- Be specific in what you are asking for. Show that you know about their own work.
- Pick someone appropriate to your topic, not just any celebrity. Many of them have personal blogs you can actually comment on. Get to know them and then approach them.
- They won't read your entire book, so send them an outline along with a nice personal letter, something to make your package stand out, and 3 examples they can pick from. Be clear and specific in what you are asking for. Make it personal, but not over the top on familiarity.
- Do it early. I made a mistake here. I waited until I had a complete book before trying to get comments/endorsements for it. Of course then it was printed and I couldn't put any comments into it or use them in the marketing.

So the key point is, try to get celebrity endorsements as early as possible so you can include them before your work goes to print. You can get contact details from www.ContactAnyCelebrity.com

17. WHEN DO I STOP PROMOTING MY BOOK?

Some would say never!

If your book is published by a publishing house and goes into bookstores, it will have a shelf life as long as it is selling a certain amount. If it doesn't sell, the whole process may be over in six weeks and the books returned to the publishing house from the bookstore.

This doesn't stop you from selling it forever. You can get on-going sales through Amazon print-on-demand and now Google Book Search is putting out-of-print books online. You can create other products and tie them in. If you believe in your book then keep at it until it achieves the sales it deserves. On Amazon, it actually helps if you have more books online as each one is linked to the other. People who buy one book and love it may also buy your back list.

With e-books and print-on-demand, you can keep selling your book without holding stock. You just need to have the rights. Some authors end up buying the rights back from publishers in order to continue selling their backlist.

If your book is timeless, and there is a market, then keep promoting it!

18. WHAT IS A MARKETING PLAN AND WHY DO I NEED ONE?

If you have a plan, you might actually follow it.

If you don't, time flies by and you have done nothing to promote and market your book. You also need to make sure you measure the success of your marketing so you don't repeat mistakes, and you DO repeat successes.

A marketing plan doesn't have to be a huge exercise. I started out by writing down the months in my diary and what I would do each month to promote my book.

Then I went back and wrote next to it what the effect was. Here is an example for you to use as a starting point.

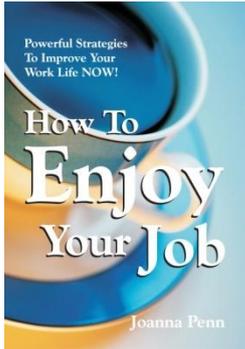
Month	Action	Result
March	Set up free offer on website and start traffic an building list.	Complete. Traffic measured with Google Analytics and shows good traffic. Sign up for free offer is 50% of traffic visiting site.
April	Submit 4 articles online with link to website	Articles submitted to several sites which have referred traffic.
May	Local Radio interview on upcoming book	Radio was good experience, but they didn't promote the website. Word of mouth may help in bookstores.
June	Launch Book Press Release to local papers Email list and offer special if bought within the month.	Press release got reviews in several newspapers. Got me a radio interview. 5% of my list bought the book on the special.

I won an award for my marketing plan for "How to Enjoy Your Job". It was the result of reading and assimilating a lot of different marketing books and programs. It is included

below so you can use the ideas for your own campaign. I have done 90% of the items listed and how to do them is included in the rest of the book.

19. EXAMPLE: AWARD WINNING MARKETING PLAN

This marketing plan won the New South Wales Writer's Centre Open Book prize for the best marketing plan 2008.



“How to Enjoy Your Job”(2008) by Joanna Penn

People hate their jobs. This book aims to change that.

“How to Enjoy Your Job” is an inspirational business/self-help book. It is aimed at the 50-70% of people who don't enjoy their jobs, and who are desperate to change their life but unsure how to.

The book outlines the results of modern working life including stress, depression and obesity. It tackles the main reasons people don't like their jobs: boredom, stress, lack of appreciation, trapped by money, other people and just being in the wrong job. The book is then packed with ways to improve your job, change your career or discover what you would really love to do with your life.

It contains anecdotes and inspirational quotes as well as practical tips and strategies. There is also a companion workbook available for download online at

www.HowToEnjoyYourJob.com

OVERVIEW

This plan contains the different strands of marketing that would go into the campaign for “How To Enjoy Your Job”.

Target Market: Office workers aged 26-50 who commute to work. Women as they primarily buy self-help books.

Timing: The various angles would be pursued concurrently so that maximum impact is gained by multiple exposures in multiple media. To be running at least 1 month prior and 1 month after hard launch.

Cost: Free and low-cost strategies would be pursued primarily with paid advertising/PR/marketing kept to the most effective usage.

PR/ PUBLICITY

Press Kit	<ul style="list-style-type: none">• Set up press kit on the website with audio and video links• Include press clippings of publications and articles already published• Have press pack that catches attention e.g. cafetiere with mug “Love your job like you love your coffee”
Local papers, radio and local TV stations	<ul style="list-style-type: none">• Play the local angle of the new author. Write the article for them.• TV show for local news• Send copy to the mayor as he is active in the media

National papers, radio and TV	<ul style="list-style-type: none">• Target commuter paper with free giveaways as they are filled with unhappy commuters who hate their jobs• Press releases to national press targeting cities and career pages
Book Reviewers	<ul style="list-style-type: none">• Send copies to book reviewers in various publications• Send review copies to book clubs with large distribution
Testimonials and Endorsements	<ul style="list-style-type: none">• Get cover quotes from famous people quoted in the book• Put testimonials on other peoples websites with my website address on them as link backs
Press Releases	<ul style="list-style-type: none">• Send multiple press releases related to stories in the media direct to targeted journalists• Send press releases based on timings e.g. common New Year's resolution is to change jobs• Post press releases online
Print Articles	<ul style="list-style-type: none">• Submit articles for print media on related subjects• Article in Working Woman – Spring 2008 on career change

IN PERSON/ SPEAKING/ BUILDING A PLATFORM

Speaking	<ul style="list-style-type: none">• Run workshops for companies and include the cost of the book in the price of the seminar
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	<ul style="list-style-type: none">• Volunteer for local associations and organizations that need speakers• Practice “Elevator speech” for quick pitch• Build slides of key points of book so I can produce these as part of speaking
Networking	<ul style="list-style-type: none">• Active member of Womens Network Australia who have the book on their bookstore online• Sell at networking events• Member of Australian Businesswomen’s Network• Build brand and reputation as an author and sell book at events as well as talking about it
Book Launch and local bookstores	<ul style="list-style-type: none">• Launch at independent bookstore. Make sure media are aware. Press release before, and after.• Approach local and independent bookstores to see if they will buy books.• Donate books to local library and offer to speak• Sell at fairs and markets in person
Promotional material	<ul style="list-style-type: none">• Have book cover and free offer on business cards and hand them out whenever possible• Wear T-shirt with book image and name on as well as website• Stick stickers or stamp with website name on all post

INTERNET MARKETING

Main website	<ul style="list-style-type: none">• Optimise main site to capture email addresses and encourage direct sales with free
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<p>www.HowToEnjoyYourJob.com</p>	<p>workbook</p> <ul style="list-style-type: none"> • Sale of book in multiple media – ebook, audio and print book • Gather and use testimonials for credibility • Free articles with resource box available
<p>Articles</p>	<ul style="list-style-type: none"> • Post regularly on top article websites EzineArticles.com and Articlesbase.com that syndicate across the web
<p>Amazon.com</p>	<ul style="list-style-type: none"> • Do Amazon.com book reviews on similar topics with links to my book • Add Amazon blog and all testimonials to site, plus new cover • Add video to my Amazon page • Promote sales through my affiliate AStore
<p>Blog and social networking</p>	<ul style="list-style-type: none"> • Drive traffic to my website and encourage sales through my blog • Facebook profile has link to website and promotes book • LinkedIn profile has info on the book as well as the day job • Set up a lens on squidoo.com • Channel on YouTube for book related videos • Post free information and useful documents on Docstoc.com for search engines • Profile on AuthorsDen.com • Submitted on Authonomy.com
<p>Word of mouth and viral marketing</p>	<ul style="list-style-type: none"> • Add a Tell a Friend button to website • Post videos on YouTube with excerpts from

	<p>the book, advice</p> <ul style="list-style-type: none"> • Create a screensaver for YouTube with inspirational quotes and the website address • Add signature file with book free offer and website to all emails
Targeted Internet advertising	<ul style="list-style-type: none"> • Run ad campaign on common words for people changing jobs, looking for job advice on Adwords. Can be country and city specific advertising • Use targeted Facebook advertising which can be directed to age group, gender, interests as well as location
Build database for email marketing and auto-responders with free giveaway	<ul style="list-style-type: none"> • Free workbook is available for download at www.HowToEnjoyYourJob.com • Email addresses are captured and 10 auto-responders are sent to the people over the period of 1 month encouraging them to use the workbook and buy the book. • Periodic emails blasts on interesting topics and blog posts
Utilise Affiliates	<ul style="list-style-type: none"> • Set up affiliate program where people can earn commission on referrals to the website for sales
Measure and optimize marketing activities	<ul style="list-style-type: none"> • Use Google Analytics to track traffic and conversion rates and measure success • Measure Google Adwords campaign and tweak adverts as necessary • Measure traffic to blog and use keyword finder to blog with searchable terms

JOINT VENTURES

Work with similar authors to joint promote	<ul style="list-style-type: none">• Target similar authors for co-promotion• For example, I have been a featured author on an American business communication program which gained me traffic and sales• I have also been a guest speaker on a new book “Job Interview Strategies” and I have a giveaway in their program that directs traffic to my website
Be part of compilation books which promote my own book in the resource box	<ul style="list-style-type: none">• I have a chapter in “Living an Abundant Life” (published Oct 2008) which also includes Jack Canfield, Mark Victor Hansen, Neale Donald Walsch, Wayne Dyer and Brian Tracy amongst others. My chapter includes my website www.HowToEnjoyYourJob.com• I also have excerpts in another compilation book promoting female entrepreneurs called “Sprout the life you love”
Blog Guests	<ul style="list-style-type: none">• Invite other authors and business people to be guest blogs or interviews on my blog. They reciprocate and promote me in return.

MASS SALES OPPORTUNITIES

Corporate Sponsorship and/or Mass sales	<ul style="list-style-type: none">• Approach companies to buy for their employees or clients as corporate gifts e.g. recruitment companies, seek.com and similar• Direct marketing to libraries for self-help/careers
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	<p>section</p> <ul style="list-style-type: none">• Universities and careers offices for bulk buy• Australian Institute of Management has a library and a booksales service. Approach them with on-sell opportunity.• Life Coach Institute for sales to life coaches for their clients• Employee Assistance Programs as they have unhappy employees as clients
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CHARITABLE TIE-IN

<p>Charity is Outward Bound Trust (10% of profits)</p>	<ul style="list-style-type: none">• Press release on the impact of Outward Bound tying into book• Charitable event with proceeds to Outward Bound
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INTERNET PROMOTION

The internet is the key to making massive sales of your book. Think how big your audience can be online versus who you can meet in person. You can also sell and promote online for little or no money making it accessible to all.

Self-published authors need to know how to do these things, but even traditional publishers are now ensuring authors have websites and blogs. Sales and marketing may be outside your comfort zone as an author at the moment, but it is critical to master them in order to actually move copies of your book. You also need to be involved in communities around your topic and learning from other authors. Social networking is the key to this.

The following section includes everything you need to know to sell and promote your book on the internet as well as to network with other authors online. There are books written on each of the areas alone, so this is a broad overview of how to get started.

There are more [recommended books here](#).

20. WEBSITE BASICS

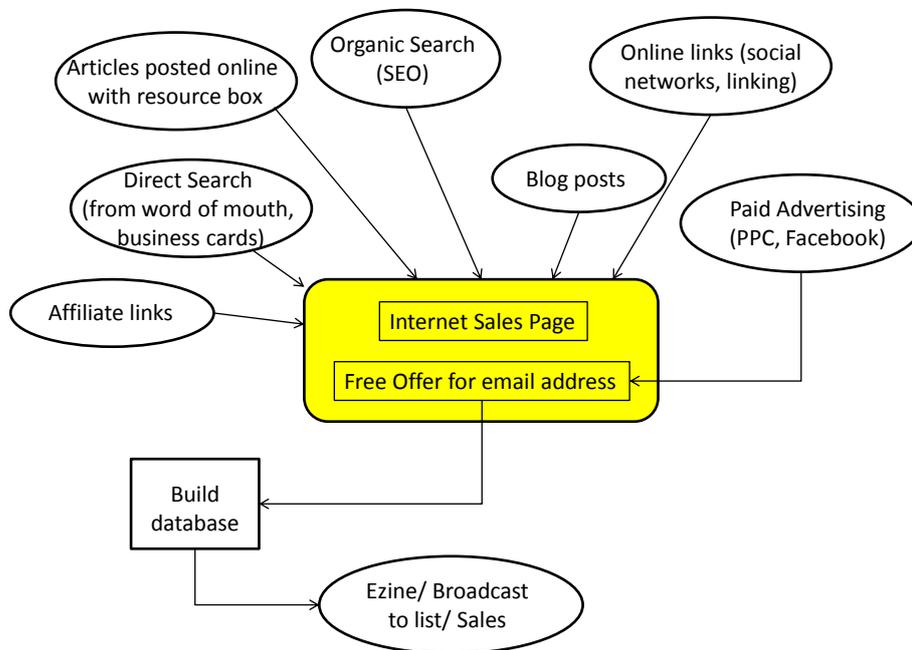
The basics of internet promotion are:

- Set up a website with your book and information on it
- Drive traffic to the website

The website might be your Amazon book-page, or your blog, a sales page or a free offer. Traffic might be driven by organic search, online links or paid advertising. This section will go over these and many more ideas.

Various methods are used to drive traffic to a website/internet sales page. People may buy your book immediately, but usually it takes them longer to buy so you build in a free offer in exchange for their email address. This builds your database of people who are interested in your topic. You can then send them further information, an ezine and encourage them to buy over time.

If you don't have a free offer, traffic will come to your page and leave again without you knowing anything about them. The diagram below is an overview of the process.



HOW DO I GET A WEBSITE/DOMAIN NAME?

Domain names or URLs are web addresses for your website. They are cheap and plentiful as long as you don't want well known words.

You might have one for your book as I do, <http://www.HowToEnjoyYourJob.com> and one for your main business <http://www.TheCreativePenn.com>

They cost anywhere between \$5 - \$15 per year and so you can afford to buy several if you haven't made up your mind yet as to what you want your site to be called.

One good inexpensive site with easy management and forwarding is <http://www.GoDaddy.com>

Go to the site and search for the name you want. If it is available, you just buy it with your credit card and renew annually. In general, a .com suffix is recommended as it is globally recognised.

You can also use different URLs for different purposes, e.g. to point people to different pages on your site e.g. <http://www.HowToBeAnAuthor.com> points to a page within the website <http://www.TheCreativePenn.com>

When you are thinking of a book title, it is good to check ahead of time to see if you can buy the domain name as well.

I had decided that this book would be called "From Idea to Amazon" so I registered that as a URL. Within a few days I had a "cease and desist" email from Amazon explaining that I was using a trademarked term in my URL and would I please sell it to them. Until I sold it, my affiliate privileges were suspended. Of course, I changed my title and sold them the URL. So be careful when choosing your title and URL!

HOW DO I SETUP MY OWN WEBSITE?

There are four main types of website you should consider:

- **Static Information Website:** A number of pages based around your company or product. It is aimed at providing information and is not updated very often.
- **Sales website:** These are typically simple, one page sites with sales copy, images, testimonials and “Buy Now” links OR/ are links for free products where people sign up.
- **Blog website:** Designed with software that allows regular updates and comments from readers. It can still have pages and sales/product information. Example: <http://www.TheCreativePenn.com>
- **Profile page set up on another network:** This is a page you set up on a social networking or Web 2.0 site that acts as a homepage in that network e.g. your Squidoo lens or MySpace page. This has limited options for customizing and often you can't sell from it.

You can have any or all of these. I have all of them and use them for different purposes. Interlinking between them provides support for each of the pages.

How do you actually build the site?

There are several options if you are ready to set up your own website that depend on how much money you want to spend, how often you want to change your site, as well as how computer literate you are.

- **Pay a company to design and build** a beautiful website for you. This takes time and money even if you choose a budget provider. You also have to pay a webmaster an ongoing fee to make any changes you need. This was common a few years ago, but now most blog and website software is easy to use even for non-technical people. You can also find cheaper freelancers on sites like <http://www.Elance.com> to help if you get stuck.
- **Build your own very simple site** using free blogs or free sites with easy-to-use templates. Try <http://www.weebly.com> or <http://www.wordpress.com> . This is also an option within social networking and web 2.0 sites like mySpace. The sites

are easy to use and you can just set them up yourself.

- **Build your own blog using a hosting service.** See section 24 for building your own blog. This is the option that many people are using now as blogs are such a great way to interact with your audience and get traffic.
- **Build your own using Content Management software.** You don't have to write html code yourself as the site generates it for you, but you are in control and you can update content whenever you like. These types of sites can have multiple pages, and although they are simple, they are effective.

I built my own website using easy Content Management software. After the initial setup and watching a few tutorials I did www.HowToEnjoyYourJob.com in one day including multiple pages, pictures and downloads. I also change it often which costs me nothing. I paid a one-off setup charge of \$600 and pay \$7.95 per month hosting. If you are interested in using the same system as me, check out www.CreativePennWeb.com

Once you have decided how you will get the site built, you need to decide what to put on it.

You will need to plan what you want your web pages to contain, especially if you get a company to build it for you. The more specific you are, the better your site will look and the happier you will be with the results. Here are some tips for planning your site:

- Decide what type of site you want
- Browse the internet and keep links to sites that you like.
- Make a rough design of your site on a Word document or on paper.
- Collect the information for your site, e.g. pictures, videos, text, testimonials from happy customers, press information, free chapters, giveaways, downloadable PDFs, shopping cart links and have them in a separate file for ready use.

- Write the content before engaging someone to build your site for you. If you know what you want, you can keep the costs down. However, you WILL change your mind and you will want to update the content at some point. It is inevitable, so don't get a webmaster who costs you lots of money and is unresponsive.

A highly recommended book for web copy is Maria Veloso's, "Web Copy That Sells" because writing web copy (words for your website) is not the same as writing a book. More [recommended books here](#).

You can outsource much of the technical side using freelancers, but you will likely need to at least do a first draft of the content.

" First, you need to remember that your website is the home base for everything about your book – it's where many potential readers will go to find out about the book, and make the decision whether to buy it.

Your website should be your first priority when you start to plan your online book promotion campaign. Second, be sure to focus on your audience. Your site should target the two groups of people you want to attract, potential readers and the media.

And finally, update your site frequently. There's nothing worse than a site that says, "Coming soon in April 2007" when it's now December 2008. That's one reason why a blog-website combo is a great idea, because blogs are so easy to update."

[Patrice-Anne Rutledge, author of "The Web Savvy Author"](#)

WHAT IS THE KEY INFORMATION I NEED ON MY WEBSITE?

There are many different websites but the following is the key information you will need for your site. You can build it up over time if you don't have it on launch, but remember to keep adding to the site over time.

- Free offer for building your database
- Information about your book including excerpts, pictures, overview, sample chapter if possible. This should include the benefits that people will get from reading your book – remember, this is a sales pitch!
- Information about you as the author including audio/ video that gives the reader a sense of who you are. See section 28 for video.
- Testimonials from happy readers about how great the book is, or from celebrity authors who comment on your book
- How to buy your book and links for buy now
- Press kit/media page
- Articles and other examples of your writing material
- Contact information – either by email or phone
- Links to other sites e.g. how people can connect with you on social networks
- Google Analytics code to measure your traffic – see section 21 below.

These are all key elements of a website but obviously there are unlimited ideas about what you could incorporate. Check out <http://www.HowToEnjoyYourJob.com> for an example.

In terms of what not to include, it is important to keep it simple. Don't use Flash technology, big images or complicated front pages with video introductions. These are expensive and offer no benefit to the reader. With the increased use of internet through mobile devices, people will just click away if the response is slow.

SHOPPING CART AND DATABASE MANAGEMENT

An integral part of your website is the database management and shopping cart software.

Database management is for the email addresses of people who sign up for your free products. This is called list building. You paste some code into your site, so that when people sign up, their email addresses are stored online in your database. You can send out emails to everyone on that list, or break the communication down by groups of people.

People buy from people they know and like, and you want to get people used to your “voice.” Auto-responders are emails that get sent at specified intervals after people have signed up at your site. In the auto-responders, you offer them more information about your book or teaser chapters. If they like the information they are more likely to buy. You can set up auto-responder emails so people get them automatically which makes them feel more welcome.

If you have signed up for the free e-workbook at www.HowToBeAnAuthor.com you will have received auto-responders from me about related topics.

The great thing is that the auto-responders are automatic so you don’t have to monitor what emails you have sent. You just set them up, set the number of days interval and then let the program run. If people want to, they just click ‘unsubscribe’ and they are automatically removed from your database. This is essential with anti-spam laws, and you don’t want people on your list who are not interested anyway.

The shopping cart manages your products and payments so that it is all automated. People who buy from you are also added to your list.

I use one product that manages my client database, credit card payments, shopping cart, auto-responders, affiliate links and broadcasts for a monthly fee. It is reliable and has different levels of membership as well as training videos. You can check it out at <http://www.UsefulCart.com>

BUILDING YOUR LIST - WHY SHOULD I OFFER SOMETHING FOR FREE?

In this world of ever-increasing spam, people only have attention for what they are truly interested in. If you have a book or any other product that you think people want, it is in your interest and theirs to only sell it to people who actually might want it.

If you want to know who is interested in your book, offer something for free that a certain group of people want. You might have bought this book because you downloaded the free workbook on www.HowToBeAnAuthor.com (if you haven't, go get it now!)

This was my way of finding out who was actually interested in a potential book so I could market only to those people. Marketing is not trying to sell to people who don't want what you have, it is finding the people who want it and then putting it in front of them.

People also do not generally buy the first time they see something. They need time to assess and trust you. By giving them something of value, they can see an example of your work. By emailing them more information of value, they are more likely to buy from you.

What can you give away?

The keys to a good free giveaway are:

- **Make it valuable and useful to the person.** It must be a good example of what you can offer and also something they want to exchange their email address for. They should feel that they would have paid money for this.
- **Make it obvious and easy to get.** Put the offer on the front page near the top so people will always see it. You can also include your offer on business cards and your email signature.
- **Make it relevant to your book.** There is no point in giving away Top 10 tips on dating if your book is about Real Estate. Your offer must relate to your book, even if you haven't finished writing it yet. Otherwise, you cannot market to these people later.
- **Start early.** Offer your free giveaway as soon as you can and start building your database months before your book is complete. You will then have a large audience to market to when you have your book ready.

Examples may include: Top tips, special reports, teleseminar, video, audio, ebook, workbooks or attendance at a local event.

WHAT IS AN ONLINE PRESS KIT/ MEDIA KIT?

A press kit or media kit is the basics of the promotion you will do as an author. It may be daunting at first if you feel you don't have anything to put in it, but as you get publicity and media attention, you can add to it. Traditionally this has been a printed package of information sent to media, but nowadays many people put it online on their website and make it available for download in a PDF file format.

Some of the things that can go into a media kit are as follows:

- Press release
- Author bio
- Q&A with you on your book or just questions that media can ask you if they want an interview
- Video
- Audio clips, e.g. radio talk shows
- Topical discussion points around your book
- Media mentions and appearances; press clippings
- Articles you have published
- Testimonials
- Professional photo
- Contact details

You can see my Press Kit at www.HowToEnjoyYourJob.com and click on the Press Kit page.

“The media kit is there to anticipate interviews. So one of the first important pieces to have is information supporting what it is that you're writing about, for instance a press release.

And then number two, a bio. A bio on the author, bio on who you are and just a little bit of—so that the person interviewing you can have a flavor in terms of who they're going

to interact with. Number three, a photo and preferably a professional photo. And then number four, you want to have a set of questions prepared that the interviewer can use to choose from if they so choose. Television stations are extremely busy when they interview people, so they recommend that you give them pre-framed questions already so that they can choose from those questions. Many times they may not read your book in its entirety, but they may read just excerpts from your book, so they'll want to have framed questions that pertain to the subject.

[Ron Nash, author of "How to Find Your Dream Job, Even in a Recession"](#)

21. USE GOOGLE ANALYTICS TO MEASURE YOUR TRAFFIC

Google Analytics is a tool that measures and analyses the traffic to your website. It includes information like:

- How many visitors you had on any given day.
- How long they stayed.
- Which pages they clicked on.
- Which country they are from.
- Which site they came from.
- What search terms they used to find you.

All this information is useful for understanding how people find you and the success of any marketing campaigns. For example, I had a lot of traffic from India so decided to publish my book in India to take advantage of that market. I also now know that Twitter.com drives a lot of traffic to my blog.

It is also very easy to use.

1. Set up your account at <http://www.Google.com/analytics>
2. Tell Google your website name.
3. Google generates a small piece of HTML code.
4. You paste the code into the header of your website (or ask your webmaster to do this).
5. Wait 24 hours and you will see your traffic information appearing.

You get a graphical dashboard for ease of reporting. It's a brilliant tool!

22. WHAT IS A BLOG?

A blog is just a different form of web page that you update regularly and people can comment on your work. There are millions of blogs on the internet now with passionate people writing about what they love or have found interesting. A blog is a more honest way of communicating. It is less structured and less polished than a book or an official article. You can write a blog without worrying too much about grammar or form. It is an extension of your personality and so does not have to be constructed or edited writing.

Your blog has to be something you are passionate about!

I learned this the hard way! I started a blog to go with my book, “How to Enjoy Your Job.” It was focused on work related topics, career advice and things that I thought would be related to the book.

Bad idea! I found it became a chore after about four months and I wasn’t interested in what I was supposed to be passionate about. I still post occasionally, but it is not a passionate topic for me.

I now have a blog all about [writing, self-publishing and internet sales and promotion](#) which I have endless ideas to write about and love to post on.

You can also use your blog to write your book. You can post excerpts and ask for feedback or you can turn your posts into chapters. A number of popular bloggers have received book deals with huge advances as they can prove their audience numbers and guarantee sales from online followers.

“A blog is a great marketing tool for authors, both before and after the sale of their book. What makes a blog so effective is it’s “from me to you” focus that really helps authors develop a rapport with their audience. Your blog helps sell books if you’re already published, but can also help new authors get published by developing that all-important platform.”

[Patrice-Anne Rutledge, author of “Web Savvy Author”](#)

23. 10 REASONS AUTHORS NEED A BLOG

Here's why you need to get blogging!

1. **People can find you on the internet.** Google search engine loves blogs and regular content updates. Blog software allows you to update your blog whenever you like, creating extra pages for your website. These are indexed and over time you can build up a great internet presence so that people can find you easily when searching. Studies have shown that blog readers are book buyers so that can increase your market. Journalists also find experts online and through blogs so this can also increase your promotion chances.
2. **Connect with like-minded people.** Being a blogger opens up a new world of networking. You can connect with other authors who blog, or literary agents, publishers and communities all over the world.
3. **Two-way interaction and feedback.** You can allow comments on your blog so people can connect with you directly by leaving a message. You can also comment on other blogs. This allows an interaction that cannot be achieved via a static website or email.
4. **Marketing yourself as an author.** You can add all sorts of information about yourself at your blog, including photos, videos and examples of your work. You can list your publishing credits, your ebooks, articles, and media appearances to market yourself as an author.
5. **Book promotion.** Have a special page for your book where you can add photos, [your book trailer](#), downloads of chapters and any other information on your book. You can do special blog posts, for example, an interview with you talking about your book, or a giveaway.
6. **Online sales channel.** You can use your blog as a place to sell your books and services. If you integrate it with a [shopping cart](#) or use a service like [Smashwords](#) or [Clickbank](#), you can add links for these Buy Now pages.

7. **Writing practice.** Blogging is a very dynamic way of writing. Sometimes you will get an idea and want to blog on it immediately. You will do some research, try to write something catchy or useful, and then post it all very quickly. Sometimes you might spend a lot longer on one piece, but generally you write between 500-800 words and get it out there. If you get “bloggers block”, then chances are you are not interested enough in the material to sustain a blog on it, so move on!

8. **Blog your book.** You can use your book as the key material for your blog. Take excerpts and use them as posts, and then spin off from those posts into new things. This will get you traffic related to your topic/book subject so make sure you have a sales page that allows people to buy your book.

9. **Build an audience.** People can subscribe to your blog through an RSS feed (see section 26) which means you can build a following of people who read your work. You can build relationships with these people and get direct feedback through comments and seeing how they respond to your posts.

10. **Build your platform.** Publishers these days want a “platform”, meaning that you have a following of people who are likely to buy your books. If you are self-published, this is even more important as you are selling it yourself. Blogging enables you to build this platform in terms of a body of work, an online presence, knowledge of the industry and marketing as well as hopefully some people who are interested in what you have to say.

24. HOW DO I SET UP MY OWN BLOG?

There are a couple of options when setting up your blog. Which one suits you best?

(A) I want a free simple blog so I can get started easily and quickly

Two of the most popular free sites are www.blogger.com and also www.wordpress.com

The process is:

- Create a logon ID and profile page.
- Choose your blog name and details.
- Add extras to your site like links, pictures, widgets etc.
- Start posting to your site.

You can have your first blog up and running in no time! The first blog I started was for my first book and I still use it (although it is not my main site). [You can see it here for "How to Enjoy Your Job"](#). I used Wordpress.com as a site and added a custom header. Posting is very simple and easy. This is free and hosted by Wordpress.

The great thing about the free blogs are that you can get started right away and get used to blogging, as well as having no costs. However, there are restrictions as to how much customisation you can do, i.e. no extra Plugin functionality. I recommend you start here and then move to the next step.

(B) I want a more comprehensive blog where I have control

If you are ready for a blog which is more comprehensive and where you can customise anything, then you will want your own hosted blog. This is where you use blog software on your own website. Your webmaster can incorporate a blog for you, or you can set this up yourself.

I created my blog [The Creative Penn](http://www.TheCreativePenn.com) in one day using the following tools:

- Get URL from [GoDaddy](#)
- **[Watch the 10 free videos on Become a Blogger](#)** – these videos show you step by step how to get your hosting sorted, upload your wordpress software and get blogging. I was able to proceed using only these videos. You can also get the [roadmap to becoming a blogger](#).
- Set up cheap and easy hosting with [Hostgator](#) – easy to use and part of the videos so you can find your way around.

Using these tools, I was able to start posting, and then improved my site over time by learning from the best bloggers in the business.

25. BLOGS: TOP TIPS ON HOW TO BLOG

It's a good idea to find blogs you are interested in reading and see what they include. If you want your blog to last a long time it needs to be something you are interested in. If you are an author, you will obviously want to sell your book but your blog can be centered on you, your book or your genre. You can even have multiple blogs, but remember they can take up considerable time if you are enthusiastic about posting!

If you don't know where to start looking, go to <http://www.Technorati.com> for the 100 Most Popular Blogs and then just search from there.

You can go to [Alltop's Writing site](#) to see some of the top writing blogs, or [Alltop's Publishing site](#).

You can also [subscribe to my blog](#) in order to keep up with what I am posting on a regular basis.

There are ethical guidelines for bloggers which you can find here – www.womma.org/blogger

You can write a blog enthusiastically for a few weeks and then you start to wonder why you are spending the time and effort on it. Effective blogging means having traffic, comments, and people responding to your writing. It may mean more book sales if that is your target.

Whatever your blogging goals, here are some tips to make your blogging effective:

1. **Write often and write good content.** Blogging is not a constant sales pitch. If you have good content, people will click to learn more about you and that is where you can include details of your book.
2. **Link freely to others and share traffic.** Blogging is all about surfing between sites and offering useful information. Credit other blogs and sites with links and comments. This may also provide more traffic for you. Use trackbacks so they know you have linked to them (these are special links that tell the other blog you

have linked to them).

3. **Love your Blog!** Your topic needs to be one you can sustain and something you are interested in so it is not a chore to post. Maybe you only have a plan to blog for six months around your book launch – if so, make it a top six months by posting daily. If it is a longer term project, then posting every few days is fine.
4. **Blog regularly** so that the search engines visit you often. Every post you make is a new page, so after a year you will have over 300 pages on the web with your name on them.
5. **Be succinct.** Don't write really long blog posts. Consider breaking them into two or more parts to keep them easy to read. Break up the text with sub-headings and include pictures if you can as people scan your post looking for the salient information.
6. **Use keywords in your text** so the search engines index your blog properly. For Wordpress blogs, use the SEO plugin that allows you to target keywords.
7. **Blog your niche.** People will come back if you blog on a topic they are interested in. Blog in your genre or about your book specifically. If necessary, have separate blogs for separate topics so that you can maintain a niche audience.
8. **Blog multi-media** with videos or audio as well as text and images. It is very easy to [make a video with MovieMaker](#) so you can do book trailers, or videos of you talking about your book.
9. **Read other blogs** so that you know what is going on in your niche. Subscribe by email or use a reader. I use Google Reader with my Gmail account to keep tabs on the blogs I read regularly.
10. **Encourage comments** from readers and answer any queries. Make sure you also comment on other people's blogs. Blogging is about community.

26. WHAT IS A RSS FEED AND HOW DO I USE ONE?

Blogs rely on RSS feeds to disseminate them over the internet. RSS stands for Really Simple Syndication and it is essentially an address for blogs so that people can subscribe for updates by email or through a Reader.

Once you have your blog, you create a feed using a service like [Feedburner](#). You add your blog and receive a feed address.

This is added to your site with an RSS icon, used throughout the web as follows.



Click the icon on a website for the feed address.

As a reader of blogs, you can subscribe to these RSS feeds through various readers. One example is Google Reader which I use to manage the blogs I read on a regular basis.

You can add the feeds from blogs into the Reader and then mark posts as favourites as you read them. This enables you to manage your feeds easily. Here is my Google Reader screen. I read around 50 blogs per day on writing and book topics. The reader makes it easy to scan and mark as Favourites those which you want to read properly. Many of my Twitter posts are interesting articles I find on blogs ([follow me on Twitter](#) for the latest updates!)

The screenshot shows the Google Reader web interface. At the top, there are navigation links for Gmail, Calendar, Documents, Photos, Reader, Web, and a 'more' dropdown. Below these is the Google Reader logo, a search bar, and a dropdown menu set to 'All items'. A button for 'Add a subscription' is visible. The left sidebar contains a navigation menu with categories: Home, All items (20), Starred items, Your stuff, Shared items, Notes, Trends, Browse for stuff, Friends' shared items, Sharing settings, and Subscriptions. The Subscriptions list includes: A Book Inside - How T..., autonomy Blog, BestSellerAuthors Boo..., Book Marketing Bestse..., Book Marketing in the..., Book Marketing Succes..., Book Promotion Blog: ..., bookfutures, Bookninja, and Booksquare. The main 'Home' feed area has a yellow notification banner about a new look. Below it is a section 'A look at what's new' with several article snippets: 'Published and Profitable Writers Tips Blog (1)', 'ProBlogger Blog Tips (1)', '7 Reasons not to have Empty Ad Spots on your Blog', 'Web Ink Now (1)', 'Indie Author (2)', and 'The 2.0 Life (1)'. Each snippet includes a title and a short preview of the article's content.

You can [subscribe to The Creative Penn blog through Feedburner here](#).

27. HOW DO I GET TRAFFIC TO MY WEBSITE?

Now you have a website and you are ready to sell your book online. You need traffic to your site in order for people to buy your book.

Traffic = people who are interested in your information or who want to buy your book. Traffic is the result of promotion and marketing of all kinds.

Incoming links to your website are important for people to find you. If you have relevant links pointing to your site, then it is considered more important than sites with no links and will move higher up the ranking of search engines.

There are many sites that will trade links, or paid linking sites, but remember that content is most important. Links from relevant related sites, or relevant images with similar keywords are far more important than sheer numbers of links.

Links can also come from sites where you have posted your profile and information, e.g. Amazon author page, social networking sites, comments on other people's blogs, your own blog if it is a separate page, and/or link swapping with similar authors/businesses, and affiliate links.

The following sections are ways that you can drive traffic to your site through links and other means.

WEB 2.0 AND SOCIAL NETWORKING

One of the top ways to get traffic and incoming links is by social networking.

Web 2.0 refers to the new way the internet is working. It is characterized by recommendations, networks and links. People find information, communities, people, books and products they want to buy based on recommendations, not on traditional advertising. They read blogs and watch YouTube videos rather than reading the newspaper. More people surf the net every night than watch TV. If a friend recommends something, people will go have a look. If a popular site or blog recommends another site, it will get traffic. If you rip someone off, or have dodgy business practices, someone could blog on your company and the negative press will affect your business.

“Book marketing is all about creating relationships.”

John Kremer, [1001 Ways to Market Your Books, Sixth Edition \(1001 Ways to Market Your Books: For Authors and Publishers\)](#)

So Web 2.0 is a great new development which encourages authentic interactions between people online in ways that you can use to promote your book.

Social networking sites are places where you can build networks between like-minded people across the world. They are not restricted by physical place. This means that if you write a book on something you are passionate about, you will also be able to find a community to socialize with and who may be interested in your book.

Here are some keys to using social networking sites:

- **Be authentic.** Use your name, your photo and real information. You don't have to give your address or phone number out, but if you give something of yourself, people will be interested in you as a person. As a fiction author, you can also build profiles online as one of your characters.
- **Don't focus on sales.** Focus instead on giving and sharing useful and personal information and people will find you. If they like you, they may visit your

website and may buy your product – but this is not the direct aim of the exercise!

- **Invest time and be active.** Join sites that you are interested in, that you will actually use, and build proper profiles with all your information and current links. Make friends and contacts and then stay in touch. Add comments to other people's pages if you want comments on your own.

Warning:

Social networking can take over your life! If you set up profiles at all of the following sites (and there are many more), you will not be able to be active on all of them and still have time to write.

I have taken the approach of setting up profiles at all of them, and then using them as incoming links to my sites as well as raising awareness. I am regularly active on only a few networks, but have alerts by email when someone contacts me on the other networks so that I can jump back on there.

The aim is not to take time away from your writing – it is to enrich the process, meet like-minded people and also find your market.

Here are the most popular social networking sites online:

[Facebook.com:](#)

A social utility that connects people, to keep up with friends, upload photos, share links and videos. This is one of the top five websites in the world and is great for seeing what people are up to. Use the “Share on Facebook toolbar” to easily post links to your other sites so people can see what you are up to. **[Connect with me on Facebook.](#)**

[YouTube.com:](#)

YouTube is a way to get your videos to the people who matter to you. Upload, tag and share your videos worldwide. I have only recently started using YouTube but am seeing the benefits, especially now I know how to use Microsoft MovieMaker (see section 28). Post videos that related to your books, or book reviews, or anything that helps people get to know you. Subscribe to other people's video channels. You can also use the easy HTML code to embed your videos in other webpages so very useful. **[Connect with me on YouTube](#)**

[LinkedIn.com:](#)

This site is fast becoming the top place to find work and connect with work-related colleagues. It has a professional focus. I primarily use LinkedIn for my consulting work (the day job!) but I also have a link to my blog and Amazon.com book links so it is refreshed regularly. This is a brilliant site as you can connect with people you see through other people's connections, building your circle of influence quickly.

[Connect with me on LinkedIn.com](#)

Other sites include:

<http://www.MySpace.com>

<http://www.Bebo.com>

Here are some more specific book social networking sites and places you can create a profile and post about your book:

[Authors Den.com](#)

This site links authors and readers and enables you to create an Author bio with links to your books, articles, news and blog posts if you upgrade to a paid account. You can also review books and connect with friends. **[Connect with me on Authors Den.](#)**

[GoodReads.com.](#)

This site revolves around book reviews and friends with similar interests. You can post information about yourself, the books you are reading including links to your own book if it is on Amazon. You can post your writing, quotes you like and videos from YouTube. **[Connect with me on GoodReads.](#)**

[LibraryThing.com.](#)

You can post your profile here and also your bookshelf. You can then drilldown on the books to see who else is reading them. This helps you find people interested in the same books as you. If you are an author with a book that can be found online e.g. on Amazon, you can have an author page which links to your book. **[Connect with me on LibraryThing](#)**

Publetariat.com

This is a new site for indie (independent) authors and publishers. It is aimed at inspiring and empowering authors using Publishing 2.0 to reinvent the way in which books are published and distributed. You can join, write and comment on articles plus connect with other authors.

Authonomy.com

This is a networking site that aims to promote your book to Harper Collins for publication. It is based on social networking : connecting with other people so they read your book online and vote you to the top spot. The top books get taken to Harper Collins for publication consideration. [Connect with me on Authonomy](#).

Ning.com

Ning has a lot of networking sites where you can connect to other authors. It is easy to set up a page so you can start a new one if you like. I recommend [Book Marketing](#) as this is John Kremer's site that links to his book [1001 Ways to Market Your Books](#)

Twitter.com

After resisting because I couldn't see the point, I am now a huge Twitter fan! You can connect with like-minded people and share interesting sites, as well as occasionally promote your own material. You can direct message with "famous" people who you might not approach in other ways. You can be part of an active community. It's brilliant! See below on using Twitter. [Follow me on Twitter](#)

[Add Red Room](#)

Here are some more sites:

<http://booktour.com/> Build your author profile, add all your links, and add tour dates into the profile so that people can see when you will be in their area.

<http://www.shelfari.com/> Create a 'virtual' shelf to show others what books are on your bookshelf.

<http://www.nothingbinding.com/> This is a great site where you can add video from YouTube. You can also submit your book for a book review by someone independent who will post reviews on Amazon.

<http://www.anobii.com> A place to list your favorite books, share your thoughts and network with other like-minded people.

The following sites are used for rating content and pages.

If you write an article or blog post online, people can post it on these sites and it will get more traffic based on how popular it is.

<http://www.Digg.com>

<http://www.StumbleUpon.com>

<http://del.icio.us/>

WHAT IS TWITTER AND WHY SHOULD AUTHORS USE IT?

[Twitter](#) is a social networking tool based on regular updates of 140 characters max around the theme of “What are you doing?”. This means you have to be succinct and creative in what you broadcast.

On first hearing about Twitter, you might think it is just self-indulgent tweets about what people are having for lunch, or mundanities about their day. Some people do use it for that, but it can be much more powerful. If you create a Twitter brand and use it for that one message, you will attract followers in that niche, and you can build a community around that.

My Twitter handle [@thecreativepenn](#) is all about books, writing, publishing and internet sales and promotion – just like my website and just like this book. My followers are

interested in information relating to these topics. I don't tweet off topic which maintains my follower's interest.

You "follow" people and can see what they post. People follow you and can see what you post. You can reply, or retweet their posts. People post some very interesting things – news items, links to great sites, promotional info, personal information. You can respond directly to that person even if they are "famous" ! This can potentially get you noticed by them and their followers. You can "re-tweet" other people's posts i.e. pass them on if it is something interesting. You can ask questions and respond immediately to other people you have connected with, even if they are across the world. It is basically a faster and smaller version of Facebook status update.

As it is so quick and mobile, people have used Twitter to report from scenes before traditional news teams have reached the scene. The Mumbai bombings and Barack Obama's inauguration were dominated by Twitter streams. Sources say that Twitter usage will boom in 2009 as more people discover it.

You can find people by searching for their names or Twitter handles (prefix @), or you can let Twitter suggest people you might be interested in. You post on the web, by mobile phone or through an application like [Tweetdeck](#) which helps you organise your own and other people's tweets. There are various other applications that help you schedule tweets and manage your follows. To find people in your niche, go to [www.WeFollow.com](#) and pick a tag e.g. Authors, Journallists.

Why should authors use Twitter?

- **Online knowledge and influence.** Millions of people belong to Twitter, including some of the most influential people online today. If you want to be an author who makes money online, you need to be where the action is.
- **Network.** You can network with some great people that you might never have met otherwise. I have had direct tweet conversations with authors and business people I respect and whose books I have.
- **Information.** People tweet useful and interesting links from all over the web which you can use to expand your knowledge, and use on your blog/website and in your own books.

· **Drive traffic to your blog/website.** You shouldn't self-link all the time but you can add links to your blog posts, your website or notices of your appearances interspersed with other useful information. You can gain significant traffic this way.

The best way to get started is to setup a Twitter account and follow a few people you admire. See how they use it and then start tweeting yourself if you want to join in.

In the first month of using Twitter, it became my second biggest traffic stream to my blog so I now consider it mandatory for authors who want to sell books.

Useful Twitter links for authors:

Directory of book trade people on Twitter – follow them for industry news

Top bloggers you can follow through Twitter – see how they use it for tips of what to do yourself

Authors on Twitter – some surprise entries include John Cleese and Stephen Fry

Some lessons learned from the first few weeks on Twitter – Don't always promote yourself, Do engage people, Offer valuable content.

The most followed people on Twitter – no. 1 is Barack Obama

6 tips for using your Twitter profile to get new followers – includes creating a custom profile page and using your bio to the best advantage

Feed your blog to Twitter using Twitter Feed

17 ways you can use Twitter including finding prospects, and getting feedback

For the more experienced – Twitter tips – lots and lots to implement on here!

DIRECT TRAFFIC

Direct traffic comes from people who type your URL in their web browser and go directly to your site without searching. This traffic might come from your offline marketing efforts, e.g. business cards or speaking at an event.

It might also come from books or traditional media, your signature from an email account, or a direct sales letter. Whenever you market your book, remember to market where people can buy it i.e. your website.

ARTICLE WRITING

As an author, writing articles and submitting them to sites where they can be picked up and republished is a good way to expand your market.

If you have written a non-fiction book, then you already have articles embedded in your chapters. You just need to split out the various chapters, reformat them and then upload them online in article format.

The process is as follows:

- **Write a short article** (approximately 500-800 words) that is packed with useful and valuable information. Topics should relate to your book and be interesting to people as a stand-alone piece.
- **Add a Resource box** which promotes your free offer at your website or your book. This is your name and tag-line e.g. website and free offer.
- **Submit your article online and post it all over the web.** This could be to article and ezine websites, your own blog, guest posts on other blogs or document storage websites like Docstoc.
- **People read you article and go to your site,** or look at your author page on the article site and decide they want to know more about you.

Here are some recommended sites to submit your articles to once they are written:

www.ezinearticles.com

www.SelfGrowth.com

www.Scribd.com and www.docstoc.com . Although not strictly article submission sites, these are a good traffic provider. People find articles online through organic search and can download them from your profile for free.

You can also add articles to your own website and blog, as well as sending an email to your list directing them to your new article.

ORGANIC SEARCH, KEYWORDS AND SEARCH ENGINE OPTIMISATION (SEO)

Google is a search engine and people use it to find what they want on the internet. Your book needs to be found in order for people to buy it.

Search engine optimization (SEO) is essentially making sure that your website is found through what is known as an 'organic search' (i.e. not paid). Amazon also uses search algorithms on their site when you search for a topic.

Keywords and tags are therefore important all over the internet so that people can find what they are really interested in.

There are many companies that will sell you very expensive packages for search engine optimization, but there are also ways you can do it yourself.

The algorithms that Google and Amazon use are changing all the time. One thing that does not change is that both companies want to enable users to easily find what they are looking for. There is a lot of complicated information about this online and people can spend a lot of money on it (much of which is unnecessary).

Here are some principles for SEO basics:

- **Great content is king.** If your website has multiple linked pages with good content, then it will be searched and indexed by Google. If you connect your blog to your webpage, then you will always be adding new content, which search engines love. Focus on your customer and what they want, then you will naturally produce great content.
- **Keep your content separate** so that separate sites are about different topics. This means that your site is indexed for the relevant keywords and is more relevant to people's interests when they find you.
- **Identify your keywords** and use them throughout the text on your website. Again, you will naturally do this if you stay on topic. For example, my website <http://www.TheCreativePenn.com> has information related to writing,

publishing and internet sales for your book. All the articles contain words relating to this topic and I use them naturally throughout the site.

If you want more information on the detail of SEO, the best company I have found is [Stompernet](#).

However, as a small business person and author, I would recommend you concentrate on other means of driving traffic that rely on word of mouth.

GOOGLE BOOK SEARCH

[Google Book Search](#) allows people to find books by searching Google in the same way as searching for anything else. It also includes searching inside the text of the book itself.

People can read a few pages and then click a link to buy the book. It can also refer people to your website, and offer contextual ads using Google AdSense adding extra revenue. It is also linked in with Google Analytic tools so you can track traffic.

This is important because Google has a global reach and a project to put millions of books online in the next few years. You want people to be able to find your book amongst the many. You can submit your book to Google Book Search at <http://books.google.com/>

GOOGLE/YAHOO PAY PER CLICK ADVERTISING

There are many ways of getting free traffic to your website, but you can also pay for online attention. Google and Yahoo Pay-per-click are forms of this advertising.

Advertising is paid for and is specific to a time and place, e.g. you could put an advertisement in your local paper for your book. It will run on a particular day and you will pay \$X amount. The more popular the advertising space, the more expensive it is.

[Google Adwords](#) and Yahoo offer a service where you can pay to advertise your website/book online when people type in words that you have bid on. This is called Pay Per Click (PPC).

You might want to advertise in order to build traffic, build a list or test your book title. You might also want to advertise if you have a higher price product which justifies the cost e.g. you can make \$50 in sales for every \$1 you spend on advertising.

Remember, this is paid advertising so you need to work out a budget.

Basically, the process works like this:

- **Decide on your keywords** through topic research and what other people are bidding for. Google has a [keyword research tool](#) that can help you.
- **Decide on your landing page** or website link where people land when they click your link. You might need to build special pages per keyword.
- **Build an advert** on Google/Yahoo specifying your keywords. Keywords are very short and catchy and need to engage your audience so they click through.
- **Specify your budget**, based on number of clicks or impressions.
- **Launch your advert.** Your advert is displayed when people search on that keyword in search engines or through advertising. You can set up various versions of the same advert in order to test different keywords and responses.

- **Measure and test your advert and adjust it for optimization.** This is a vital step and one that many people miss. You need to know how many people click on your advert and how much you are paying per click, which you can find through Google tools as part of the PPC. You also need to know how many people are signing up for your offer and/or buying your book.

Pay Per Click is simple to get started, but if you really want to get into it, there are reams of books and programs you can use to improve results.

It is very easy to spend a lot of money on PPC and see no results. If you pay 50 cents for a click and you get 100 clicks per day, that is \$50 spent. Did you make enough sales to cover that cost?

I tried Google Pay per Click for my book “How to Enjoy Your Job”. I found that I couldn’t get specific enough keywords that related to the topic for my budget e.g. “career change” or “job satisfaction” were too expensive for the return.

However, if you have a specific niche topic that is not already dominated by big players with big budgets, this could be a valuable method of driving traffic.

USING FACEBOOK ADVERTISING

Facebook advertising is essentially Pay Per Click, but directed at a particular demographic as you specify the people your advertisement will be made available to. It is also currently used less than Pay-per-click so you can get a better rate.

Facebook profiles contain far more information about a person than general web searches have access to, so you can target your audience more specifically.

For this book I wrote an advertisement and specified “women in Australia, aged between 25 – 45 who like “books” or “writing”. I then expanded to other countries.

Facebook will tell you how many people fit this profile so you know whether it is a group worth advertising to. Then you set your budget, design your advertisement and let it run.

I find Facebook advertising useful for giving away free information in exchange for people’s email addresses. This builds my list and I can start a relationship with people. I have found it is cheaper than Pay Per Click for popular keywords as not so many people are aware of it yet.

Again, this is more useful for non-fiction authors as you can find people interested in your topic. It can also be used as a research tool e.g. how many people worldwide are interested in your topic?

WHAT IS VIRAL MARKETING AND HOW DO I DO IT?

Viral marketing is when you put your information out there in some form and it is passed around the internet by people who think it is interesting or cool. It raises awareness and hopefully directs traffic to your site. It interests people so they want to pass it on, and your sales can increase dramatically because of it.

How to do it:

- Research your niche – what are they interested in? What do they want?
- What can you give them that will be popular? Video, free e-book, computer game?

- Create the product and make sure it contains links to your website. Examples of great viral marketing include the [Mentos/Diet Coke](#) videos on YouTube, [Does it Blend](#), screensavers with pictures of cute animals, and [Seth Godin's, "IdeaVirus"](#) book which went round the world for free.
- Send it out there. Post it all over the web. Send it to bloggers. Put it on Facebook.
- Hope it catches on!

28. VIDEO, YOUTUBE AND BOOK TRAILERS

[YouTube](#) is now one of the top five websites in the world. People search YouTube as much as they search Google for information, and it is watched more than TV. Even though you have a print book, you need to be on video to reach another audience.

Types of videos you can post include: Powerpoint type slides with audio, interviews, you talking/speaking/performing or book trailers.

Book trailers are videos posted online and distributed via video networking sites such as YouTube and Viddler. These can be big budget blockbuster movie clips, or budget MovieMaker slides to music. You can make it an advertisement or a social media fun clip that people want to watch. It can be a human interest story made more like a documentary or it can be a cartoon. Essentially, it can be anything you want it to be. Just remember that you want to catch people's attention.

You can get a professional to make a video for you or you can make your own for little or no money.

Here's how I made my own book trailer for under \$10 with Windows Movie Maker which can be [viewed here](#). Windows Movie Maker is free and likely to be on your computer already. It only cost me \$10 as I bought some photos instead of using free ones.

1. **Research other book trailers** which are similar to what you are aiming for. Go to YouTube and search for 'book trailers'. Here's one by [Jodi Picoult](#), a well known writer and a completely brilliant rap trailer for romance [Perfect Chemistry](#)
2. **Write a brief script** for the trailer so that you can have it clear in your head. I just did this on Microsoft Word.
3. **Find images to match your words.** You can use your own or get free ones online by Googling "royalty free photos." I use www.iStockPhoto.com which I find easy to use with a variety of pictures, but there is a fee attached to their images. You need to ensure that any image you use is 'royalty free' to avoid

copyright issues.

4. **Import the pictures** into MovieMaker (File -> Import Media.)
5. **Drag the pictures into the movie bar** at the bottom in the right order. Right click and cut to remove again. This is basic 'drag and drop' functionality. Save regularly!
6. **Add script** by clicking on the picture in the movie bar and then clicking Edit -> Titles and Credits. You can add text in various styles, colors and transition effects here. You can add them before, on top of, or after your pictures. Remember to include the title and where people can buy it. Remember to include a slide at the end with your website and contact details.
7. **Check length.** Once you have got the basic pictures and text setup, see how long your movie is. Most are no longer than 1 minute 30 seconds. Edit as necessary by clicking and dragging the size of the boxes to shorten the time frame.
8. **Find music** to match the length of your movie. I used SoundSnap.com, but you can Google "royalty free music". I searched on music length within the classical music genre.
9. **Publish your movie.** Check you are happy with everything and then publish your movie to your computer.
10. **Keywords.** Prepare your list of keywords and text to load with your video. These will go onto the video sites and will help people find your videos.
11. **Submit your video** to sites where it can be viewed so you can reap the benefits of your efforts! YouTube gives you 'Embed' code so you can add your video into your blog and website. This means more people can view it.

Here are some sites you can load your video:

YouTube

[Veoh](#)

[Rever](#)

[Book Trailers at Ning](#)

[Google Video](#)

You can also:

- Post as My News on [AuthorsDen.com](#)
- Post as a link on your [Facebook](#) profile
- Post the link as an announcement on [LinkedIn.com](#)
- Post as a video on your Amazon profile
- Post on Goodreads video

There are sites that will submit your videos to many sites at once:

<http://www.tubemogul.com/> - Free at the time of publishing.

<http://www.trafficgeyser.com> - Expensive, but apparently effective.

There are also companies that can make and produce these book trailers for you. Google “book trailers” to find some near you.

“It’s interesting because what ends up happening with a video is it ends up going out and doing work for you.

It’s almost like launching a satellite. It has its own promotion—obviously, a link back to the website or advertisement advertising whatever it is that you’re marketing. I think that YouTube has been extremely great in giving me exposure. Awareness creates another form of marketing. And it’s free.”

[Ron Nash, author of “How to Find Your Dream Job, Even in a Recession”](#)

29. AUDIOS, PODCASTING AND TELESEMINARS

People tend to buy from people they know and trust. An audio recording of you, a podcast, or a teleseminar where they can ask you questions can lead people to be interested in you and your book.

Audios are also easy to listen to on the commute or whilst driving so it is another medium to reach your audience.

Audio Recording

For a basic audio recording to attach to your website for download:

- **Buy a recording device** which will give you an mp3 file you can download to your PC. I have small recorder that cost me less than \$100. I put it by the phone when I am doing an interview. You can listen to some of my [author interviews here](#).
- **Download to your computer.** If you have a recorder that saves to mp3 format, there is no manipulation to be done. You can also use software like [Audacity](#) if you want to make changes.
- **Upload it** onto your website and attach to a post/page. Tell your list that it is available for download.

Teleseminars

A teleseminar is a talk that you give over a conference phone line. People can also ask questions. You can record it and use it as a free download afterwards.

For a teleseminar, you can use a phone line that automatically downloads to a MP3 file which people can dial into. One example is www.audioacrobat.com which stores the audio on their own website so that you don't have to increase your bandwidth.

Online Radio

Radio stations are now using the internet to distribute content globally.

You can set up your own radio station online or pitch producers for a guest spot. The proliferation of radio stations means that they are all hungry for content. Here are just two of the main sites that are available for you to join.

<http://www.booktalkradio.com/about/>

<http://www.writtenvoices.com/contact.asp>

Podcasting

Podcasting is essentially an audio broadcast that is delivered through the internet. It may be episodes of a book, talk show or interview format. Podcast episodes can be automatically delivered to subscribers with a 'push' technology meaning people don't have to return to the sites regularly to get the latest episode. Podcasts have special RSS feeds that people can subscribe to.

Podcasts are offered free through many sites including iTunes in mp3 format that people can download and listen to on digital music devices. You can listen to authors podcasting their books at www.Podiobooks.com.

[add more here]

You can podcast free and easily as follows:

- **Record your audio.** You can use the built in microphone on your computer or purchase one. Record yourself reading your book, or record interviews. You can listen to the podcast interviews I do with authors here:
<http://www.thecreativepenn.com/podcasts/>
- **Edit your podcast.** You can also download [Audacity](#), a free audio recording and editing program to create your audio.
- **Load it onto the internet.** You can use your blog for this, but make sure it has an RSS feed for subscribers indicating podcasts (see section 26).
- **Submit it to free podcast directories** so it can be found. Here are a few popular ones:
 - [Podcast Alley](#)
 - [Digital Podcast](#)
 - [Podcast.com](#)

There is more information on podcasts here - <http://www.castwiki.com>

Free podcasting information is also available at

<http://www.digitalpodcast.com/podcastreports/FreePodcasting.pdf>

30. HOW DO I USE AMAZON ITSELF TO PROMOTE MY BOOK?

Getting your book on Amazon is your first step (see section 3), but getting people to buy your book is another step entirely.

Here are some of the key ways to promote yourself within Amazon.com:

- **Complete your Author profile** on [Amazon Connect](#). This allows you to post your website and an Amazon blog (or link to your RSS feed for existing blog). People will visit your profile if they find you across the site so you want to make it descriptive and useful. Include your website so that they can find more information about you.
- **Make sure your book details are correct.** Also make sure that your book cover is available on your book page. Sometimes this can take time to appear after you have loaded the text.
- **Write useful reviews of other books** similar to yours so that people can see the link to your profile and click through to your book. The more reviews you write, the more influence you will have. Amazon's top reviewers are highly sought after because they have a huge influence on book buyers. You can also review by video.
- **Create Lists in Listmania** with the top books in your genre and include your book in the list. Promote your competition and put your book in with them.
- **Join 'Search Inside the Book' program.** Upload PDFs of your book in a certain format or send a hard copy to Amazon. They will then index the inside of your book so people can read inside and it will also pick up the bibliography for similar books.
- **Use Amazon Shorts to promote yourself.** Shorts are small, previously unpublished works that sell for 49 cents and are digital downloads. You can also make your product available for free. It can contain information about your other books sold on Amazon. The page it is sold on also has links to your other

books, so it is a great promotional idea.

- **Upload your book onto the Kindle** so that your book is available in multiple formats.
- **Get testimonials and reviews for your book.** Ask readers to review the book on Amazon as this is often what people read before they decide to buy.

You can see my [author profile, blog and reviews on Amazon here](#).

For more information on marketing on Amazon, I recommend [Sell Your Book on Amazon: The Book Marketing COACH Reveals Top-Secret](#) - Brent Sampson.

“What are your top 3 tips for making the most out of Amazon?”

First, understand how Amazon works. The site offers numerous promotional opportunities and you need to know what they all are before selecting the ones that best suit your book promotion campaign. Second, create a great book detail page. This information is what converts browsers into buyers. And finally, don't obsess about your Amazon presence or ranking. Amazon may be the largest online bookseller, but for most authors it's just one of many sales avenues.”

[Patrice-Anne Rutledge, author of “Web Savvy Author”](#)

31. WHAT IS A VIRTUAL BOOK TOUR AND HOW DO I DO ONE?

Live bookstore events obviously take time and money and you need to physically be there. You can also only expect to sell a certain number of books, and sometimes no one shows up at the store so it can be an emotional experience. With better technology, you now have the option to stay at home and still do a book tour that reaches many more people than if you were there in person.

A virtual book tour is designed to be done from your computer and you can go around the world if you like. Here are the keys to a virtual book-tour:

- **Check out other people’s virtual book-tours** so that you can see what they did, where they went, and how they publicized it.
- **Plan in advance** what you will do and when. Target websites and blogs you want to be featured on and then publicize your “appearances.” Ensure you can sell your book at all of these sites, either through the host’s site or through a joint venture link.
- **Identify the content for your appearances.** This might include author interviews, guest blog postings, teleseminars, free digital giveaways, podcasts, videos and online chats.
- **Create a calendar of events** for your virtual book tour and publicize it to media and other online sources.
- **Do your virtual tour** at the appointed time and record what goes on at your website with a special page.
- **Combine this with traditional media** like print, radio or TV for maximum exposure.

There are companies who will organize all this for you , or you can organize it yourself. You can also use a virtual tour to build advance interest in a later physical book tour. Here are a few sites for more information:

[BookTour](#)

[The Virtual Book Tour](#)

32. CHECKLIST FOR PROMOTION

This section focuses on internet promotion. This is a checklist to help you organize it.

Before the book is complete:	<ul style="list-style-type: none">• Create website for book with free offer and start building your database. Include an online press kit.• Setup blog and post regularly, building an audience. Include your free offer on your blog to continue building database• Join social networking groups online and build relationships• Join physical networking groups and talk about your book, build relationships
On publication:	<ul style="list-style-type: none">• Create press release/s about launch of book and submit online and to local and national press• Submit book to Amazon.com• Complete your Amazon.com book page, Amazon Connect and set up affiliate links• Submit to Google Book Search
After publication and ongoing:	<ul style="list-style-type: none">• Do a virtual book tour by connecting with other sites and bloggers• Create a book trailer and post online• Create a podcast and post online• Post regularly to your blog and social networking sites• Issue press releases about your topic with you quoted as expert• Create a viral marketing product and let it loose online• Post to Amazon page, create reviews and listmania• Have teleseminars• Continue to network online and in real-life• Speak about your book• Drive traffic to your site – articles, SEO, advertising and

	measure results
--	-----------------

THE BUSINESS BEHIND YOUR BOOK

You are more likely to make money from your book if you treat it as a serious business venture and yourself as an entrepreneur.

Here are some important things to remember:

- **Plan for success.** Approach your business as if it will make you money. Talk to an accountant about setting up a company/trust or how to work as a sole trader. Set up a separate bank account. Keep receipts, evidence of expenditures and income. Get a book-keeper if necessary. You can carry initial losses through to income-making years if you do this properly. Spending some money on setup now will mean that you are well prepared later.
- **Look for other opportunities to create income from your book.** You could create an online course, teach locally, or speak for a fee. Make sure any income related to your book goes through the structure you have setup. Look at creating another book in a series or on a related topic.
- **Build your brand.** Think about yourself as an author and the books you will write. Construct your brand to be sustainable and recognizable and build on it over time.
- **Your books are intellectual property** and can continue to earn money after you die. Make sure you include your intellectual property in your Will, or create it under a trust or company to be passed on.

“I am not an author. I am an entrepreneur.”

Robert Kiyosaki, author of 'Rich Dad, Poor Dad'

YOUR INCOME

So, are you going to make any money?

This is the big question for many people. Many authors will have dreams of being offered a six figure advance to write their big novel, and giving up their day job to write fulltime. This is not the reality for most writers (but you can hang onto the dream!)

If you are published traditionally

If you are published by a publishing house, your income may include an Advance and then ongoing Royalties for the life of the book.

An Advance is actually an advance against royalties, so it will be taken off the earnings of your book until those earnings go over the initial advance. If sales go beyond the advance amount, then you will also receive Royalty checks after a certain period of time.

Royalties are negotiated as part of the contract, and are approximately 5 – 15% of the retail price of the book, or of sales volume. Remember that agents take their percentage before you receive yours. A typical agent's fee would be 15% of any income the book makes including the advance. All of this will be written into your contract.

Many people want to know how big an advance they could get. This differs again by country and by publisher, as well as how well known you are and how many sales you can bring in. If you are published in a small market by an independent publisher as a first time author, you may not receive an advance at all. If you are published in the US by a large publishing firm with a potential blockbuster, then you may well get a decent advance. There are no set guidelines.

There are indications that publishing houses are moving away from the advance model anyway. It presents great risk to the publisher and means they lose money on many books. The future may mean fewer advances and larger royalty percentage splits, which also shares the risk and reward between publisher and author.

If you are self-published

Selling your print book alone is unlikely to make you a millionaire, but there are ways you can increase your income using your print books as the base.

Here are some ideas for increasing your income as an author:

- Sell your books as e-books or a series of downloadable reports each individually priced.
- Create an e-class from your material where people sign up for online classes.
- Create a workbook and up-sell into a package
- Run a live workshop/ event based around your material. Charge for attendance and then record the sessions. Make them into a seminar pack that you can sell on DVD.
- Speak about your book and charge a speaker's fee.
- Record the book and sell as an audio.
- Sell other products and link them to your book e.g. mugs, gifts
- Use affiliate links throughout your website and receive affiliate income.
- Offer coaching to clients in your niche or on writing
- Use Amazon as another form of income by becoming an affiliate and reviewing and selling books through your own site.
- Write more books in order to sell more!

"I never had any doubts about my abilities. I knew I could write.
I just had to figure out how to eat while doing this."

Cormac McCarthy, author of "No Country for Old Men"

YOUR EXPENSES

You definitely need a budget for your book project, whether you are intending to get a publisher or self-publish.

It does not need to cost the earth though as you can do much of it yourself through the internet. This costs time and not money.

These were the general categories of costs for me:

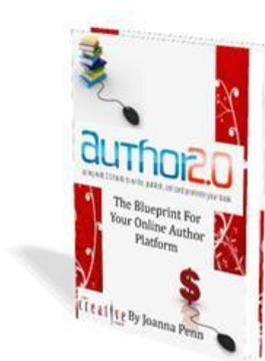
- Business Costs: Setup of structure, trust and accounting fees, business costs; Stationery, printing costs during the writing and editing process
- Editing, typesetting, cover design, ISBN, professional editor
- Printing of books in self-published run; Lulu.com costs for printing in US
- Research Costs: Joining University library and ordering books from Amazon , buying other people's products and e-books
- Website setup and hosting
- Business cards and promotional material
- Postage and printing for proofreading copies
- [Shopping cart software](#) cost monthly, in order to take orders online.
- Marketing costs. I have spent very little money but a lot of time on marketing. You can spend thousands on paying a marketing agency or publicist to promote you, but you can also do it yourself if you are willing to learn and keep trying.

Be prepared to spend some money up front, but mainly writing a book and taking it to market takes your time and energy.

NEXT STEPS

Now you have read all about sales and marketing, you need to put the ideas into practice!

Try to implement at least one idea a week and you will find that your sales are impacted by your efforts. Your confidence will also grow over time as you try more ideas, and you will realise that it is not so hard after all!



There are more ideas in the Author 2.0 Blueprint available here for free: www.author2zero.com

The Blueprint goes into specific strategies you can use to build your platform, sell and promote your book and yourself as well as create multiple streams of income – all using Web 2.0 technologies.

There is also a step-by-step course on how to implement all these strategies. It contains videos, audio interviews with experts as well as detailed step-by-step written instructions.

You can watch a video about the program and read more here: <http://author2zero.com/signup/>

ABOUT JOANNA PENN



Joanna Penn is an author, speaker and consultant based in Australia. She runs workshops and seminars on writing, publishing and web 2.0 for authors.

She is the author of "[How to Enjoy Your Job](#)", and the Director of [The Creative Penn](#) – Writing, self-publishing, print-on-demand, internet sales and marketing...for your book. The blog is full of interesting topics!

You can [read and watch video about Joanna and her business here](#).

You can also [read about Joanna's personal writing journey here](#).

You can contact Joanna in the following ways

By email:

joanna@TheCreativePenn.com



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<http://www.youtube.com/user/thecreativepenn>

ABOUT THE CREATIVE PENN



[The Creative Penn](#) is a website and blog dedicated to providing the most useful and up-to-date information in the areas of writing, self-publishing, print-on-demand, internet sales and marketing... for your book.

It provides:

- [Regular blog posts, videos, audios](#) and key [articles](#) on useful and important topics for writers and self-published authors, including 'How To' articles, news stories, and opinion pieces.
- [Updates on the latest in Publishing 2.0](#) and cutting edge news from the world of internet sales and promotion for your book.
- [Interviews and audios with inspirational authors](#) about their books, services, and how they publish and sell their books.
- Resources including [recommended books](#), programs and other useful tools for authors.

The Creative Penn is also the publishing company for the books and services of Joanna Penn.

ABOUT THE AUTHORS QUOTED IN THE BOOK

The authors listed below were interviewed for this book as I wanted to inspire potential authors with what is possible. They are all self-published authors with varying levels of success. All are inspiring!

The full transcripts and audios of the interviews are available on the Resources page at <http://www.thecreativepenn.com/resources/interviews-with-authors/>

Wendy Johnson - "Hotspots to Shop in Bangkok"

Wendy is the author of, "Hot Spots to Shop in Bangkok," the first in her series on the best places to shop in the Asia-Pacific region. A businesswoman who loves travel and shopping, Wendy published her first book in Thailand. <http://www.HotSpots2Shop.com>

You can find the full interview and downloadable audio of the interview with Wendy here <http://www.thecreativepenn.com/2008/12/03/inspirational-authors-wendy-johnson/>

Rachael Bermingham - "4 Ingredients"

Rachael is co-author of the "4 Ingredients" cookbook series that has taken Australia by storm. The self-published book has sold over 1.4 million copies and Rachael and co-author Kim now have their own cooking show on The LifeStyle Channel. You can find more information at <http://www.4ingredients.com.au>

You can read the full interview with Rachael Bermingham and download the audio in mp3 format here <http://www.thecreativepenn.com/2008/12/13/4ingredients/>

Kylie Welsh - "Impertinent Women"

Kylie is an author and writer on issues affecting modern Australian women. Her first book, "Impertinent Women," women in pursuit of the extraordinary, was published in 2005 by Zeus Publishers in Australia. She is currently writing her second book, "Freak or Unique," which is a fiction novel. She is also a freelance writer and has a blog for Brisbane women, all available at <http://www.KylieWelsh.com>

You can read the full interview with Kylie Welsh here

<http://www.thecreativepenn.com/2008/12/09/kylie-welsh/>

Ron Nash - "How to Find your Dream Job, Even in a Recession"

Ron is the author of, "How to Find Your Dream Job, Even in a Recession," as well as being a master career strategist at The Nash Group, which specializes in helping you find the job of your dreams. You can find Ron at <http://www.TheFriendZone.com>

You can read the full interview with Ron as well as download the audio in mp3 format here <http://www.thecreativepenn.com/2008/12/26/ron-nash/>

Mei Yen Chua - "Brisbane Budget Bites"

Mei Yen Chua is the author of "Brisbane's Budget Bites 2009" which is a guide to eating interesting multicultural foods on a budget around Brisbane. You can read more at <http://www.BrisbaneBudgetBites.com.au>

You can read the full interview with Mei Yen here

<http://www.thecreativepenn.com/2008/12/10/brisbane-budget-bites/>

Heidi Yi - "Pro Make Up by Heidi"

Heidi is the author of "Pro Make Up by Heidi," which will teach you how to get the best out of your skin through diet, exercise and lifestyle, as well as show you simple, great looks for everyday makeup. Heidi is also an award-winning makeup artist, specializing in wedding makeup, and has her own company in Sydney, Australia. You can find Heidi at www.heidiyi.com.

You can read the full interview with Heidi here

<http://www.thecreativepenn.com/2008/12/23/heidi-yi/>

Wendy Alexander - "Chocolate and Vanilla"

Wendy is the author of “Chocolate and Vanilla,” a book about her experience transcending apartheid in South Africa, building harmonious relationships with people from all cultures, and a journey of healing and forgiveness.

She is also an IT project consultant and single mum. Her website is www.mychocolateandvanilla.com.

You can read the full interview with Wendy Alexander and download the audio in mp3 format here <http://www.thecreativepenn.com/2008/12/28/wendy-alexander/>

Stuart Ross McCallum - “Beyond my Control”

Stuart is the author of “Beyond my Control”, the true account of his life with epilepsy.

You can find the full interview with Stuart here <http://www.thecreativepenn.com/2008/12/30/stuart-mccallum/>

Patrice-Anne Rutledge - “Web-Savvy Author: Book Promotion With a High-Tech Twist”

Patrice-Anne is the author of “Web-Savvy Author: Book Promotion With a High-Tech Twist”, for authors who want to improve their internet presence and make a difference to their online profile and sales.

You can view the complete interview with Patrice-Anne here <http://www.thecreativepenn.com/2008/12/12/web-savvy/>

New interviews are [posted at The Creative Penn regularly](http://www.thecreativepenn.com).

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