

Selling and Promoting Your Book



How to sell your book



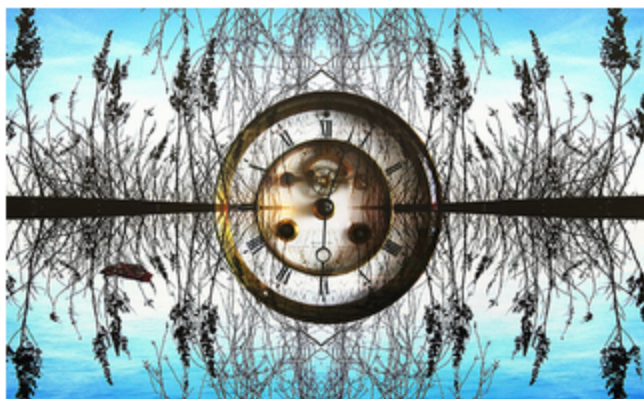
1) On your own site

.COM



What Will You Give Up To Write Your Book?

by JOANNA PENN on OCTOBER 14, 2009 [EDIT]



Writing a book is a sacrifice of your precious time and energy. You could be doing many other things with that time.

35 tweets
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In fact, if you have been wanting to write a book and

have not yet managed it, then you already ARE doing other things with that time.

Lack of time seems to be the no. 1 reason people haven't written their books yet, so it is the main thing you need to overcome.

You can't have more hours in the day, so what will you give up in order to get that book written?

You cannot give up your family time or your job, so here are some other ideas.

- **Give up the TV.** I haven't had a TV for nearly 3 years and it is a liberating experience! We still watch movies and download TV programs on the iTunes

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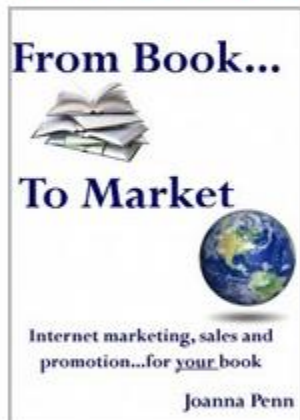
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Please do let me know any questions, comments or feedback.

Here's to your writing success!

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Account Summary



Joanna Penn

Merchant ID:126796

Client Count: **3390**

Client Limit: **10000**

Product Count: **14**

Package: **Pro**

Status: **Active**

Expires: **10/22/2009**

Autoresponders: **17**

Affiliates: **36**

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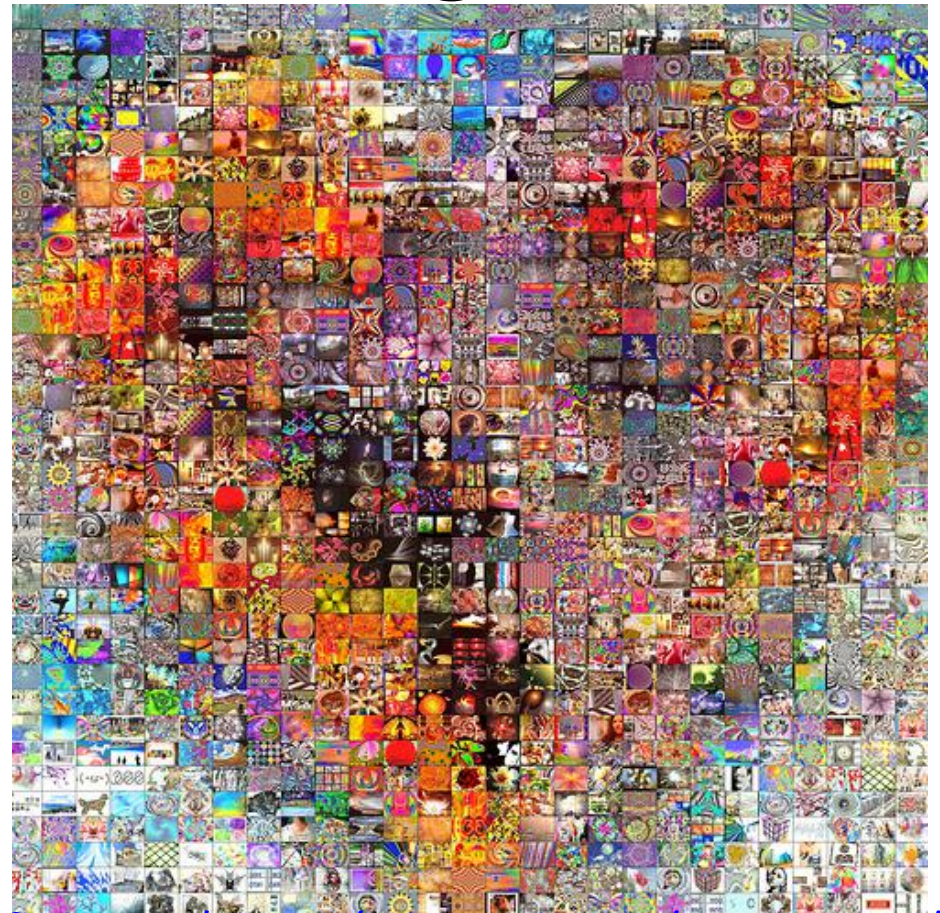


How will people know your book exists?



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

Joe Vitale,
Inspired
Marketing



RANTS & RAMBLINGS

*On Life as a
Literary Agent*

I DONT want to see in your proposal, "I am willing to start a blog and join social networks to market myself."

I DO want to see: "I've been blogging for a year, with my readership growing steadily. I use Facebook and Twitter to create relationships with potential future readers of my books, and to drive people back to my blog. I'm currently making contact through the blog and social networks with several hundred (or several thousand) people a day."

It doesn't cost money. It doesn't require special skills, besides the ones you already have: those of being a writer. What it DOES take is time. Marketing yourself as an author will cost you a serious investment of time.

Online marketing is free/cheap and you can do it yourself

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business is branching out all
brand \ 'brand \ n 1 : a bur
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A B : a class of goods
b : a particular

Thinking...



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Posted October 14th, 2009 by scottsigler (FDØ™) in Laughing in the Face of



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October 14, 2009

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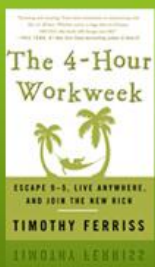


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A creator, such as an artist, musician, photographer, craftsperson, performer, animator, designer, videomaker, or author - in other words, anyone producing works of art - needs to acquire only 1,000 True Fans to make a living.

Kevin Kelly www.KK.org

The logo for Gaping Void, featuring a stylized white sun or eye icon to the left of the word "gapingvoid" in a white, lowercase, sans-serif font, all on a black background.

SEPTEMBER 13, 2009

global microbrand:

HUGH MACLEOD



I'm a cartoonist.
I sell limited-edition prints.
I wrote a book.
I'm CEO of Stormhoek USA,
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AHEAD**





WRITE DOWN FOR YOUR BOOK/ BUSINESS

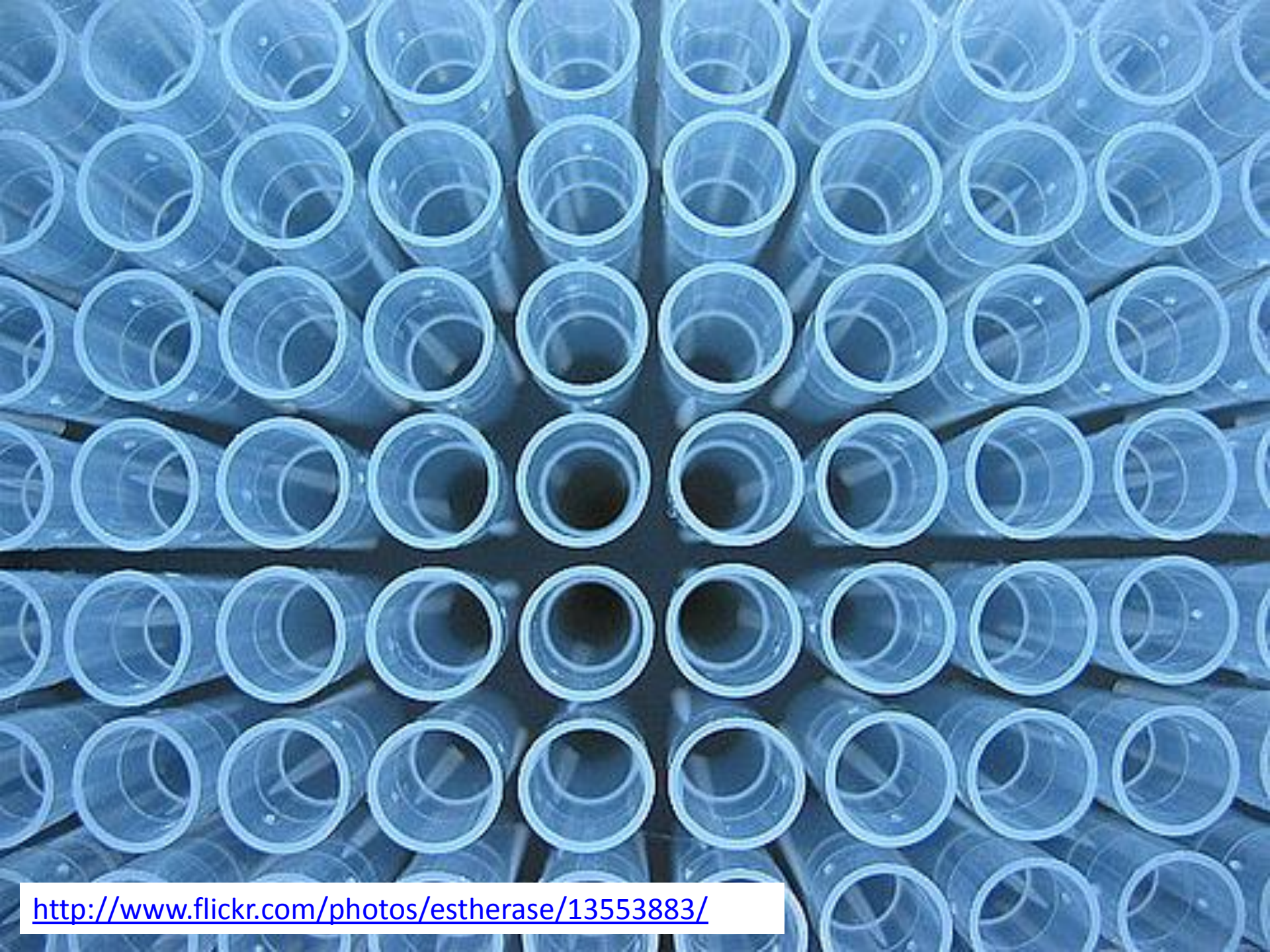
- Goals.
- Words that you want to use. Google Keyword ideas.
- Business name/your name
- Images and pictures.
- Related products and income streams.
- Timeline.



The Author 2.0 Model







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Word of Mouth





What is the best
use of your
time?

What do you
enjoy?

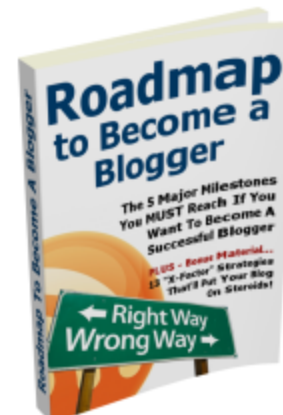
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Podcast: Neal Hoskins on Publishing Books as iPhone Apps

by JOANNA PENN on OCTOBER 10, 2009 [EDIT]



Podcast: Download (Duration: 31:30 — 7.2MB)

I am an iPhone geek! I love mine and it enables most of this business as I also have a day job. It is my means to the online world wherever I am. I have already read static ebooks on the iPhone and now they are proliferating in the App Store, I thought it would be great to talk to a publisher who is embracing this new technology.

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About Joanna Penn



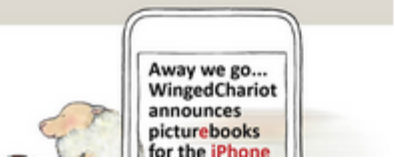
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Neal Hoskins is a publisher with Winged Chariot Press, specialising in children's books on the iPhone. Their first iPhone book is The

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Hi I'm Dale Beaumont and over the last few years I've interviewed more than *127 highly successful and inspirational men and women*, while writing my Secrets Exposed series of books. As you can imagine, I've picked up a stack of incredible tips and little-known hints along the way.

I'd like to share with you what I learnt while I was writing my books, through an **Exclusive FREE audio**, which you can access immediately! In this audio, you'll hear me discuss some of the key strategies and ideas I've picked up.

You see, I know that the information I've gained throughout the interviews I've conducted has helped me grow in ways I hadn't even dreamed of before...

...and I figured there's no point in me having all of this knowledge if I keep it to myself. After all, the reason I decided to write my Secrets Exposed series was because I wanted to share stories of success, inspiration and triumph with people just like you... and that's why I'm **giving you this FREE Gift!**

Let me tell you a little bit about what I'll share with you in this audio:

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Video: Print-On-Demand Changed My Life

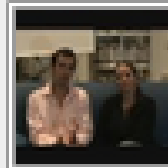
by JOANNA PENN on JUNE 18, 2009 [EDIT]

I am a total evangelist for print-on-demand technology!

Many people have asked me recently what it involves and why it's so great, so here is a video to explain it.



ED



[thecreativepenn](#)

June 16, 2009

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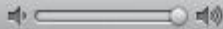


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[EDIT]

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Please let me know if you want a particular topic covered or to recommend an interviewee – email me at: joanna@TheCreativePenn.com



You can also subscribe to this podcast in iTunes here, or directly through my [podcast feed here](#)

Here is a list of the podcasts that will be updated weekly:

[#26: Neal Hoskins on Publishing Books as iPhone apps](#)

[#25: Julia McCutchen on Brilliant Book Proposals and the Traditional Publishing Process](#)

[#24: Tony Eldridge on Adventure Novels and Book Marketing](#)

[#23: Medialoper Kirk Biglione on Ebooks and Digital Media](#)

[#22: Alastair Humphreys on Travel Writing and Achieving Outrageous Goals](#)

[#21 Lauren Roche on Writing as Therapy and her Inspirational Memoir](#)

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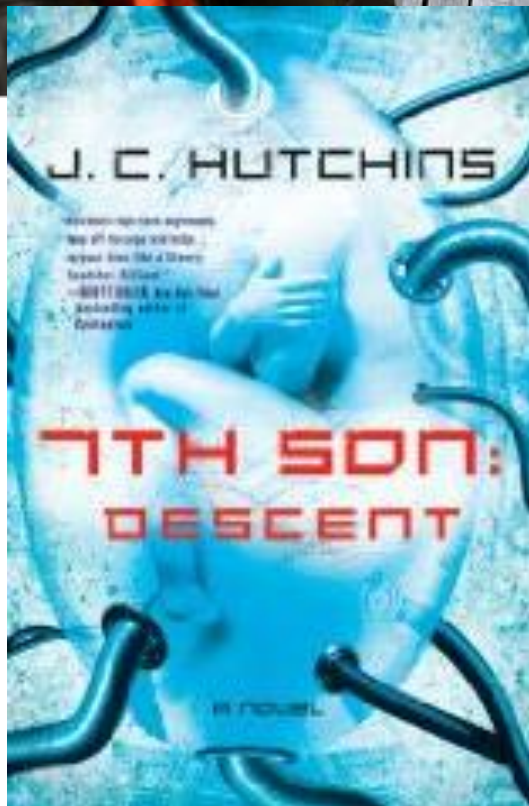


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Joanna Penn
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Name Joanna Penn
Location Brisbane, Australia
Web <http://www.TheCre...>
Bio Author, speaker and coach - writing, self-publishing, print-on-demand, internet sales and promotion for your book

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Dream Job clip for "How to Enjoy Your Job" - Channel 9 "A Current Affair"

Annotations Editor



<http://www.thecreativepenn.com/2009/01/14/book-promotion-tv/>





Marketing Plan List

Every week and check the boxes that are currently doing well.
Boxes worth 20 points, while the blue boxes are a "must-do"
their worth 35 points.

5-12
Total Points
135

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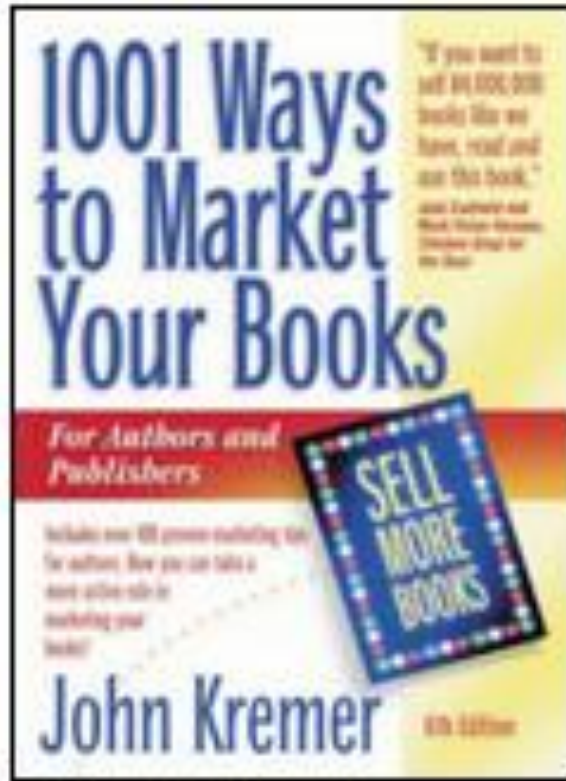
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is all about
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