Colorado Christian Writers Conference

Continuing Session: You Can Indie Publish & Market Your Book

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www.christianpublishers.net

You Can Indie Publish & Market Your Book

www.marketingchristianbooks.com
You Can Indie Publish & Market Your Book

Christian Indie Publishing Association

Providing small publishers and independent authors information and tools for success in publishing and marketing Christian books.

www.christianpublishers.net

You Can Indie Publish & Market Your Book

Membership in Christian Indie Publishing Association (CIPA) provides you support in your publishing and marketing journey by:

1. Providing you cutting-edge information.
2. Providing you tools for success.
3. Saving you money.

You Can Indie Publish & Market Your Book

Cost-saving CSPA membership benefits include:

- Monthly newsletter packed with information
- On-demand seminars on marketing and publishing
- Reference guides and checklists for publishing and marketing books
- Cooperative marketing programs
- Trade show representation
- Christian Book Award
- Free title setup with IngramSpark and Lightning Source

You Can Indie Publish & Market Your Book

Three Ways to Publish a Book:

- Traditional Publishing
- Custom (Subsidy) Publishing
- DIY: Independent Publishing

You Can Indie Publish & Market Your Book

Independent Publishing (Self-Publishing) is Becoming Mainstream
You Can Indie Publish & Market Your Book

Self-Publishing is Growing:
• The number of self-published titles has grown from 133,036 published in 2010 to 1,009,188 published in 2017.
• That is a 658.5% increase in the number of self-published titles in seven years.

You Can Indie Publish & Market Your Book

Self-Publishing is Growing:
• In 2017, 85% of all independently published print books were published through Amazon (CreateSpace) for a total of 751,924 titles.

You Can Indie Publish & Market Your Book

Self-Publishing is Growing:
• Self-published titles accounted for 17% of total book sales in 2016 (229,000,000 units sold).
• 30% of adult fiction sales were indie published.
• 10% of adult nonfiction sales were indie published.

Almost 1 out of every 5 books sold is indie published.

You Can Indie Publish & Market Your Book

Reasons people publish their own book:
• Can’t find a traditional publisher
• Maintain creative control
• Cheaper than using a custom publishing company
• Profits per book sold are usually higher
• Self-publishing has lost its stigma
  ➢ Indie published titles are showing up on best seller lists
  ➢ Self-published best seller lists are popping up (New York Times)

Three Things to Do

Part 1
Three Things to Do
Before
You Publish Your Book

1. Brand Your Book
Brand Your Book

What is a Brand?

A Brand is Simply the **Promise** you Make and Keep to Your Customer.
- Tide
  - If it's got to be clean, it's got to be Tide.
- Home Depot
  - You can do it. We can help.
- Hummer
  - Like nothing else.

Brand Your Book

Your book also needs a “Brand”.
- A **promise** it makes to the reader.
- What promise will your book make to your reader?

Brand Your Book

Every business or service offers a benefit to their customers. These benefits fit into one of the following categories:

**Economical**
- Walmart: Save money. Live better.

**Emotional**
- Motel 6: We leave the light on for you.

**Experiential**
- United Airlines: Fly the friendly skies.
Brand Your Book

Functional
➢ FedEx: The world on time.

Brand Your Book

Answer these questions in developing your promise:
• What makes my book different from other books on the same subject matter or in the same genre?
• What will the reader get from my book that they won’t from other books on this subject?
• What do I offer that other books on my topic don’t?

Brand Your Book

• What differentiates me from other authors on my subject?
• What deep-seated human needs and desires does my book fulfill?
• If my book disappeared tomorrow, what would be missing from people’s lives?

Brand Your Book

Crafting Your Promise

Your Book’s Promise:
• Must be Bold
• Must also be Simple and Clear
• Must have an Emotional Appeal

Brand Your Book

Examples:
• weak: Learn how to forgive.
• strong: Experience peace beyond belief with The Forgiveness Factor.
• weak: Learn how to become a true disciple of Jesus.
• strong: Know with certainty that you will hear Jesus say to you, “Well done thou good and faithful servant.”
More Examples:

- weak: Become debt free.
- strong: Never worry about money again.

Brand Your Book

Use PINC to create a great book title:

- Make a Promise
  - 21 Seconds to Change Your World by Mark Rutland
- Create Intrigue
  - Why Keep Praying? by Robert Morris
- Identify a Need
  - Steps to Peace with God by Billy Graham
- State the Content
  - The Five Love Languages by Gary Chapman

Branding Your Book

Creating a Book Title That Reflects Your Promise

Three Things to Do

2. Obtain Endorsements

What Are Endorsements?
Obtain Endorsements

Endorsements are by people of influence:
➢ Authors
➢ Leaders (Church, Organization, Political, Educational)
➢ Professionals
➢ Famous People (Actors, Sports Players, Musicians)

Obtain Endorsements

Endorsements are Specifically Requested
• As just an endorsement
• As a special Foreword or Introduction for your book

Obtain Endorsements

Why have Endorsements?

1. Lend Credibility to a Book
   • Top two reasons people buy books
     ➢ Know or are familiar with the author
     ➢ Recommended by someone they know
   • Religious integrity

2. State a Book has Quality
   • Worth the money spent on it
   • Worth the time to read it

3. Broaden the Audience for a Book

Obtain Endorsements

Lecrae:
Grammy-award winning hip-hop artist who has sold over 1.5 million albums.

Endorsements by:
• Louie Giglio
• John Piper
• Rick Warren
• Greg Laurie
• Eric Metaxas
Obtain Endorsements

How Many Endorsements?

- At least one or two.
- You can’t have too many.

Obtain Endorsements

Who to Ask for Endorsements?

People of Influence:
- Authors in your genre
- Pastors and church leaders
- Thought leaders
- Professionals in your subject matter
- Parachurch organizational leaders
- Famous People (Musicians, Actors, Sports Players)

Obtain Endorsements

Common Questions
- Where do I find these people?
  - Brainstorm a list of 10 to 20 people you know or admire their work
- Why do people give endorsements?
- Don’t be afraid to ask.

Obtain Endorsements

How to Ask for Endorsements
Obtain Endorsements

Contact the Potential Endorser Directly
- Don’t contact via social media
- Send an email, a letter, or contact by phone
- Follow up with a phone call if you sent an email or a letter

Obtain Endorsements

What to include in your request:
- Introduce yourself and your upcoming (or published) book.
- Explain why you think the individual might like your book.
  - You admire his work and have read his books
  - One of the author’s titles compares with yours
  - You both have a passion for the topic you are addressing in your book
- Thank the person for their time and consideration.

Obtain Endorsements

Where to Use Endorsements?

Obtain Endorsements

Other places to list an endorsement:
- Front pages of your book
- All your marketing materials
  - Website
  - Online book listings
  - Advertisements
  - Bookmarks, postcards, brochures, etc.

Obtain Endorsements

Endorsement Example

Obtain Endorsements

Three Things to Do

3. Develop an Audience
Most book sales are made because a reader has developed a connection to the author.
Authors must develop an audience to sell their books to.

What is an Audience?

An audience is a group of people who listen to what you present or say.
➢ These people are not “found”.
➢ Involves trust.
➢ Who listens to what you have to say?
➢ Who do you have influence with?

Four strategies you can use to connect with potential readers to develop your audience.

Strategy #1
Create a Website

Your Website URL Should Be:
• Your Author Name
• Your Book’s Title
• Your Brand
Develop an Audience

Your Website Should Contain:

- A Blog
- About Your Book
- About the Author
- Reviews / Endorsements
- Social Media Links
- Contact Information
- Email Signup / Call to Action

Develop an Audience

Easy to Use, Affordable Website Hosting & Building Services:

- Squarespace
  www.squarespace.com
- Weebly
  www.weebly.com
- Wix
  www.wix.com
- WebsiteBuilder.com
  www.websitebuilder.com

Develop an Audience

Blogs are influential:

- 77% of Internet users read blogs.
- 87% of blog readers are book buyers.
- Blogs rank third (behind family and friends) in influencing purchasing decisions.
- 61% of consumers have made a purchasing decision based on a blog post.

Develop an Audience

Strategy #2
Start Blogging

Blogs are influential:

- 77% of Internet users read blogs.
- 87% of blog readers are book buyers.
- Blogs rank third (behind family and friends) in influencing purchasing decisions.
- 61% of consumers have made a purchasing decision based on a blog post.

Studies also reveal:

- 7 out of 10 consumers would rather learn about a product or company from interesting content than from an ad.
- 60% of consumers say they feel better about a company that delivers custom content, and are more likely to buy from that company.
- People spend more than 50% of their time online looking at content.
Develop an Audience

Blogging:
• Expands your reach.
• It extends the life-cycle of your material.
• It increases your visibility.
• It builds trust with your audience.

Develop an Audience

Blogs require new content regularly.
• You want to add new material on a regular basis to keep your readers engaged.
• A good goal for blog posting is once or twice a week.
  ➢ Statistics show that 68% of bloggers blog less than daily, but more than monthly.
• It takes nine months of regular posting for a blog to develop a strong, loyal readership base.

Develop an Audience

Strategy #3
Engage on Social Media

Social Media Sites:
• Facebook
• Instagram
• Twitter
• LinkedIn
• Pinterest
• Snapchat

Develop an Audience

Social media has become an integral part of life for the majority of Americans.
• Surveys reveal that 79% of the U.S. population has a social network profile.
• Using social media to connect with consumers is now an essential part of any good marketing campaign.
• In fact, 91% of retail brands use two or more social media channels to connect with consumers.

Develop an Audience

Book Lovers Social Media Sites:
• GoodReads
• LibraryThing
• Booklikes
• Riffle
• Bookstr
Social media is about bite-sized content.
- People are using micro-moments to check their social media feeds.
- In fact, Facebook claims that readers spend only 1.7 seconds on a Facebook post when using a mobile device to access the site.

Use Video and Audio to engage an audience.
- Create a YouTube channel and create informational videos.
- Live-stream on Facebook or Instagram.
- Create a podcast.

Three Things to Do Before You Publish Your Book:
- Brand Your Book
- Obtain Endorsements
- Develop an Audience

Additional Resources: