

Marketing for Writers Who Don't Like to Market

Marketing can be described as 'engaging' with your potential audience.

Engage:

- 1) Occupy, attract, or involve someone's interest or attention; participate or become involved in.
- 2) To come together and interlock *the gears engaged*

The French have used "engagé" since the 19th century to describe socially or politically active people. Note the word 'active'

What can we learn from Jesus' Parable of the Talents?

Matthew 25:14-30 the master gave each servant a specific amount of money while he was away on business, "according to his ability".

WHY to engage:

- 1) To be faithful with the abilities that God has given us.

Advertising guru Paul Arden: *"Somehow the more you give away the more comes back to you."*

- 2) To be active in our community.

We are called to give our lives away for the sake of the Gospel.

Think of how you can sow into other people's lives and how best to engage them.

What would that look like? What type of person would be attracted to your community?

WHO to engage

Two types of audience: 1) those who you can help 2) those who can help you

#1 Group: Who needs your message? Who will be receptive?

Blogger Kathy Sierra: "Freely share what you know. The minute you learn something teach it to others. Make people better at something they want to be better at."

Austin Kleon, author of *Show Your Work*: *"You find your voice by joining the choir."*

#2 Group: Can you enlist a street team?

WHERE to engage

*Think Global – Act Local *

Community gathering places

You want hearts, not eyeballs. Where can you connect, engage and build relationships and community? (Show Your Work, Austin Kleon)

Then use social media to publicize events and gatherings

WHEN to engage

Consistently – but realistically.

Don't turn into human spam. Some people just want to tell you their ideas and they don't want to hear your ideas. Don't be that person. (Show Your Work, Austin Kleon)

HOW to engage

Be authentic

Be creative

Be intentional

Be consistent

START NOW:

- Pray for wisdom and direction
- Clearly define your target group

Resources:

Show Your Work, Austin Kleon

Contagious: Why Things Catch On, Jonah Berger

5-Minute Book Marketing for Authors: Easy and Effective Ways to Market Your Book Every Single Day, Penny Sansevieri

Jane Friedman's blog: *So You're an Author Without a Social Media Presence: Now What?*