

BEFORE YOUR BOOK IS PUBLISHED

Laura Bartnick, author, Being Creative

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www.CaptureBooks.com

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INTRO: Writers aim for the book launch and the drop date for their published book. But, if you want readers to read what you've written there are some very basic things you need to consider.

1. Who You are Matters to Agents, Readers and Publishers More than Your Book. **BE!**
2. Your Book and Your Paper Trail are your Products of Focus. **DO!**

BE! WHO YOU ARE MATTERS: Your Integrity and Track Record matter greatly to readers and to publishers. Many will not take you on unless you have a track record started. This is the beginning of your platform.

You need to be able to show that you are developing your voice in the world and that you are able to grow in your niche.

1. Become a member of a writing association, or several, and become active in one or two. In your meta data, you need to show your associations and memberships to add credibility to who you are.
2. Learn the requirements for submitting your book to an award group. If you aim for an award, make sure that before your book is published, it will qualify in content, in length, in the cover, and maybe even in your own experience.
3. Log on to IngramSpark.com and set up your account.
4. Log on to KDP and set up your account. Set up your AuthorCentral account as well. Add your blog address and a real good headshot. Add an endorsement or a review. When your book is published, you can claim your book there, and people can "follow you".

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7. Research your available publishers and the way they work and their reputations.
8. If you are going for traditional publishing companies only, be prepared for a two year or more delay in getting published, and then buy an Agent Resource guidebook to find an agent able to market your book for you.
9. Save your money so that you can invest in editors, book covers, and marketing and tools
10. Start a contact list through Excel. Upload your contacts into MailChimp or some other service and ask them to support your writing journey. Tell them who you are, what you have done so far, and what your book is about. Compare it to writers you admire. Ask them if they would be willing to read a chapter and tell you the truth. Then, be willing to up your game!

YOUR BOOK AND YOUR PAPER TRAIL ARE YOUR PRODUCTS OF FOCUS. DO!

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2. Start a blog on LinkedIn or Wordpress. Start Instagram/Facebook profile and join some groups. Find groups on Social Media to “join” that you can learn from and others that you can offer help to. You will need both kinds of groups. Just start typing words in your genre or in your interests or in your spiritual or media concerns, and Facebook will
3. Start a Pinterest profile and begin pinning things that you are interested in that fit your book branding. Don’t pin things that you may or may not like that have nothing to do with your book.
4. Keep reading the Word of God and being Spiritually Disciplined and Mentored
5. Take webinar courses to improve your writing skills and list marketing ideas and resource links.
6. Start a Youtube channel and upload a couple of your own videos. Then start watching writing videos, your book subject videos and rating them and saving them. Learn to create a book trailer or interview people who want to read a book with your subject matter, and clip these shorts together as a booktrailer.
7. Figure out how to make your signature block on your email professional looking with your website, your blog address, your autograph or picture, or book cover. From now on, when people get emails from you, your professional signature block will always be there.
8. Learn to make custom sized posts (design) and book banners with PowerPoint and Canva by inserting your headshot or book cover and a pixel image or Canva image and just a hook of a headline and maybe an ISBN or ASIN number from Amazon.
9. Learn to make video shorts on Ripl and Canva. You will use video shorts in every social media platform, and Canva gives you the exact sizes you need to optimize these posts.
10. Start drafting your news release. Learn the hooks and the science of it.

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GOD BLESS!