

Colorado Christian Writers Conference

Continuing Session:
You Can Indie Publish & Market Your Book



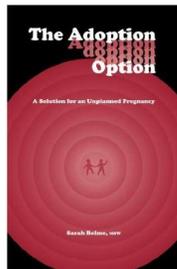
You Can Indie Publish & Market Your Book



Instructor:
Sarah Bolme



You Can Indie Publish & Market Your Book



You Can Indie Publish & Market Your Book



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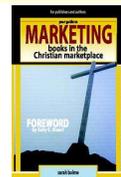
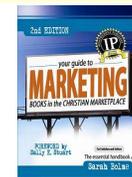
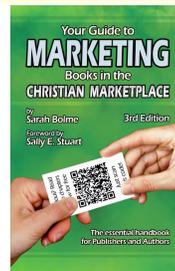


Christian Small Publishers Association™

www.christianpublishers.net



You Can Indie Publish & Market Your Book



www.marketingchristianbooks.com



You Can Indie Publish & Market Your Book



We represent, promote, and strengthen small publishers and independently published authors in the Christian marketplace.

www.christianpublishers.net



You Can Indie Publish & Market Your Book

Membership in Christian Small Publishers Association (CSPA) 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
- BookCrash: a book review program
- Cooperative marketing programs
- Trade show representation
- Christian Book Award
- Discounted rates with IngramSpark and Lightning Source



You Can Indie Publish & Market Your Book

Three Ways to Publish a Book:

- Traditional Publishing
- Custom 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 727,125 published in 2015.
- That is a 446.5% increase in the number of self-published titles in five years.



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*)



You Can Indie Publish & Market Your Book

What's Holding You Back?



What's Holding You Back?

Complete this sentence:

“The primary reason I have not taken the next step in completing my manuscript, publishing my book, or marketing my book is:

_____.”



What's Holding You Back?

1. Doubt



Doubt

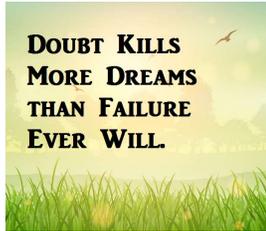
Do you hear this voice?

- “You don't have anything worthwhile to say.”
- “You aren't good enough.”
- “Others are more qualified than you.”
- “You can't make a difference.”
- “Nobody will buy your book.”



Doubt

The Enemy's agenda is to keep you from doing what God has called you to do.



Doubt

The antidote:



Proverbs 3:5-6 *“Trust in the Lord with all your heart and lean not on your own understanding. In all your ways acknowledge Him, and he will direct your paths.”*



Doubt

Remember: If God is calling you or has called you to write and publish a book, then:

- You do have something worthwhile to say.
- You are good enough.
- You are the one most qualified to say what God wants said.
- You can make a difference.



What's Holding You Back?

2. Fear



Fear

Fear show up in many ways:

- Fear of failure.
- Fear of not doing it right.
- Fear of looking ridiculous.
- Fear of ridicule.
- Fear of not measuring up.
- Fear of being judged.



Fear

If you struggle with fear, you are not alone:

- Moses
- Gideon
- Elijah
- The Disciples



Fear

The Antidote:

Courage

Joshua 1:9: *“Have I not commanded you? Be strong and courageous. Do not be afraid: do not be discouraged, for the Lord your God will be with you wherever you go.”*



Fear

If you struggle with fear, trust:

- That God is leading you.
- That God has a purpose for your work.
- That God will guide you.
- That God will bring the increase.



You Can Publish & Market Your Book

Part 1

Three Things to Do
Before
You Publish Your Book



Three Things to Do

1. Brand Your Book



Brand Your Book

What is a Brand?



Brand Your Book

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:

1. Economical
 - Walmart : Save money. Live better.
2. Emotional
 - Motel 6: We leave the light on for you.



Brand Your Book

3. Experiential
 - United Airlines: Fly the friendly skies.
4. 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



Brand Your Book

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."



Brand Your Book

More Examples:

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



Branding Your Book

Creating a Book Title That Reflects Your Promise



Brand Your Book

Use **PINC** to create a great book title:

- Make a **P**romise
 - *21 Seconds to Change Your World* by Mark Rutland
- Create **I**ntrigue
 - *Why Keep Praying?* By Robert Morris
- Identify a **N**eed
 - *Steps to Peace with God* by Billy Graham
- State the **C**ontent
 - *The Five Love Languages* by Gary Chapman



Three Things to Do

2. Obtain Endorsements



Obtain Endorsements



Obtain Endorsements

What Are Endorsements?



Obtain Endorsements

Endorsements are by people of influence:

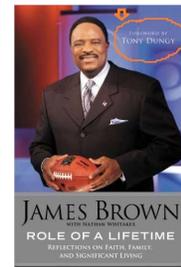
- Authors
- Leaders (Church, Organization, Political, Educational)
- Professionals
- Famous People (Actors, Sports Players, Musicians)



Obtain Endorsements

Endorsements are Specifically Requested

- As just an endorsement
- As a special Foreword or Introduction for your book



Obtain Endorsements

Why have Endorsements?



Obtain 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



Obtain Endorsements

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

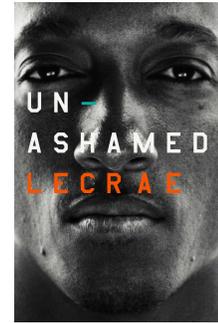


Obtain Endorsements

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

Endorsements by:

- Louie Gighilo
- John Piper
- Rick Warren
- Greg Laurie
- Eric Metaxas



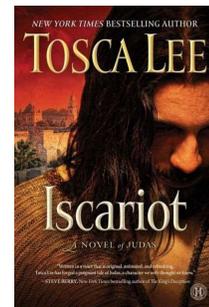
Obtain Endorsements

*How Many
Endorsements?*



Obtain Endorsements

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



Obtain Endorsements

*Who to Ask for
Endorsements?*



Obtain 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
 - The importance of being connected
- 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.



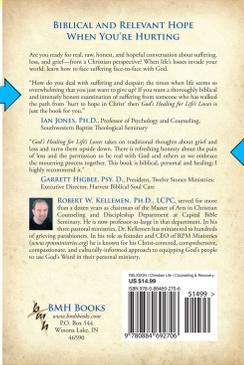
Obtain Endorsements

Where to Use Endorsements?




Obtain Endorsements

Endorsement Example




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.



Three Things to Do

3. Develop an Audience



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.



Develop an Audience

What is an Audience?



Develop 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?



Develop an Audience

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

4



Develop an Audience

Strategy #1 Create a Website



Develop an Audience

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



Develop an Audience

Easy to Use, Affordable Website Hosting & Building Services:

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



Develop an Audience

Strategy #2 Start Blogging



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.
- A blog helps you develop 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



Develop an Audience

Social Media Sites:

- Facebook
- Instagram
- Twitter
- LinkedIn
- Pinterest
- Google+



Develop an Audience

Book Lovers Social Media Sites:

- GoodReads
- LibraryThing
- Booklikes
- Riffle
- Bookstr



Develop an Audience

Social media has become an integral part of life for the majority of Americans.

- Surveys reveal that 78% 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

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.



Develop an Audience

Strategy #4 Create Videos & Podcasts



Develop an Audience

Use Video and Audio to engage an audience.

- Create a YouTube channel and create informational videos.
- Start a live-stream channel and stream videos.
- Create a podcast.



Three Things to Do

Three Things to Do *Before* You Publish Your Book:

- Brand Your Book
- Obtain Endorsements
- Develop an Audience



Three Things to Do

Additional Resources:

