

## Hidden Hazards to Book Marketing

Choose Your Publisher Carefully. Yes, you have a choice. “Thomas Nelson published my book.”

Ask many questions including:

What will the copies I sell cost me?

Who sets the retail price on my book?

Can I print my book with someone else?

Do I own the design files? If not, what will it cost?

How much does the retailer keep when I sell a print book? Ebook?

How is my book distributed?

How is my book selected? Or do you publish everything?

Can I see a sample contract? What rights do I give to the publisher?

How do we end our relationship? Best to learn upfront.

Is it high pressure to publish with this company?

Are there additional services and what do they cost?

Make sure to count the total cost upfront.

Explore & learn their history in the book business.

Who designs the cover and controls quality? Everyone judges by the cover.

Use Google to investigate the company: “COMPANY NAME + complaints”

Speak with their published authors

Understand your rights and contract—or get independent help

Wrong Marketing Assumptions – Publisher will market book

Unwilling to market your book

Refusing to try and learn new methods

Ignoring the tried and true methods

## Free Resources

Subscribe to Terry's Blog: [www.thewritinglife.ws](http://www.thewritinglife.ws) with over 1,200 *searchable* entries.

*Straight Talk From the Editor*: <http://StraightTalkEditor.com>

*Platform-Building Ideas for Every Author*: <http://terrylinks.com/pb>

Contact information for over 400 Literary Agents: <http://terrylinks.com/agents>

## Free Marketing Teleseminars

Publicity Expert Sandra Beckwith: <http://AskBuildBookBuzz.com>

Branding/ PR Expert Raleigh R. Pinskey: <http://bestbookpromo.com/>

Getting Your Book Reviewed, Dana Lynn: <http://yourbookreviewed.com>

Teleseminar Secrets for Authors, D'vorah Lansky: <http://telseminarsecret.com>

Handling the Media as an Author, Gayl Murphy: <http://interviewswithmedia.com/>

Creating Information Product, Robert Bly: <http://AskBobBly.com>

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Look for his latest book—[\*Jumpstart Your Publishing Dreams, Insider Secrets to Skyrocket Your Success\*](#).

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