Colorado Christian Writers Conference

Continuing Session:
You Can Indie Publish & Market Your Book

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You Can Indie Publish & Market Your Book

Keep Your Cool!

The Adoption Prayer Option

www.christianpublishers.net

Christian Small Publishers Association

You Can Indie Publish & Market Your Book

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

Christian Small Publishers Association

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. Raising your level of professionalism.
2. Providing you cutting-edge information.
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

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: ________________________.”

You Can Indie Publish & Market Your Book

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.

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 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:

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.

What’s Holding You Back?

3. Lack of Time

Time

Ways to Find More Time:
• Get Organized
  ➢ Use an app like Evernote or Awesome Note
• Chunk Your time
  ➢ Stop Multitasking
• What Can You Give Up?
• Take the 5:00 am Challenge

What’s Holding You Back?

4. Lack of Knowledge

Knowledge

Become a Better Writer:
• Attend Writers Conferences
• Join a Writers Group
  ➢ Local
  ➢ Online
    ✤ ChristianWriters.com
    ✤ FaithWriters.com
    ✤ ChristianCreativeWriters.com
What’s Holding You Back?

5. Lack of Money

Money

Time is Like Money
- We never feel like we have enough
  - Pray about it.
  - Budget
  - What can you give up?

Ask
- Crowdfunding
  - Kickstarter.com
  - Indiegogo.com
  - Publishizer.com

What’s Holding You Back?

6. Unclear Vision

Vision

Do you have a Vision?
- Is it Clear?
- Is it Big Enough?

You Can Publish & Market Your Book

Part 1
Three Things to Do
Before
You Publish Your Book

The Four Steps to Accomplishment:
1. Plan Purposefully
2. Prepare Prayerfully
3. Proceed Positively
4. Pursue Persistently
Three Things to Do

1. 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.

Your book also needs a “Brand”.

- A **promise** it makes to the reader.
- What promise will your book make to your reader?

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.
3. Experiential
   - United Airlines: Fly the friendly skies.
4. Functional
   - FedEx: The world on time.
Which category will your book’s brand (promise) fit into?

- Fiction
  - Emotional: *Shattered* by Dani Pettrey
  - Experiential: *The End Begins* by Sara Davison

- Nonfiction
  - Economical: *Living Large in Lean Times* by Clark Howard
  - Functional: *The Power of a Praying Wife* by Stormie Omartian

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?
- 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?

Crafting Your Promise

- Must be Bold
- Must also be Simple and Clear
- Must have an Emotional Appeal
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.

Creating a Book Title That Reflects Your Promise

Use PINC to create a great book title:

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

Three Things to Do

2. Obtain Endorsements
Obtain Endorsements

What Are 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

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 Giglio
• John Piper
• Rick Warren
• Greg Laurie
• Eric Metaxas

Obtain Endorsements

How Many Endorsements?

How Many 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.
Endorsements

How to Ask for Endorsements

1. 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

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

- Let the person know where the endorsement will be used (on the book’s cover or on a website).
- Give a deadline for the endorsement (be as generous with the time as you can).
- It is okay to include other endorsements you have already received.
- Thank the individual for their time and consideration.

Sample Letter:

Endorsements

Where to Use Endorsements?
Obtain Endorsements

Endorsement Example

Where to Use 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

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.

Strategy #1
Create a Website

Your Website URL Should Be:
- Your Author Name
- Your Book’s Title
- Your Brand

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
- WebsiteBuilder.com
  www.websitebuilder.com

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.
- A blog helps you develop trust with your audience.

Develop an Audience

Strategy #3
Engage on Social Media

Social Media Sites:
- Facebook
- Instagram
- Twitter
- LinkedIn
- Pinterest
- Google+

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

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.

Warning:

- Social media can be a time drain much like a black hole. Don't get sucked in!
  - Pick one or two main social networking sites where your target audience hangs out and spend your efforts there.
  - Spend a couple minutes a few times a day posting, engaging, and responding to others. Remember, your goal is to connect with people so they start to trust you.

Develop an Audience

Strategy #4

Create Videos & Podcasts

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

Additional Resources: