

## Colorado Christian Writers Conference

Continuing Session:  
You Can Indie Publish & Market Your Book



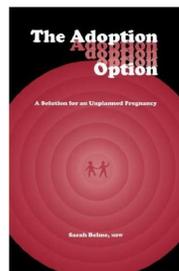
## You Can Indie Publish & Market Your Book



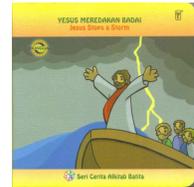
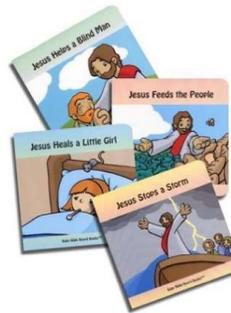
Instructor:  
Sarah Bolme



## You Can Indie Publish & Market Your Book



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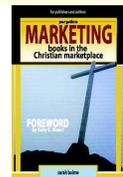
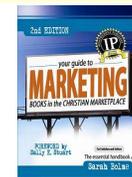
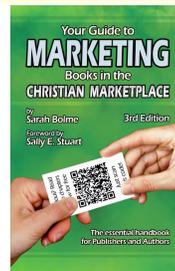


**Christian Small Publishers Association™**

[www.christianpublishers.net](http://www.christianpublishers.net)



## You Can Indie Publish & Market Your Book



[www.marketingchristianbooks.com](http://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](http://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



## 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

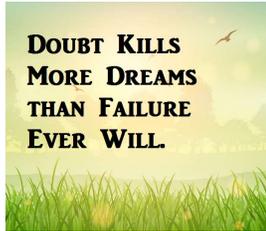
Do you hear this voice?

- “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.



## 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?

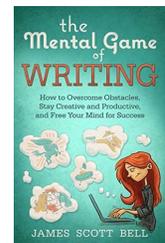
### 4. Lack of Knowledge



## Knowledge

Become a Better Writer:

- Attend Writers Conferences
- Join a Writers Group
  - Local
  - Online
    - ❖ [ChristianWriters.com](http://ChristianWriters.com)
    - ❖ [FaithWriters.com](http://FaithWriters.com)
    - ❖ [ChristianCreativeWriters.com](http://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?

The more clear you are  
about  
what you want  
the more likely you are  
to achieve it.

-Billy Cox



## What's Holding You Back?

### The Four Steps to Accomplishment:

1. Plan Purposefully
2. Prepare Prayerfully
3. Proceed Positively
4. Pursue Persistently



## 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

Which category will your book's brand (promise) fit into?

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



## Brand Your Book

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



## 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:

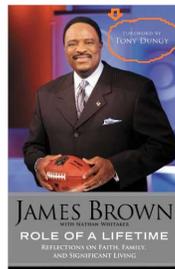
- Authors
- Leaders (Church, Organization, Political, Educational)
- Professionals
- Famous People (Actors, Sports Players, Musicians)



## 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

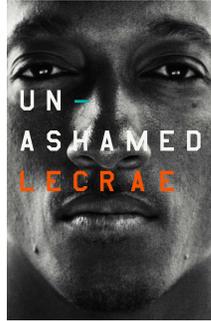


## Obtain Endorsements

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

Endorsements by:

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



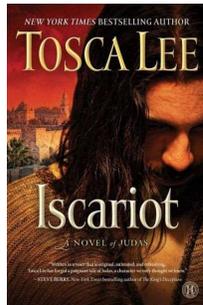
## Obtain Endorsements

*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



## 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



## How to Ask for 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



## How to Ask for Endorsements

- 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.



## How to Ask for Endorsements

### Sample Letter:

Author Name		
Phone number #	Address	Email
-----		

Dear Name,

Later this year, my book, *Jingguang Book Title*, will be published. It is a (fiction, nonfiction) title addressing (name or subject). Right now, I'm working on securing endorsements from respected peers and recognized experts to appear on the back cover or within the first few pages of the book. Because I admire your work and reputation, I'm writing to ask you to lend your name and endorsement to *Jingguang Book Title*.

I know that you are busy and your time is valuable. My deadline for receiving your endorsement is (insert date). If you are willing to review my manuscript for an endorsement consideration, please let me know by (insert date). I can send you a digital or a print version of the book, so please also let me know which version you prefer to review.

Many thanks for your consideration and support.

Your Name



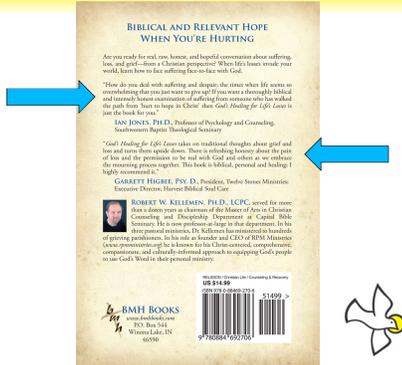
## Endorsements

### 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

- 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:

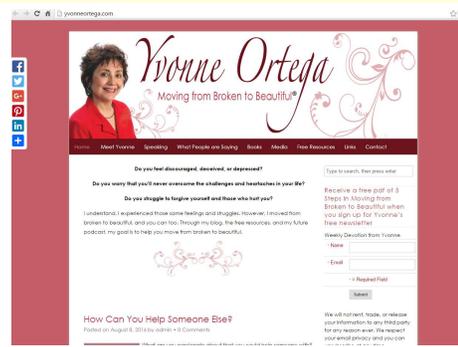
- A Blog
- About Your Book
- About the Author
- Reviews / Endorsements
- Social Media Links
- Contact Information
- Email Signup / Call to Action



## Develop an Audience



## Develop an Audience



## Develop an Audience

Easy to Use, Affordable Website Hosting & Building Services:

- Squarespace  
[www.squarespace.com](http://www.squarespace.com)
- Weebly  
[www.weebly.com](http://www.weebly.com)
- WebsiteBuilder.com  
[www.websitebuilder.com](http://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

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



## 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:

