Colorado Christian Writers Conference

Continuing Session:
You Can Indie Publish & Market Your Book

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You Can Indie Publish & Market Your Book

You Can Indie Publish & Market Your Book

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

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 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.

You Can Publish & Market Your Book

Part 1
Three Things to Do Before You Publish Your Book

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.
**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?
- 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.

Brand Your Book

Creating a Book Title That Reflects Your Promise

Use PINC to create a great book title:
- Make a Promise
  - 21 Seconds to Change Your World by Mark Rutland
- Create Intrigue
  - Why Keep Praying? By Robert Morris
- Identify a Need
  - Steps to Peace with God by Billy Graham
- State the 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)

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

Obtain Endorsements

How Many Endorsements?

• At least one or two.
• You can’t have too many.

Obtain Endorsements

Who to Ask for 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?

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.
**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

**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)

**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.

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.

Strategy #3
Engage on Social Media

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

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

Three Things to Do

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

Before You Publish
Your Book:
- Brand Your Book
- Obtain Endorsements
- Develop an Audience

Three Things to Do

Additional Resources: