

Writer's Digest Pro

Moving the Needle: How to Boost Your Book Sales from 1k to 10k Sold

- Easier to market other people's books yourself
- Will get PDF of talk at the end
- External pressure keeps you on track; publicize your goals
- 10k first year, good book life
- 80% sales eBook
- Lessons
 - Book-Centric approach is "just living paycheck to paycheck"; lacks common thread and is a bad way to interact with fans. Should be Platform-Centric to give you a foundation to launch books from: email, website, social media, etc
 - Book=marketing weapon. If you're a published author and say it proudly, it opens doors that would normally be closed to you
 - Free vs pay: Free copies don't have as big an effect. If it's free, they don't value it, and won't read it ("kindle-stuffing"). Okay in small quantities, but not in large #s.
 - Be experimental. Separate emotion/ego from choosing marketing methods. Facebook ads is not worth it. Bookbub is amazing. Try things one at a time and track the results.
 - Finding the time: you have to do it. It's part of the job. Prioritize. Do 2 things a week to market your book. 104 a year. It accumulates. Have to use marketing tactics in a sustainable way. Need a long-term view.
 - For every promotion you do, you need a channel or push it out into the world. Look for channels you have access to, and then develop promotions for those channels. Don't create things in a vacuum. Don't plan on wild success.
 - Helpful, useful content gets attention. Set a schedule for sending things out based on your production capacity, not what you think they're going to read. Be as personable as you can. "Treat it like an adventure; an adventure worth sharing."
 - There is nothing more powerful than being directly connected to your fans and involving them in your work.

Advanced Social Media Skills for Selling Books

- Myth-busting
 - You **HAVE** to use (ALL) social media outlets
 - Growing your following will make you famous
 - A big social media presence will sell more books, conversion rate is really 1% of your audience
- Social Media is a tool to accomplish a goal that starts with a strategy. Define success for yourself first and then work towards that. Sales statistic is a by-product of success, but not a definition.
- Authenticity is the key to success. The only time to promote your book is when you launch, an event is coming up, or you want to share an exciting success
- Sales are mostly driven by familiarity with the author
- Engage on social media to facilitate 1-1 conversation
- Put social media in its place. It shouldn't take all day.
- People should start at least a year before a book is released. Don't build and market simultaneously. Build first, market second.
- Be consistent on your networks. Be organized.
- Picking platforms should be based on your personal preferences. Then, where are your readers? Use flavors.me and hootsuite to organize your brand. Presentation is on Slideshare.
- Set up contact lists in FB and LinkedIn (group by common denominator) to target people in your audience. Twitter lists is for listening to very active people
- Evergreen posts (blogging)
- 20 min a day
 - Monday: schedule tweets/posts all the way through Friday.
 - Tuesday: build twitter/FB lists and add tweets
 - Wednesday: confirm new FB friends & tweet
 - Thursday: participate in a live twitter chat

Friday, August 1, 2014

- Friday: read at least 1 new article
 - Weekend: reshare popular stuff
 - Thank people who amplify your presence by resharing your stuff
 - Analytic tools
 - Use en.mention.com to track topics
 - followerwonk.com (twitter)
 - fanpagekarma.com (facebook)
 - roundtable.com (auto-retweeting)
 - twitonomy.com for seeing who is most highly engaged in your following
 - facebook.com/insights
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Advanced Amazon for Authors

- jfine@amazon.com
 - Amazon Authors Today
 - Ebooks have increased people buying books online (4.6x more)
 - amazon.com/authorgrants
 - Indie Publishing
 - Start with a goal in mind and use that to inform your publishing decisions (success, audience, etc)
 - Availability: print, eBook, audio, apps, etc
 - Programs
 - KDP Pricing Support (Beta)
 - Goodreads
 - Giveaways & Ask the Author
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Author Branding: What You Need to Know

- Was an advertiser before being an author

Friday, August 1, 2014

- Simon Sinek TED Talk: What? How? Why?
- It's all about Why: find it and expose it
- 2 Brands: You and Your Product
- Define yourself in 1 word
- What do you want to expose? Put out what you want to define you
- Biographies: tell a story about yourself
- Utilize email signature
- Summarize your book in: 4 words, *15 or less*, and a paragraph (elevator pitch).
- Authors are known for their wardrobe
- Reinforce your brand with everything you write
- 5 tools of branding
 - Your passion (why)
 - Bios of multiple lengths
 - External representation
 - Email signatures
 - Stay true to yourself / be consistent
- Build your fan base 1 reader at a time
- Get reviews on Amazon and Goodreads

A View from the Top: Publishing Insiders on Taking Your Writing Career to the Next Level

- L: print books are coming back (mostly nonfiction) and ebooks are flattening out. Dichotomy of recognizing ebooks works best in fiction and nonfiction work better as physical copies. Ebooks have replaced mass market publishing. Writers don't have to worry about the changing distribution options
- K: authors are now responsible for engaging directly with their readers, and marketing their work more than ever before. Build a dialogue to drive sales through a direct-consumer model. Use eNewsletters (by genre). Word of mouth is the best tool.

Friday, August 1, 2014

- B: writers should follow their joy. Connect and help others, and they will return the favor. Be consistent. Even if a self-published book doesn't do well, traditional publishers focus on original voice and career longevity.
- K: marketing plans are determined for each individual book and author.
- L: look at acknowledgement section in books to learn who the literary agents are. The first chapter is the most important part of a story no matter who the reader is (agent, editor, consumer)
- K: share/give on social media in between publishing books

When the Author is a Critic: The View from Both Sides

- P: Independent Publishing (small presses) are really great options that have been overlooked with the self-publishing revolution
- E: anticipates criticism on her own work based on her work as a critic
- K: trouble of categorizing her books because of elements from many different genres. Adult genres are pretty cut and dry, but teen fiction has a lot more room for crossover because stores normally put it all under "Teen Fiction."
- E: use a critique group to beta work before publishing.
- P: Kirkus and PW reviews aren't great for getting readers, but it can get industry attention
- E: do guest posts to gain more publicity

Do You Really Want to Write a Bestseller? Here's How

- Need a strong premise and first chapter
- Read best-selling books from a technique POV
- Details, but only 3-4 sentences tops. Don't overwrite. Keep it tight. Avoid "My Eyes Glaze Over" Ex. James Patterson. Read short stories.
- Beta readers
- Editors should be final person to provide feedback
- Cover: simple, dramatic, accurately represents the story (tone/genre/etc)

Friday, August 1, 2014

- Downsizing and font/coloring
- Naked truth about self-publishing (already read)
- Publicity: pay a publicist and build your brand
- Everything you put out should be polished
- Groups (and the beta readers) can be helpful in publicizing your book
- Blogging/Social networking is important: AUTHENTIC
- Work the bookstores in your area
- "Agents are psychiatrists without a license"
- Be a good reviewer; make friends