

# So, you want to be an Independent Author

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**Chapter 4:** Marketing – What you Need to Succeed

by Edwin Rydberg



**QUANTUM DOT PRESS**

— HELPING BRING YOUR BOOK TO THE WORLD —

# 4 Chapter Course

**North Yorkshire County Council** Saturdays, February 18 - March 11, 2pm - 3:30pm  
Victoria Room, Harrogate Library

**QUANTUM DOT PRESS**  
— HELPING BRING YOUR BOOK TO THE WORLD —

**FREE!**

**Quantum Dot Press** Presents **So, you want to be an independent author**

February 18	Setting Yourself Up for Success
February 25	Writing: Effective Use of the Tools
March 4	Publishing: Where, How, When?
March 11	Marketing: What You Need to Succeed

Attendance is **FREE**, but spaces will fill fast, so book your spot with Eventbrite or through the Library

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# *Book Marketing for the Faint-Hearted*

MARKETING PRIMER

Your pathway to

- *Getting Known*
- *Growing an Audience*
- *Selling more Books!*



EDWIN RYDBERG

*UtilityFogPress*

This has been the best learning experience I've had on marketing. Thank you so much Edwin, for your patience, knowledge and humour.

- Linda Jones

Thank you Edwin for your step by step guide to marketing. Your material was comprehensive, well presented and easy to understand. Your presentation style was well paced and clear with plenty of opportunity for questions. I now feel that I have skills to develop a marketing plan and the information as to how to take a plan forward.

- Kate Swann



## About Edwin Rydberg

- Publishing books since 2008
- I offer author services through my Quantum Dot Press imprint.
- This includes:
  - Website design
  - Instruction on online resources (Amazon etc., use of e-mail list managers,...)
  - Live courses (upcoming marketing course)
  - Book Launch advice and management (in development)





## Setting Yourself Up for Success

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**There's a lot more to writing a book than writing it and slapping a cover on it.**

- Vince Flynn

## Topics

- Ethical marketing fundamentals
- Why e-mail lists are important
- Effective use of social media
- Putting it together Your Way

# Marketing: your goals, your resources, your approach

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You don't have to have the same goals as everyone else.

Only you know what you're capable of (time, energy, personality)

You will need to accept that not all paths lead to the same goal  
and, especially, in the same time frame.



## Setting Yourself Up for Success

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**Publishing is the final step in making a book; if I was afraid to publish one, I wouldn't write it in the first place.**

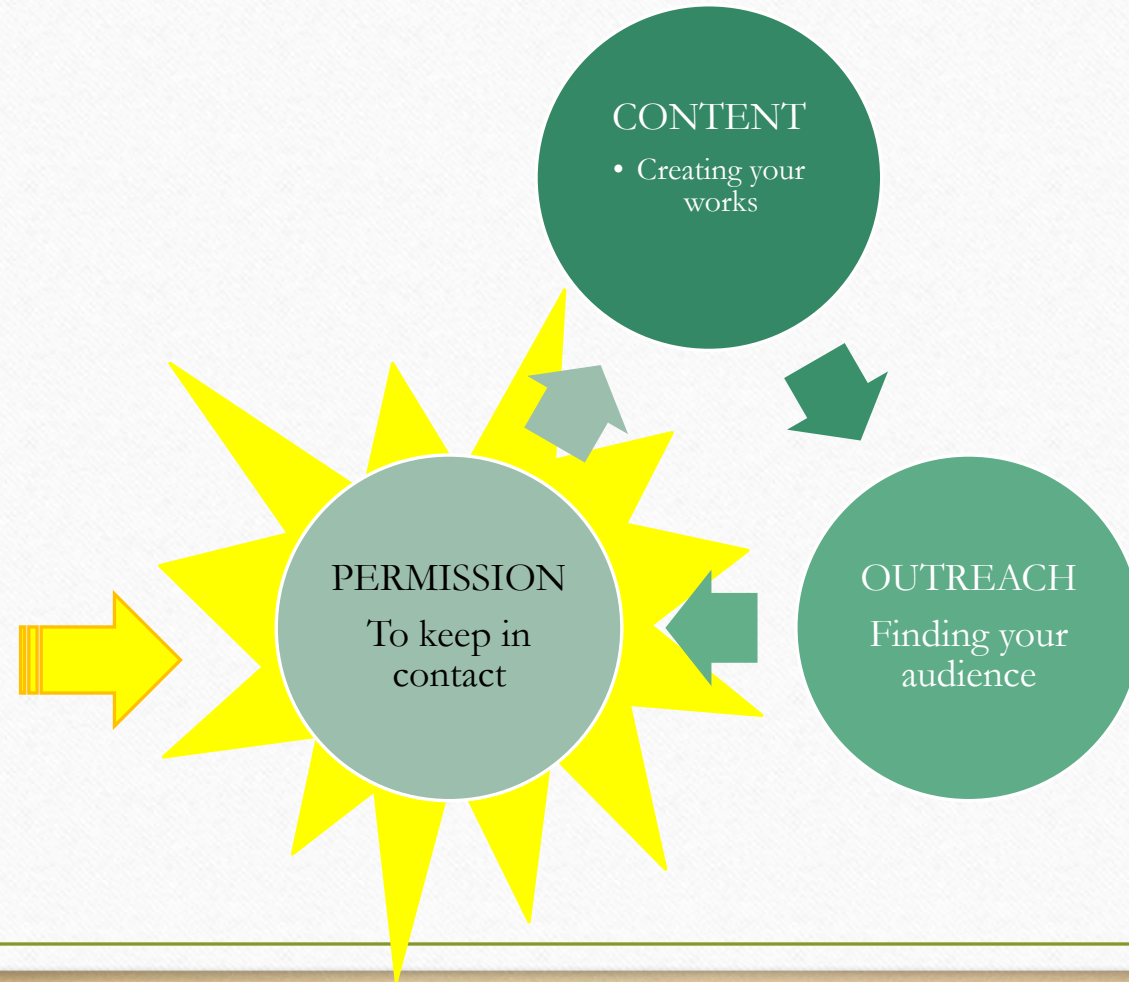
- Charles Stross

## Topics

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# Ethical Marketing Fundamentals

Create a meaningful, valued connection with your readers and supply them with content important to them.



This is what distinguishes ethical marketing from sleazy, spammy marketing

Make meaningful connections with your readers.



# Ethical Marketing Fundamentals

Many blueprints for houses, but all have a foundation, walls, plumbing, etc.

Where they  
can find you

Website



E-Mail List

Permission to  
contact them

As a general rule, if you don't have a website (or other online home base) and an e-mail list manager, you should get them set up asap.

- What's the basis for your blueprint?

- Your GOALS and RESOURCES

- Which tools to use to develop your platform?

- Those you can use or that your audience uses

# Blueprint – 3C's

## Bread and Butter

Social Media –  
Reader / genre groups -  
Your own blog / podcast –  
Build e-mail list -  
Newsletters -  
Guest on podcasts -  
via guest blogs -

**CONNECT**  
(with your audience)

## Jam !!

- IRL
  - Word of Mouth
  - Conventions
  - Meetups
  - Festivals
  - Etc.

There are many options within  
the general structure.

You need something from each  
category, but...

Do what works for you!

**CREATE**  
(your content)

- Books for sale
- Free book-related content
  - Short stories / enticement
  - Character bios
  - Social media 'cards'
- Free, simple, author-related content
  - Social media / blog
  - Newsletters

**COLLABORATE**  
(join/build community)

- Other authors
  - To share audiences, opportunities, experiences
- Influencers
  - To find new audiences, to spread the word
  - Podcast Guest
  - Blog Guest
- Fans (superfans!)
  - To spread the word, to buy your content



## Setting Yourself Up for Success

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**Put just as much effort into displaying your products as you do creating them.**

## Topics

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# The Importance of E-mail

## Engagement

Social Media

vs

E-mail Lists

- Very low engagement (<1-0.1%)
- (smaller % with more followers)

- Very good engagement (10%+)
- More stable with increasing numbers

#1 priority for most independent authors = writing books

#2 should be e-mail list growth and management

# The Importance of E-mail

Passive growth vs Active growth + permission!

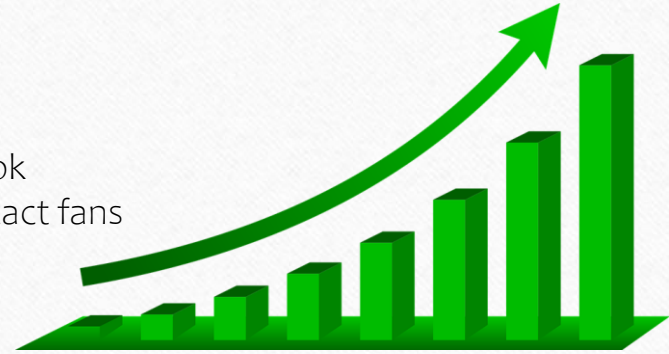
Without e-mail list

- Sporadic growth
- Restarts each book
- No contact with fans



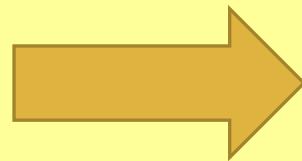
With e-mail list

- Continued growth
- Builds for each book
- Permission to contact fans



Building a system where you have permission to connect in a meaningful way with your audience

- Do not buy a mail list
- These will not be true fans and will therefore not be valuable.
- It's also unethical and in some place illegal



Instead, built a real, meaningful connection with fans

# Target Goals for E-mail List Growth

10

- Ask friends and family
- Use enticement (free short story or other content)
- They're helping you so that you won't be writing to the void

100

- More of same, optimize
- Enticements in books / website
- Multi-author giveaways
- You're starting to grow an audience

2000

- Continue above, plus...
- Involve influencers (borrowed audience)
- Involve superfans (word of mouth/social currency)
- Paid marketing (Facebook ads, Freebooksy, etc.)

10,000

- Everything on a regular schedule while putting out more high-quality books.

**Early benchmarks**  
to build encouragement and show you're on the right path

**1<sup>st</sup> Major Target**  
Majority of authors who hit this target make £2000+/mo with their books

**Ultimate Target**  
Virtually all authors with 10k e-mail list and 6+ books earn £2000+/mo with books

\*\*Nick Stephenson, survey

# Ways to grow your e-mail list

## Live Events

- Bring sign-up sheets
- Mention list at end of presentation

## Online

- Sign-up on Homepage of website
- Sign-up at bottom of each blog post

## General

- Discuss what they get in newsletter (latest book release, short stories? Other?)
- Mention frequency
- Enticement for signing up?

## Books

- Back (and front) matter notice, including enticement

## Other

# Your Newsletter: How to Use Your E-mail List

Provide fun, useful, relevant content related to you and your books

Generally, don't write about the craft of writing  
(but interesting insights are okay). Unless intentional for marketing.

## Regular Newsletter

- Monthly, friendly
- Pick a day of week that suits you
- Tweak as you become more experienced or get feedback from subscribers

## Irregular

- Beta Readers wanted
- ARC availability
- Book Launches
  - 6-12 week plan
- Superfan events and bonuses

## Other Ideas





## Setting Yourself Up for Success

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**Be stubborn on vision but flexible on details.**

- Jeff Bezos

## Topics

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# The Importance of E-mail

Social Media Engagement is TERRIBLE

- Very low engagement (<1-0.1%)
- (smaller % with more followers)

So, what is social media good for?

1. Enticing readers to your **website**/reader magnet/**e-mail list**
  2. Connecting with **influencers**
- Building platforms to connect with readers?  
(Facebook groups? LinkedIn groups? Locals)

# Using Social Media

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- Be consistent (in frequency and style)
  - Be interesting, and a little quirky.
  - But be yourself as much as is reasonable!  
(Be YOU but better behaved!)
  - Plan and Schedule!

# Using Social Media

## CONTENT STRATEGY EXAMPLE: (mostly fake)

- I'm Kirsten, but post as Emma on social media.
- I'm going to post on Instagram 1x daily and in my FB reader group 1x daily.
- My personality is going to be: snarky, quirky, and upbeat.
- I'm going to post about: coffee, alligators, romcom books, funny memes, and bookish content.
- I'm NOT going to post about: politics or current events, my children, or the fact that I also love horror movies.



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# The Marketing Timeline



Ideally, there is significant overlap in the multiple processes of creating and publishing a book (especially after the first one). Marketing and Promotion should be ongoing through all processes.

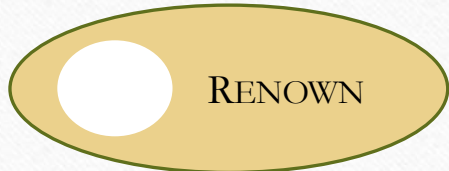
Primary Goals will Guide Decisions –  
What are YOURs?



REWARD



REINFORCE



RENOWN



RELAX



ROYALTIES



RE-EDUCATE

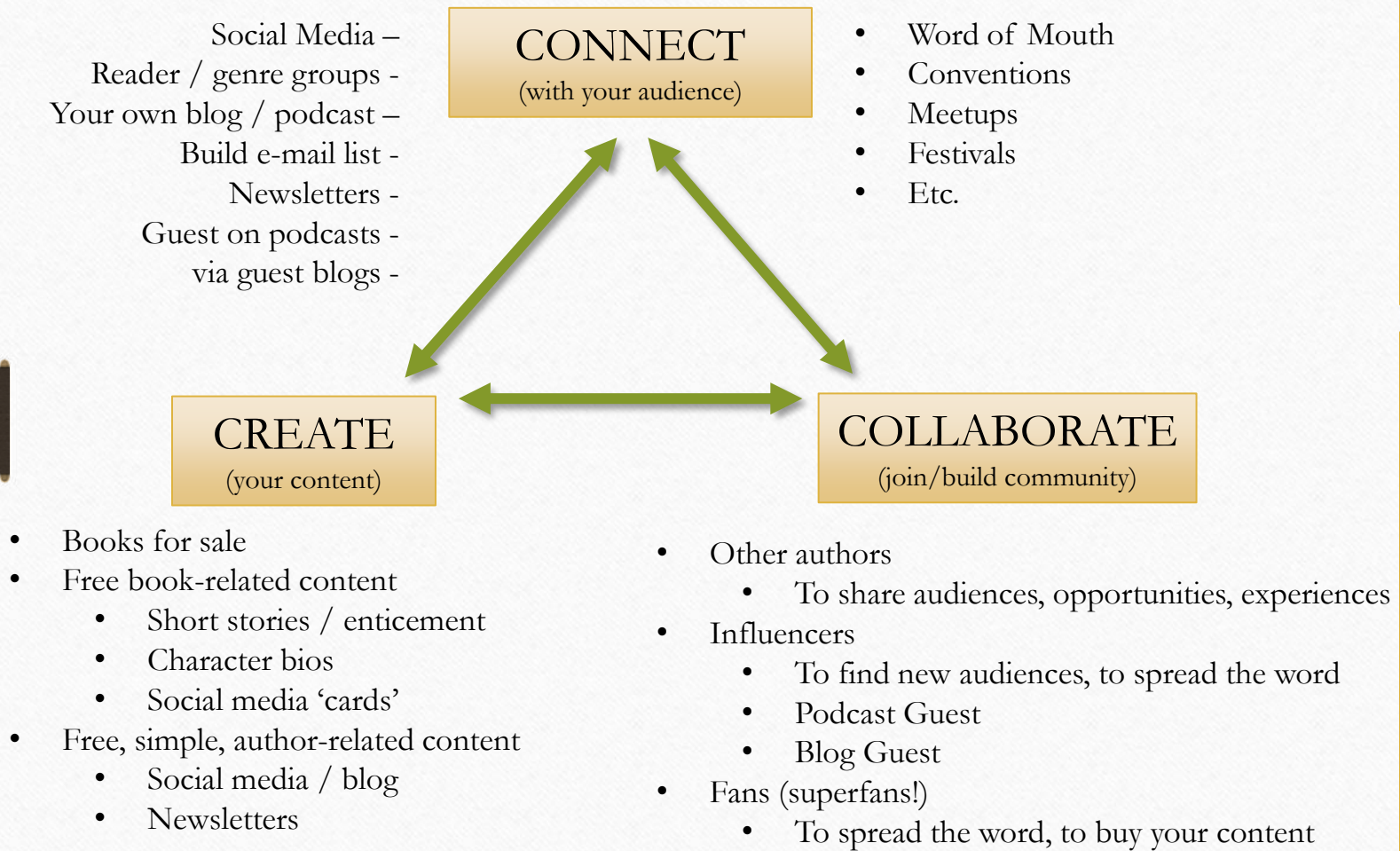
WRITING/PUBLISHING STRATEGY

A large, empty rounded rectangular box with a black border, intended for writing a strategy.

MARKETING STRATEGY

A large, empty rounded rectangular box with a black border, intended for writing a strategy.

# The 3Cs Your Way



To Compare is to Despair  
e.g. for older authors  
“Don’t compare yourself to younger authors when it comes to productivity”  
- M. Louisa Locke

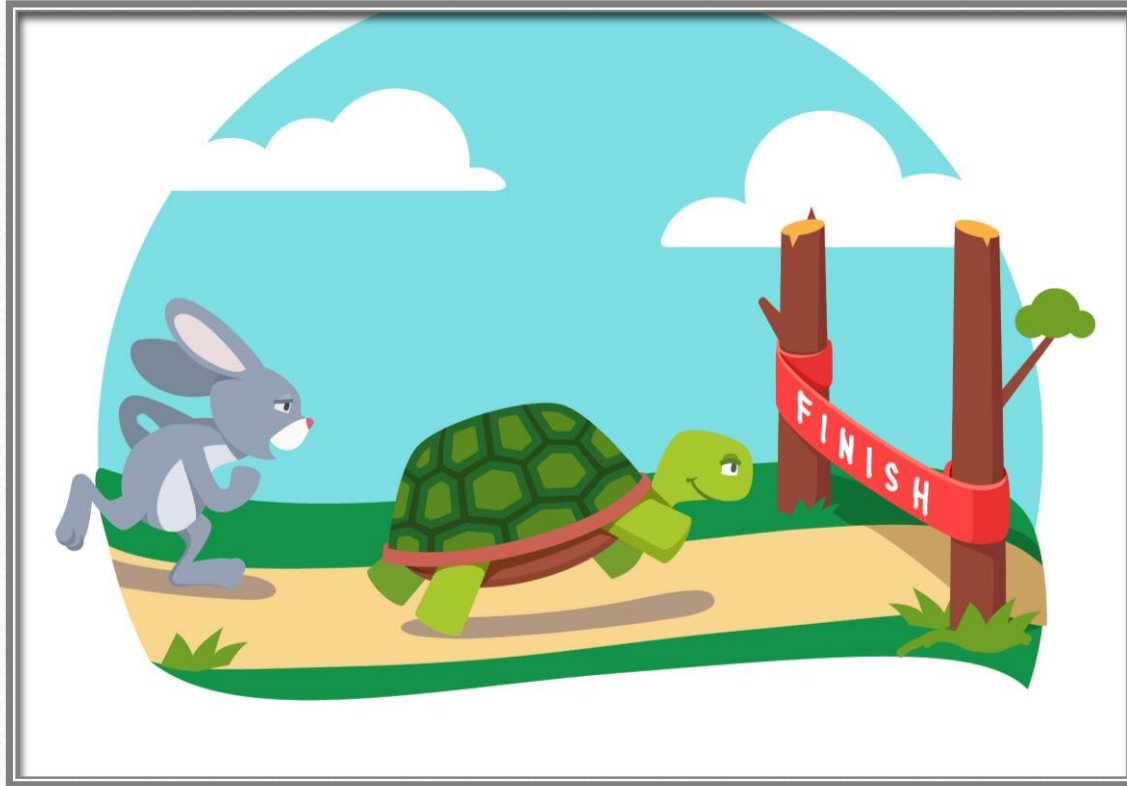
There are many options within the general blueprint.

Your choices depend on:

- Goals
- Time
- Money
- Energy
- Comfort Zone
- Preferences
- Other resources



# The Path to Success



- Slow and Steady
- Create a routine to do the things you need to do, and you will succeed.
- The pace is up to you

...or

£££ = quick results (sustainable?)

# Thank You

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You can **download** the presentation PDFs and Handouts here:

<https://quantumdotpress.com/so-you-want-to-be-an-author-2023-downloads>