

Book Marketing PRIMER

- *Get Known*
- *Grow an Audience*
- *Sell more Books!*

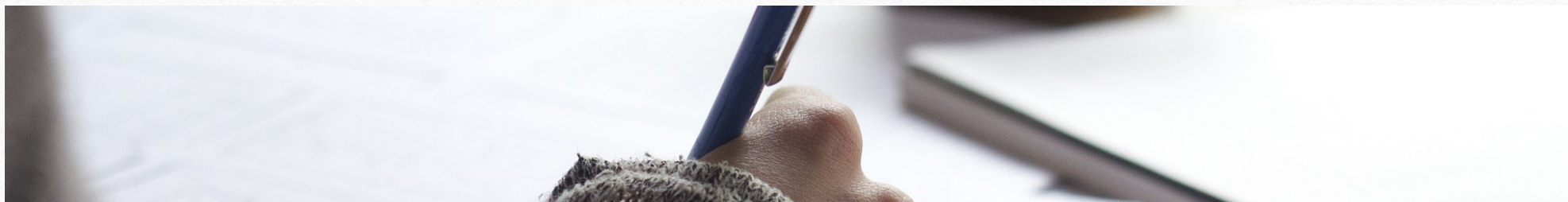


QUANTUM DOT PRESS
— HELPING BRING YOUR BOOK TO THE WORLD —



Chapter 1: Building the Foundation





Today's Topics

*The Key to Success is Action,
and the Essential in Action is
Perseverance.*

- Sun Yat-Sen

- Our Mindset
- The Importance of a Routine
- What is YOUR Goal (Your 'Why')?
- What is YOUR Author Platform (Your 'How')?
 - Blueprints vs Tools
- The Fundamentals of Ethical Marketing
 - The 3C's of YOUR Blueprint
- Actionable for next week

*What you'll learn is fundamental and valuable
regardless of any other approach*

Our Mindset

Focusing on our own journey (not comparing to others)

Open to new ideas

Relentlessly helpful (when asked)

Genre Doesn't Matter... Much

The Grass is always Greener...!

Other genres may seem easier to write or sell, but all have their challenges

Concentrate on your own (good business practices take you far in all genres)

You May Need to Try New Things

If you knew what to do for your marketing...

or

If what you were doing brought you success...

then

You wouldn't be on this course

Approach the process with an **open mind**.

The Process of Marketing is:
experimenting with the details while
building on solid fundamentals.

Success Takes Time

Rapid success is generally due to lots of money or luck. Both are short lived without further work.

Our goal is to build a loyal, active audience.

This won't happen overnight.

Be Relentlessly Helpful

Ultimately, you are writing to provide value to your readers.

Your kindness and consideration can go a long way in gaining their support.

e.g. Jacqueline M Druga (Alternate Futures podcast, episode 6)

<https://anchor.fm/alternate-futures>

(however, don't provide unsolicited advice!)

The Importance of Routines

Slow and Steady Wins the Race

...as long as you keep moving toward the goal.

The Path to Success is Rarely Quick or Easy

The Claim

- They're gifted
- It just happened!
- They were lucky
- The right place at the right time

The Reality

- Perhaps, but it still required, effort encouragement, and opportunity
- Rarely true. Behind the scenes are consistent work and good decisions.
- Constant, consistent effort

Routines Exist to Keep Us Going Through...

- The distractions of life
- The 'ugggh' days
- The Messy Middles
- The 'the last three chapters suck' realisation
- The 'I can't write' times
- The 'everyone else is better than me' lows
- The 'why is the second book harder than the first book' reveal

Basically, Routines...

Help to keep us following a process that we know works, even when we're not seeing the results we'd like to see.

Some parts of a routine are unique to you, and some parts are common.

Always fit your routine to your lifestyle (just realise the pace of success will change accordingly).

Give it time (6 months), but tweak if necessary

Create Routines for...

This Course!

- Schedule time during your week to go over the material for this course and do the actionables

Your Writing

- A regular, daily, writing period works best for most (but not all) people. Consistency will result in progress regardless of how you're feeling

Your Marketing and Promotion

- Like writing, consistency is required to see results

Schedules are meant to HELP not HINDER. Create them with YOUR LIFESTYLE in mind.

- Chrissy Halton

Useful Tools for Scheduling & Routines

Low Tech (i.e. Paper!)

- A1 or A2 flip chart
- Post-it notes
- Journals
- Wall Calendar

Combination

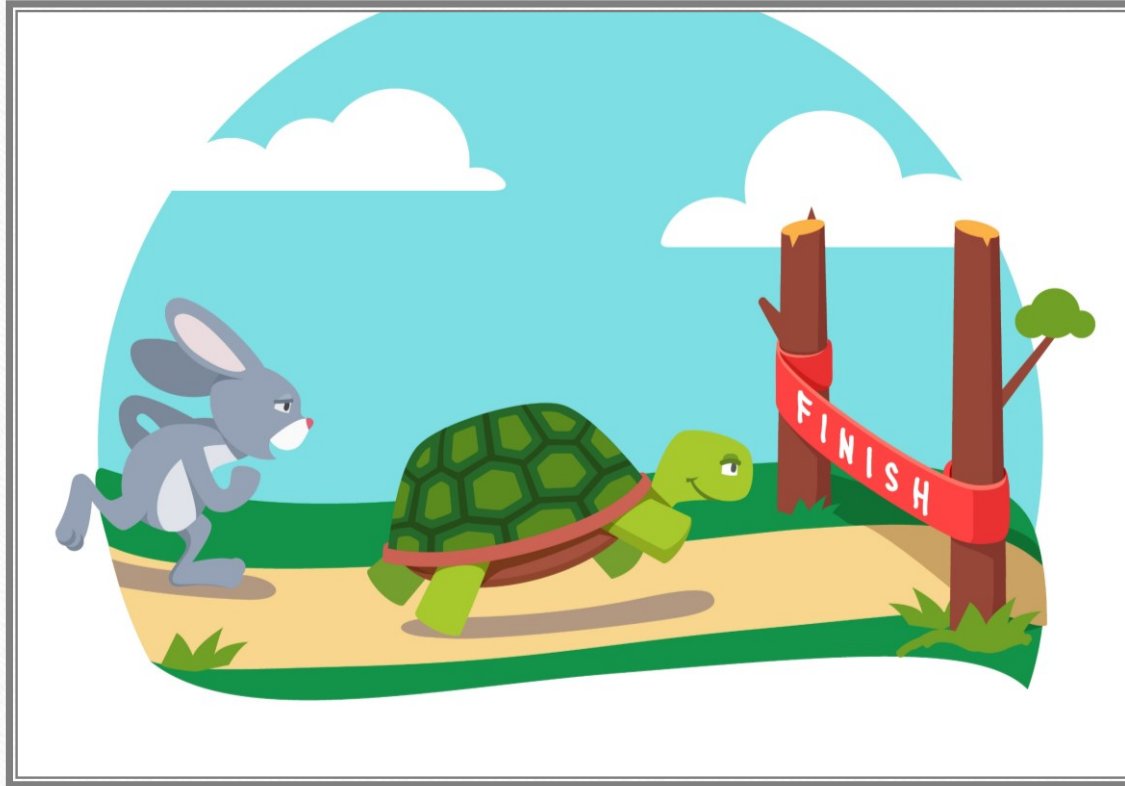
Don't be afraid to use a combination – use what works best for you!

High Tech

- Google Calendar
- Trello
- Milanote (brainstorming, scheduling, mind mapping, ...)
<https://www.milanote.com/refer/rcEeLurzTGtAY7nUOZ>
- Office Suites (Word/Powerpoint/Excel, etc.)
- Canva (forms)

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- Chrissy Halton



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?)

What are YOUR Goals?

What is YOUR 'Why'?

WHAT IS YOUR WHY?

We write because we have stories to tell or information compile, but...

Why Do We Publish?

We start writing for the love of writing and stories.

But are we happy if no one reads our stories?

Oh, yeah, and wouldn't it be great to be able to do it for a living?

We don't write to make money, we make money so we can write.

- Jeff Goins (Real Artists Don't Starve)

Why Do We Publish?

~~The 3 R's~~ The 6 R's

*If you don't know
where you want to
go, how will you
know when you've
arrived?*

Reward – Win awards

Renown – Get known for your writing

Royalties – Earn ££ from your writing

Reinforce -- To Support other Business Ventures

Reeducation – To Educate/Inform

Relaxation -- The Love of Writing / Storytelling

Goals change throughout your writing career and for each project.

Pick ONE Goal Overall

In the long term, we'd all love to **make money** and **be famous** from our writing and you may eventually be, but both are very unlikely.

Consider...

Royalties

- There are a great many successful independent authors making a living from their writing that you've never heard of.

Renown

- There are a great many 'famous' authors who have trouble making a living from their writing.

Why Do We Publish?

Currently, what is your long-term goal (>5yr)?

e.g. make a living from writing

What is your short term goal (1-5 yr)?

e.g. build an audience of 1000 dedicated readers

What is your goal for your current project?

e.g. start building awareness and an audience,
learn the process, 100-1000 readers

*Royalties
or
Renown*



*Dan Brown,
JK Rowling,
Steven King
are anomalies
because they
have both*

Have you heard of:

Sarah Woodsbury
Jacqueline Druga
Devon C Ford
Bella Forest
Chris Fox
Craig Martelle

Your Goal(s) will Dictate Your Path

ROYALTIES

- Write what you want...
- Audience Building
- Write constantly
- Self-publishing
- Publish regularly
- Promote widely
- High royalties (70% with KDP)

RENOWN

- Fiction or Non-Fiction
- Supports career
- Get Agent
- Traditional Publisher
- Provide copies to target audience / influencers
- Develop speaking stream (YouTube / podcast / live speaking / theatre / radio)

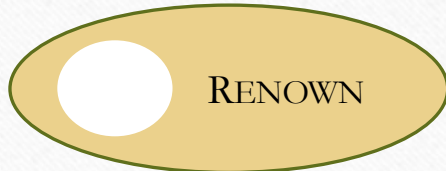
REWARDS

- Write or produce something artistic?
- Get agent
- Traditional Publisher
- Enter into competitions
- Oscars?!
- Develop relations with gatekeepers and supporters (media / fans / judges)
- Hire book promoter

We will delve into more detail about the specifics in the next lesson.

WHAT IS YOUR WHY?

Primary Goals will Guide Decisions –
What are YOURs?



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.

What is YOUR Platform?

What is YOUR 'How'?

What is A Platform?

Your Platform is the sum of the tools YOU will use to reach your audience.

For example:

- Website
- E-mail list
- Blog
- Podcast
- Social Media
 - Facebook
 - Twitter
 - Instagram
 - Snapchat
 - TikTok
 - YouTube
 - Pinterest
- Live
 - Festivals
 - Open Mics
 - Book Readings
 - Author meet & greet
 - Interviews

How do you choose?

Blueprints vs Tools

Which tech, social media, events, etc. should I use?

The TOOLS you choose depend on the BLUEPRINT you're following...
However...

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

Blueprints vs Tools

So, What is My Blueprint and Which Tools Should I Use?

Your BLUEPRINT is...

The strategy you'll use to get from where you are now, to your GOAL

The TOOLS you choose are...

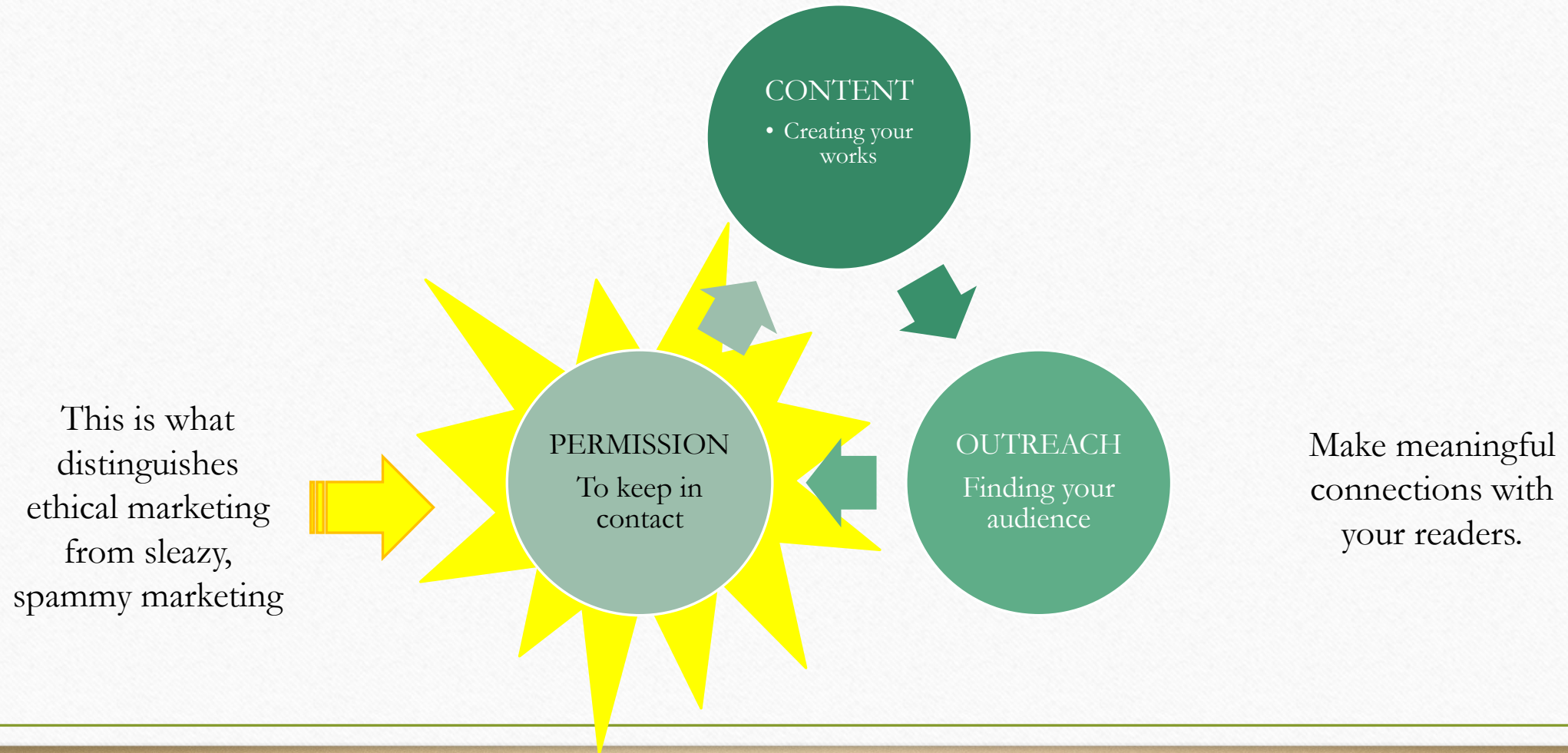
- Those that allow you to effectively reach your GOAL
- Those that allow you to interact with your audience.
- Those you are comfortable using
- But always: a homebase and an e-mail list

Fundamentals of Ethical Marketing

Regardless of the specifics, all marketing must address these.

Ethical Marketing Fundamentals

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



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)

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

Jam !!

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

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

There are many options within
the general structure.

You need something from each
category, but...

Do what works for you!

Create Routines for the 3Cs...

Creating (writing)

- Set aside a certain amount of time per day/week
- Devote that time exclusively to writing (research and business management are for another time)
- Find a writing community?

Connecting (marketing/promotion)

- If your time is limited, this time should be roughly equal to your writing time (some suggest more)

Collaborating

- Other authors, influencers, superfans
- Start with influences of approx. your level and work up as you grow

**Schedules are meant to HELP not HINDER.
Create them with YOUR LIFE in mind.**

The 3Cs at...

Your Pace
Your Interests
Your Goals

Actionables for Next Week

FaceBook

- Introduce yourself in the FaceBook group
- Share your website link
- Post on Facebook the number of books you've published

Scheduling

- Create your Routine

Website

- Have enticement and prominent sign-up on your website
- Visit each others' websites
- Join each others' e-mail lists (at least for the duration of this course)

Race to 100 Subscribers

Week 1

• Julie Fearn	23
• Pat Sutcliffe	?
• Helen Brandom	?
• Harry Redhouse	0

Thank You

See you next week for
Chapter 2: The First Steps