

FINDING BOOK CUSTOMERS

Handout. With Dan Poynter

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"Marketing is hard.

Selling is scary.

**But . . . talking to people about what we love to do,
is something we do every chance we get."**

--John Rakestraw, Book Designer.

What is your favorite subject?

Special sales come first.

Book-trade promotion comes last.

Don't **"spray and Pray"** (send promotion everyone and hope for some sales), or

"Batch and Blast" (send the same message to everyone),

or

"hunt with a shotgun as opposed to a rifle." (sending your book announcement to more than your target audience).

To sell your book, talk to the right crowd

Talk to your (new) friends

Fish where the fish are.

Target marketing

Getting discovered

Your Platform

Subscribe to my *Publishing Poynters* Newsletter on Books

To **subscribe** FREE: Fill in the signup sheet. Or go to

<http://mad.ly/signups/42313/join>

Book promotion is up to you.

Whether you sell out to a publisher or publish yourself,
the author must do the promotion.

Today book promotion is faster, easier, cheaper, and a lot more fun.

Are you an introvert or extrovert?

Introvert

Extrovert

0 _____ **5** _____ **10**

Uncomfortable in crowds

Short attention span

Must promote from home

Needs help with writing

What kind of book promotion are you cut out to do?

Most (**introverted**) authors do not like promotion and don't want to have anything to do with it. They concentrate on the message.

Do only promo that is fun for you.

Upload the ebook to Smashwords.com and Amazon.com, then:

Getting the word out—to only those who care.

It is less expensive and more effective to promote your book only to people who are fascinated by the book's subject.

But how do you find them?

1. Promote with (other people's) blogs

"Get someone else to blow your horn and the sound will carry twice as far."

--Will Rogers

2. Google Alerts

Sign up for <http://www.google.com/alerts>

3. Groups/Forums

LinkedIn, Yahoo Groups, Facebook, Twitter.

4. Spend your time online (in your field).

5. Locate reporters writing on your subject

--*Help A Reporter Out* (HARO)

<http://www.helpareporter.com/sources>

--*Reporter Connection* (Discontinued April 2013)

<http://www.reporterconnection.com/JoinNow/?11531>

--*Pitchrate*

<http://www.pitchrate.com/>

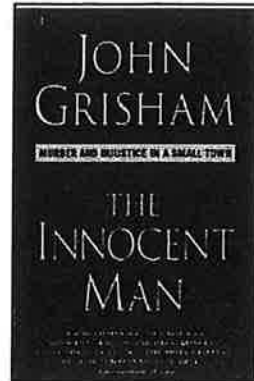
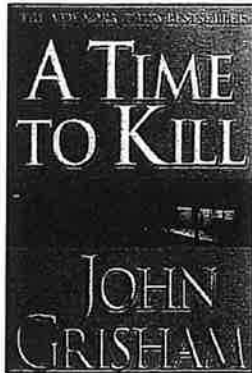
6. Wikipedia

<http://Wikipedia.org> AndyWDavis@Yahoo.com

7. Book Awards

For a list of 38 book award programs, see
http://blog.bibliocrunch.com/indie-author-awards-2013/?goback=%2Egde_61034_member_5814022188595965956#%21

8. How to tell when an author becomes well known?



Put your name at the top of your book's cover and on the first slide of your PPT

9. .Sig in your email messages

Who you are, what you do. and where to find you.

10. Book/Subject Research

Use Amazon.com

11. Each book should have its own dedicated website.

<http://TransplantHandbook.com>

Questions?

Close

"I never said promoting your books would be easy.
 I only promise it will be worth it."

—Dan Poynter

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(Back Cover)

(Front Cover)

Category:

Headline:

Sales copy/description. What is the book about?

Promises & Benefits

You will discover:

-
-
-
-
-

Testimonials:

- 1.
- 2.
- 3.

Why the author is qualified to write this book:

Closing copy:

Price: \$

(ISBN and bar code)

(Spine)

T I T L E of B O O K

Your last name

Title:

Subtitle:

Author's name:

Foreword by:



Resources on Book Writing, Publishing & Promoting

From Dan Poynter and Para Publishing

RESEARCHING AND WRITING YOUR BOOK TITLE AND CONTENT
Writing Your Book: Cashing in on Publishing Faster, Easier & Cheaper
 by Dan Poynter
<http://amzn.to/JeF4wv>
<http://www.smashwords.com/books/view/244312>

BOOKS: Tips, Stories, & Advice on Writing, Publishing, & Promoting.
 by Dan Poynter
<http://amzn.to/J6CVks>
<http://www.smashwords.com/books/view/214025?ref=DanPoynter>

Book Publishing Encyclopedia: Tips & Resources for Authors & Publishers
 by Dan Poynter
<http://amzn.to/O64YnW>

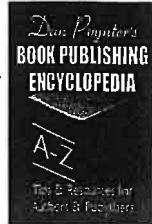
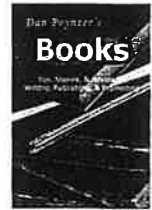
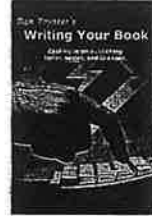
WRITING YOUR BOOK
Writing Nonfiction: Turning Thoughts into Books
 by Dan Poynter
<http://amzn.to/KpUBr4>
<https://www.smashwords.com/books/view/2722?ref=DanPoynter>

Is There A Book Inside You? Writing Alone or with a Collaborator
 by Dan Poynter & Mindy Bingham.
<http://amzn.to/K29hO3>

Information Kit on Book Writing. Free.
<http://parapub.com/sites/para/resources/infokit.cfm>

PRODUCING YOUR BOOK
Book Covers Template (Document 116). Free.
 by Dan Poynter
<http://parapub.com/sites/para/information/produce.cfm#doc116>

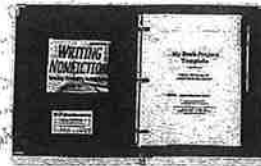
Book Layout Template. Free.
 by Dan Poynter
<http://bit.ly/KHnQrl> (Copy\Paste)



Binder with Book Layout Template and CD.

by Dan Poynter

<http://parapub.com/sites/para/information/writing.cfm#mbp>



The Self-Publishing Manual, Vol. 1: How to Write, Print & Sell Your Own Book

by Dan Poynter

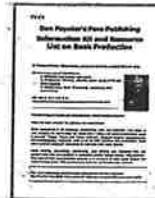
<http://amzn.to/J7eUwm>

<https://www.smashwords.com/books/view/14222?ref=DanPoynter>



Information Kit on Book Publishing. Free.

<http://parapub.com/sites/para/resources/infokit.cfm>



BOOK MARKETING AND PROMOTING

The Self-Publishing Manual, Vol. 2: How to Write, Print & Sell Your Own Book

by Dan Poynter

<http://amzn.to/JdrRrd>

<https://www.smashwords.com/books/view/607?ref=DanPoynter>



KDP Select: Navigating Kindle's Freebie Day

by Dan Poynter

<http://amzn.to/LTlvel>

<https://www.smashwords.com/books/view/166860?ref=DanPoynter>



Book Fairs: An Exhibiting Guide for Publishers

by Dan Poynter

<http://amzn.to/Yc3aPj>

<http://www.smashwords.com/books/view/217266?ref=DanPoynter>

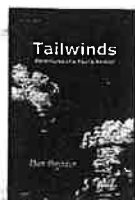


Tailwinds: Adventures of a Young Aviator (Example of enhanced fiction)

by Dan Poynter

<http://amzn.to/WFPxcO>

<http://www.smashwords.com/books/view/247518>



Book Promotion Course

<http://ParaPromotion.com>



Global Ebook Awards

<http://GlobalEbookAwards.com>



Information Kit on Book Promoting. Free.

<http://parapub.com/sites/para/resources/infokit.cfm>

