

MARKETING IDEAS FOR NEW AUTHORS

*No matter how wonderful the book, it will go
unnoticed without telling others about it*

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During Production

- Purpose
- Audience
- Search keywords
- BISAC Categories
- Back cover sales copy
- Title and subtitle
- Selling price
- Editorial quality of writing
- Endorsement blurbs
- Cover design

<http://bisg.org/page/BISACEdition>

<http://micahkandrosdesign.com/>

Purpose and Audience

- Why has God prompted you to write this book?
- What would you like to see it accomplish?
- Whom are you trying to reach?
- How will you reach them? (Where are they?)

Tips

- ▣ Keep the audience in mind from start to finish
- ▣ Write your back cover sales copy first
- ▣ Get used to asking for help, and do so gracefully

What constitutes good sales copy?

- ▣ Grab the reader's attention
- ▣ Your best, most engaging writing
- ▣ What's in it for the reader?
 - Bullet points
- ▣ Clean and concise, well-formatted
- ▣ Let others speak for you

Book marketing framework

- ▣ Get others to vouch for the work.
- ▣ Leverage successes
- ▣ Walk the tightrope between enlisting support and alienating potential advocates
- ▣ Goal: obtain at least 25 Amazon reviews (composite greater than 4-star)

Test Marketing

- ▣ What to test
 - Sales copy
 - Title
 - Subtitle
 - Selling price
 - Cover design
- ▣ How to test
 - Friends
 - MTurks

<https://requester.mturk.com/>

Distribution for Print Books

- ▣ Traditional publisher (manages distribution)
- ▣ Hybrid publisher (access to distribution channels, but bears no risk; the author pays)
- ▣ Vanity presses (author pays and access unclear)
- ▣ Self publisher
 - Print on demand via Ingram Spark and Amazon CreateSpace includes distribution services
 - Print in batch (need a distributor)
- ▣ Note: e-books have access to broad distribution under any method; economics will vary

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

<https://www.createspace.com/>

Pre-publication

- ▣ Determine a budget
- ▣ Consider pitching agents or traditional publishers
 - Attend Christian Writers Conference
 - Submit to a screening service like The Writer's Edge (\$99)
- ▣ Consider hiring a publicist
- ▣ Identify advanced readers
- ▣ Prepare ARC in paper and electronic formats
- ▣ Solicit reviews
- ▣ Build launch team
- ▣ Prepare for a blog tour at launch
- ▣ Consider joining trade assn (IBPA or CSPA)
- ▣ Prepare promotional material
- ▣ Enter selected book contests

<https://www.christianmanuscriptsubmissions.com/authors/conferences.php>

<http://writersedgeservice.com/>

<https://www.amazon.com/Christian-Writers-Market-Guide-2017/dp/1621840808/>

(Rolodex and useful articles for Christian publishing industry)

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

(economical POD press for ARCs; excellent self-serve setup with no fees; print quality adequate)

<http://www.ibpa-online.org/>

<http://www.christianpublishers.net/>

Where to Find Reviewers

- ▣ Traditional industry review services
- ▣ Advanced readers
- ▣ Net Galley
- ▣ Acquaintances
- ▣ Amazon (embed links in e-books and ask for reviews!)
- ▣ Bloggers (query and later provide links to review sites)
- ▣ Readers' Favorite website
- ▣ Indie reviewers website
- ▣ Book Crash (CSPA)
- ▣ Writing groups
- ▣ Facebook review groups in your genre
- ▣ Facebook or other common interest groups
- ▣ Giveaways
- ▣ Bookbub featured deal

<https://www.netgalley.com/>

<https://readersfavorite.com/>

<http://www.theindieview.com/indie-reviewers/>

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

<https://www.facebook.com/search/pages/?q=christian%20book%20reviewers>

Traditional Industry Reviewers

- ▣ Booklife.com (Publishers Weekly)
- ▣ Midwest Book Review (small presses)
- ▣ Foreword Reviews
- ▣ Kirkus Reviews
- ▣ Library Journal
- ▣ Booklist (American Library Association)
- ▣ Bookpage

<https://booklife.com/>

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

<https://publishers.forewordreviews.com/>

<https://www.kirkusreviews.com/indie-reviews/>

(don't pay Kirkus, but submit anyway)

<http://reviews.libraryjournal.com/about/submitting-titles-for-review/>

<https://www.booklistonline.com/get-reviewed>

<https://bookpage.com/content/submission-guidelines>

Promotional Material

- ▣ News release
- ▣ Front cover image
- ▣ Author headshot
- ▣ Author bio
- ▣ One-sheet
- ▣ Promotional memes for social media
- ▣ Bookmarks
- ▣ Business cards
- ▣ Gift cards from free download

<http://www.openroadpress.com/links/wheels-wisdom-publication-new-release/>

<http://www.openroadpress.com/links/wheels-wisdom-invitation-review/>

https://www.google.com/search?q=sample+of+one-sheet+for+book&newwindow=1&source=lnms&tbm=isch&sa=X&ved=0ahUKEwi73IT9rP3WAhXD4SYKHTXxAS0Q_AUICigB&biw=1536&bih=760#imgrc=9MnrIblvrhMJIM:

(one-sheet with more sales flair)

<https://www.facebook.com/OpenRoadPress/posts/840997466037998>

(sample bookmarks)

<https://www.fiverr.com/kaushaljalati/design-flyers-brochures-post-cards-rack-cards>

(fiverr gig; bookmark designer)

<http://www.clubflyers.com/printing/bookmark/2x7.5>

(affordable print service for bookmarks)

<https://www.google.com/search?q=sample+author+business+cards>

<https://www.google.com/search?newwindow=1&q=sample+author+giveaway+cards>

Anatomy of a News Release

- ❑ SEO friendly (i.e., keywords top-loaded)
- ❑ Who, what, when, where, why (informative)
- ❑ Cover image, possibly author headshot too
- ❑ Written as an objective third-party
- ❑ In reverse order of importance
- ❑ Include quotes from the author
- ❑ Include key hyperlinks
- ❑ Runnable as is
- ❑ Distribute using newswire (PRUnderground.com), social media, and e-mail (pitch local media)

<https://www.fiverr.com/scheffbd/edit-or-rewrite-your-press-release>
(fiverr gig; experienced news editor; excellent value-add service and a believer)

<http://www.prunderground.com/newsrooms/open-road-press>

<http://www.openroadpress.com/links/thehopeline-tour-2014/news-release-thehopeline-tour-2014/>

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



<http://www.columbiadailyherald.com/news/20161018/cycling-couple-shares-life-lessons-in-new-book>



<http://www.columbiadailyherald.com/news/20170804/thompsons-station-couple-awarded-for-unique-book>

One Sheet

- Title/Subtitle
- Author
- Publisher and Date
- Distributor and Price
- Categories
- Cover image
- Synopsis
- Author bio blurb
- Link to cover image
- Link long description
- ISBNs (ebook too)
- LCCN
- Edition
- Page size and number
- Photos or charts?
- Target audience

<http://www.openroadpress.com/links/two-are-better-fact-sheet/>

Post-publication

- Launch
- Change email signature
- Continue soliciting reviews
- Goodreads
- Library Thing
- Run giveaways
- Share successes via social media
- Consider a blog tour
- Paid advertising
- Enter more book contests

<https://www.goodreads.com/>

<https://www.librarything.com/>

<https://www.google.com/search?newwindow=1&q=virtual+book+tours&oq=virtual+book+tours>

<https://www.google.com/alerts>

Giveaways

- ▣ Your website (using Rafflecopter)
- ▣ Higher traffic websites (e.g., bloggers)
- ▣ Goodreads
- ▣ Library Thing
- ▣ Amazon
- ▣ Facebook
- ▣ Twitter

<https://www.rafflecopter.com/>

Book Contests

- ▣ IBPA Benjamin Franklin Awards
- ▣ ECPA Awards (traditionally published)
- ▣ Readers' Favorite International Book Awards
- ▣ National Indie Excellence Awards
- ▣ Jenkins Group Illumination Awards (Chr.)
- ▣ Jenkins Group IPPY Independent Publishers
- ▣ CSPA Christian Indie Awards
- ▣ Selah Awards (Blue Ridge Mts. Christian)
- ▣ Others

<http://ibpabenjaminfranklinawards.com/>

http://www.ecpa.org/?page=cba_1_overview

<https://readersfavorite.com/annual-book-award-contest.htm>

<https://www.indieexcellence.com/>

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

<http://ippyawards.com/>

<https://www.christianaward.com/>

<http://www.blueridgeconference.com/contest-info/>

Winner

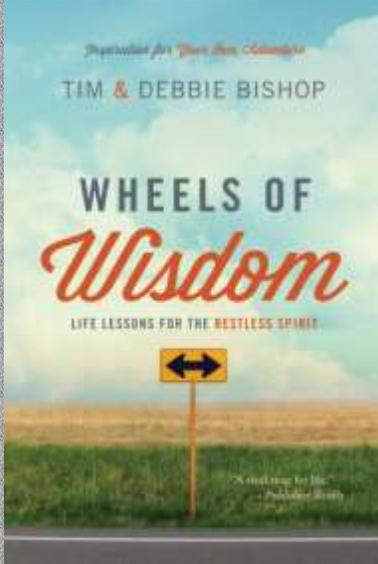
Inspiration



Christian Devo



Available online
and from a
bookstore near
you!



Query Letter/Email

- ❑ Address to specific individual if possible
- ❑ Brief and to the point (and query first)
- ❑ Specific subject line (e.g., “book review query: Wheels of Wisdom”)
- ❑ Appeal to the specific recipient rather than simply blasting to a list
- ❑ Avoid overloading with hyperlinks
- ❑ Message usually in body not in attachment
- ❑ Leverage successes for credibility
- ❑ Make things as easy as possible for recipient

Subject: book review query: Wheels of Wisdom

Hello Elle,

I notice that you have covered some Christian material on Simple Wyrdings. My wife, Debbie, and I have just officially launched *Wheels of Wisdom: Life Lessons for the Restless Spirit*. We were first-time newlyweds in 2010 at age 52, and have since bicycled self-supported across America three times. We've captured 52 "aha moments" from our 10,000+ miles of bicycle touring in our new book.

I've attached a pdf fact sheet and a recent news release launching the book. Would you like to review it?

Sincerely,
Tim Bishop

Social Media

- ❑ Author website
- ❑ Facebook page (paint.net for memes)
- ❑ Instagram
- ❑ Twitter
- ❑ LinkedIn
- ❑ Goodreads
- ❑ Amazon's Author Central
- ❑ Guest post other sites
- ❑ Book trailer (Fiverr for projects)
- ❑ Podcast
- ❑ Facebook live video
- ❑ First chapter reveals
- ❑ Author interviews
- ❑ Bookbub author profile

<http://www.openroadpress.com>

<https://www.facebook.com/WheelsOfWisdom>

<https://paint-net.en.softonic.com/>

<https://twitter.com/OpenRoadPress>

<https://www.linkedin.com/company/3223709/>

<https://www.fiverr.com/>

<http://www.openroadpress.com/links/wheels-wisdom-sample-interview-questions/>

<https://www.bookbub.com/authors/tim-bishop>

Paid Advertising

- ❑ Bookbub featured deal on e-book
- ❑ Sites that advertise e-book promotions
- ❑ Amazon keyword or comparable work adv.
- ❑ Google Adwords
- ❑ Purchase Amazon gift links for giveaway contests
- ❑ Local media for live events (also utilize free postings for community events online)

<https://www.bookbub.com/partners/overview>

<https://www.readersintheknow.com/list-of-book-promotion-sites>

<https://kindlepreneur.com/list-sites-promote-free-amazon-books/>

<https://adwords.google.com/home/>

<https://www.facebook.com/business/products/ads/ad-targeting>

<https://www.amazon.com/gp/help/customer/display.html?nodeId=201723200>

Bookbub: e-Book Promo Steroids

- ▣ Apply for a featured deal (only 10-20% accepted)
 - Author determines a future discounted price
 - Selects genre
 - Selects markets (i.e., US, Canada, GB, Australia, and/or India)
 - Selects channels (i.e., Kindle, Nook, Apple, Google, Kobo)
- ▣ If accepted, pay one-time fee (e.g., \$600 for one-time ad in Chr. non-fiction in all markets and channels @ \$0.99)
- ▣ Bookbub locks in date within next thirty days
- ▣ Author reduces price everywhere shortly before date
- ▣ Author may promote price elsewhere
- ▣ Bookbub emails ad (e.g., 1.2 mil. Chr NF subscribers)
- ▣ Bookbub retains listing on its website until promo ends
- ▣ Author sells many e-books @ \$0.99 (avg. CNF is 1,650)

<https://www.bookbub.com/partners/pricing>

<https://www.bookbub.com/ebook-deals/christian-nonfiction-ebooks>

Other e-book Promotion Sites

- ▣ askDavid (free Tweets)
- ▣ Bargain Book Angel
- ▣ Ereader News Today
- ▣ BKNights (on fiverr.com)
- ▣ Faithful Reads (ereader café)
- ▣ Fussy Librarian
- ▣ Spirit-filled Books (fiverr.com)
- ▣ Bookscream
- ▣ Ebook Christian
- ▣ And many others!

<http://askdavid.com/for-authors>

<http://bookangel.co.uk/submit-a-book/>

<http://ereadernewstoday.com/about-us/>

<https://www.fiverr.com/bknights>

<https://faithfulreads.com/authors/>

<http://www.thefussylibrarian.com/for-authors/>

<https://www.fiverr.com/hosannahighest>

<http://bookscream.com/authors.php>

<http://www.ebookchristian.com/submit-your-ebook.html>

Other Ideas

- ❑ SELF-e (Library Journal)
- ❑ Middle Tennessee Authors Circle
- ❑ Southern Writers Mag
- ❑ Christian Writing Conferences
- ❑ Live events (library, stores, church, civic orgs.)
- ❑ Consider an e-book distributor
- ❑ Produce an audio book (ACX)
- ❑ Write articles for other publications (e.g., CBN.com, FOTF, Guideposts, Chicken Soup)
- ❑ Williamson County Library special collections

<http://self-e.libraryjournal.com/>

<https://www.facebook.com/groups/442829115766771/>

(Middle TN Authors Circle)

<http://www.southernwritersmagazine.com/contact.html>

<https://www.midsouthchristianwriters.com/>

<http://ridgecrestconferencecenter.org/event/blueridgemountainchristianwritersconference>

https://www.smashwords.com/about/how_to_publish_on_smashwords

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

(Amazon's audiobook creation platform)

<http://www1.cbn.com/contact/contact-cbncom-editors>

(send publishing credentials and inquire)

http://family.custhelp.com/app/answers/detail/a_id/487/~can-i-submit-my-writing-to-focus-for-publishing-consideration%3F

<http://www.chickensoup.com/story-submissions/possible-book-topics>

<http://www.christwriters.info/open-submissions.php>

(master list of many places to pitch articles; the list is stale)

http://lib.williamson-tn.org/specialcollections/local_authors

Open Road Press

Tim and Debbie Bishop

You can find our books at the following places:

- OpenRoadPress.com
- Bookstores (BAM, B & N, Independents)
- Amazon
- Google Play store
- iTunes (Apple)
- Kobo
- Nook



<https://www.amazon.com/dp/B01IIDQKEA/>

<https://www.amazon.com/dp/B00CSAUPP0/>

<https://www.amazon.com/Tim-Bishop/e/B00CSVYYW/>

<https://play.google.com/store/books/author?id=Tim+Bishop>

<https://itunes.apple.com/us/author/tim-bishop/id691591964?mt=11>

<https://www.barnesandnoble.com/s/%22Tim%20Bishop%22>

