

Write to Publish in 90 Days

Module 10:

Get Yourself Noticed & Building a Following



Module 10

Can you believe it? You're three-fourths finished. You've come a very long way and assimilated a lot of information. You're well along with the writing and have a pretty good idea how you're going to publish your book.

The last three modules involve wrapping things up, taking care of odds and ends.

The finish definitely is in sight, and once more, congratulations are the order of the day.

What is there to do yet?

Well, one thing, of course, is to *finish the chapters of your book and revise them*. And if you haven't already done so, deciding definitely which sort of publisher to use.

As you learned, the easier route is probably self-publishing an ebook. However, you may decide that you want print copies of your book to promote at book signings, conferences, a book launch party, etc.

There are several alternative routes to publishing print copies. These include POD (print on demand) books, publishers who do only self-published books, and commercial printers.

Let's take a look at each of these:

POD Books

A big advantage is that you don't end up with a lot of extra copies since the book isn't printed until the site receives orders for it, but you do take a risk of ordering too many copies that you then have to pay for, so you can have them on hand for launch parties and book signings. Also bookstores will not order from POD sites. The reason is that with traditional presses bookstores can return unsold copies. But that's not possible with POD. Another advantage over ebooks is that you can buy copies to send out for review. *This is important because almost no printed or broadcast media will deal with electronic books.*

Presses for Self-Published Books.

You need to keep in mind that, unlike for electronic books, you do need to have the book formatted just as you want to have it appear. There are a number of sites for publishers like this. As I shared in the last module, you might want to take a look at some of them, e.g., *Book Baby* and *in Canada: Ingram Sparks*. The site below shares what your cost will be, item by item. Some will do this, but it can become expensive.

Do not confuse presses that specialize in self publishing with vanity presses, which tend to run very high end in price. To learn about the differences between the two types go to <http://theworldsgreatestbook.com/self-publishing-vanity-publishing/>, and remember that vanity presses are known to be as fair based in pricing. We recommend self publishing as a new writer/publisher.

Commercial Printers

Don't overlooking commercial printers for preparing your book. However, make sure they are familiar with book publishing and have experience in printing books. Commercial printers are those you find anywhere in towns to large cities. They concentrate mainly on flyers, brochures, letterheads and so on.

The advantages are that you can work closely with them, on site, if you like, to make sure everything is just the way you want it.

A new traditional press in San Diego choose to work with a local printer, rather than one that specialized in books, as many do. The problem is that those that do generally are large operations and usually not convenient to visit in person. For instance, many presses and individuals have their books printed in China because, even with shipping, the rates are less than in North America.



As the new press in San Diego gained more experience, so did the commercial printer. The end products, the books, were the same quality as those done by self-publishing sites, which often do use printers not owned by the publisher.

If you decide to use a local printer, you do need to make sure that everything is print ready because they most often don't have anything at all to do with design. This can be a very difficult task if you are not familiar with design.

Finishing Pieces:

First, you might want to spend more time thinking about your cover. And two of the most important parts are the title and the cover illustration.

Let's take the title first.

1. The Title should accomplish a couple of purposes.
2. It should grab a potential reader's attention immediately. This means it can't be dull or dreary. Of the following two titles, which do you think is more effective:

1. How I Created a Successful Business, or:
2. From One Small Idea: A Booming Business

Obviously, the second is more catchy. The first one may be accurate, but it's dull and uninspiring. But the second grabs attention and makes you wonder what idea and what business?

Write Your Top 5 Title Ideas Below:

- 1.
- 2.
- 3.
- 4.
- 5.

What should be the considerations for the cover?

Even though someone else may be designing the cover for your digital book, you should give the person some ideas—things you think would appeal to potential readers.

Just as with the title:

1. The cover illustration needs to grab the reader's attention and make the person curious about the book's content.
2. It should certainly indicate what the book is about. Even if the title clearly defines the book's subject or content, the title and the cover should complement each other.
3. Suppose you're writing about a home care service. Now try to think of what sort of illustration would fit the subject. As well as capturing a reader's attention, it has to be indicative of the subject. And it shouldn't be trite...as would the picture of a nurse or a hospital bed. You need to come up with something different.

4. You may want to look at stock photos on the Internet for your cover picture. There are many sources for these, and they range from inexpensive to expensive, depending on the sort of picture you want. There are even some sites that specialize in cover photos.

5. If you are having your self-published book printed, you need to consider the back cover, as well. (There are no back covers for electronic books.) How do you want it to look?

6. Many books have a small photo of the author that accompany a very short bio. Go to a bookstore and look at how others handled the back cover. Then you may want to tell in a sentence or two what the book is about. Next you may want to include a testimonial or two from someone in your field, someone your readers are likely to recognize. Of course, you also need to leave room at the bottom for an ISBN number, which sets your book apart from any others.

The following is an example of a back cover—minus the bar code and ISBN number.



Your photo for the back cover should look professional. No, you don't have to be a Miss or Mister America 😊 But you should look like someone who is confident, someone the reader can trust.

Many self-published books, those that are published electronically, tell a little about the author, either at the beginning or end of the book. This should be short, *no more than a hundred words or so*. So you have to figure out what's most important to tell a reader about yourself, particularly in relation to your book.

You may want to include a blurb that tells a little about the book. Readers won't care that you were born in Ireland or that you grew up in Minnesota. The purpose is to draw in the reader, so you have to make it short and catchy.

Since electronic books have no back cover, the testimonial can go at the front of the book. Try to get testimonials, particularly from well-known people in your field. Start thinking In effect, you *should do whatever you can to sell the book within the book itself*. Maybe you can come up with additional ideas, maybe even gimmicks that will help with sales.

An example is the author who wrote a travel book and solicited ads from businesses within the area he was covering. This actually paid all the expenses involved with having the book published. Another author self-published a book on the history of a small city. He talked the owner of the area's largest hotel into giving free copies to all guests at the hotel. In the front of these particular copies was a very brief history of the hotel, which was the first ever in the area.

Your Bio

Many books have a small photo of the author and a short bio to accompany it. First, you'll want to use a *photo that looks professional*. And second, you'll want it to be *attractive*. You should look like someone who is confident, and professional; someone the reader can trust.

Many self-published book tell a little about the author, either at the beginning or end of the book. This should be short, no more than 100 words or so. So you have to figure out what's most important to tell a reader about yourself, *particularly in relation to your book*.

You may want to include a blurb that tells a little about the book. Readers won't care that you were born in Ireland or that you grew up in Minnesota. The purpose is to draw in the reader, so you have to make it short and catchy.

Try to get testimonials, particularly from well-known people in your field. Start thinking about who you can ask to read your book and give you a quote to use. You may be surprised how many people are willing to help you out.

Now, write Your Bio Sample in the Space Below.

Gathering your team

It's certainly not too early to find people who will help you out with:

- the Publication
- an Illustrator
- a Person to format the book
- a Photographer.

Write the names of who you will call on below for your team. Start calling!

Sometimes friends can suggest people to help you, or you may know some yourself. Make sure, however, that each of them has experience with book publishing. Just because a person is a graphic artist, a painter, or a photographer doesn't mean he or she is an *expert at doing covers*.

You can ask writer friends the names of people they used and if they were satisfied with the end results. And you can find all the people you need online. It really doesn't matter if they live in your area or not since you can communicate via email, Skype, or phone.

Also, of course, consider how much you can afford to spend. Some artists charge up to \$300 or more for covers, while others charge as little as \$50. Of course, before you hire any team member, you need to ask for examples of their work. If they don't want to show you, it's a good idea to pass them by.

Crowd Funding

If you find it's costing you a lot of money you didn't count on, you might consider crowd funding, which means *funding a project or business venture by raising money from a large number of contributors*. There are many crowdfunding sites, one of the best known is Kickstarter, which concentrates on creative projects, while others help raise money for businesses, medical expenses, and so on also very popular, deals largely with business ventures. Each site is somewhat different so far as requirements and what sorts of projects they accept.

Brainstorm who you could contact for crowd funding for your project. Do a bit of research and write some possibilities below.

Interviews

If you're going to self-publish, it certainly isn't too early to think about promoting your book. This means getting your name before the public. How can you do this?

One way is to arrange interviews.

1. Print Interviews: Newspapers, or broadcast media—radio and television.

When you're considering who might interview you, don't overlook weekly newspapers. Often there is a proliferation of them in any area, and often they're happy to have "news" about local residents. Of course, try the larger newspaper too. Maybe they'll turn you down because they don't promote self-published authors or ebook writers. But then again, you could hit it lucky.

It's best, of course, to try to set up interviews around the time the book is published.

1. Radio and TV Interviews: An American who used to live in Baja California, Mexico, contacted radio stations all across the U.S. and asked if they would interview her about her book on martial arts for women. For weeks she spent much of each day being interviewed. *How did she do that since most of the stations were not local? By telephone, which can be more convenient than meeting in person, both for the interviewer and the interviewee.* And, of course, there are local TV stations that also may be willing to interview you.
1. Press Kit: It's also a good idea to have "press kit", now often called a "media kit" to send to potential interviewers or even to use in place of an interview. You can have a publisher do this for you or look online at self made options.

Press or Media Kits

When you contact any news media, it's a good idea to have a press kit ready. Writers and editors often are very busy people, and anything you can do to make their job easier will help.

What should a press kit contain and how does it help?

It's a packet that contains things that tell about you and your book. Yours certainly should include:

- A short synopsis of your book and a press release, that is an interesting, unusual, or interesting feature story that may sway the editor into printing a piece about you.
- You also should include an 8 x 10 photo of yourself—either a portrait type or a picture showing you doing something related to your work.

Press kits are used for anything that might be newsworthy—new books, other products, and business launches or changes, as well as news conferences, and announcements of special events.

Should you prepare for these interviews, or should they be spontaneous?

The answer is yes to both questions, which certainly may seem like a contradiction . But it's best not to go into an interview completely "cold." Take time to consider what sort of questions the interviewers might ask you, and then think of how you might answer. You may even want to jot down some questions and answers. Or if the thought of an interview makes you nervous, ask friends or relatives to conduct mock interviews with you.

That sort of thing fits under the “prepare” part of the question. What about the “spontaneous” part? It would be very rare for an interviewer to provide you with questions ahead of time. So the interview itself is spontaneous, but if you’ve thought of likely questions and how to answer them, it certainly could help. On the other hand, yes, you are going to have some strange questions that seem to come from nowhere logical. There’s no way you can anticipate this sort of question, but since you know these questions are coming soon or later, they’re less likely to throw you.

Don’t give up

It can be frustrating to be turned down again and again when you’re trying to promote your book, but it happens to everyone...except possibly best-selling authors. The main thing is to persist, and there’s bound to be a breakthrough.

Other ways to sell your book

1. Establish a website devoted to your book. Hire someone to set it up, and be sure to check in often to make comments, answer questions and provide additional information.
2. Sell your book on your own website using PayPal. It’s not difficult to establish yourself as a merchant. You might want to look at the website: [How to Get a Merchant Account on Paypal](http://www.wikihow.com/Get-a-Merchant-Account-on-P...)” at <http://www.wikihow.com/Get-a-Merchant-Account-on-P...>

3. Sell your book on other online stores such as Shopify. There are many of them, so you might want to do a search and decide which is best for you. Most explain in simple terms how to go about selling products. Promote your book through the site Good Reads. Here's a quote from the site: "The Goodreads Author Program is a completely free feature designed to help authors reach their target audience – passionate readers. This is the perfect place for new and established authors to promote their books." There's an explanation in easy to follow terms how to use Good Reads to promote your book.

4. Be sure to fill out your author page on your publisher's website.

5. Find others who can help promote you book—old friends in the same business you're in, colleagues, etc.

6. Be sure to let email contacts and others know when your book will be available and how to buy it. Also mention launch parties and book signings.

Action Steps:

1. If you haven't already done so, take time to come up with a catchy and effective title for your book looking at your brainstorm above. Why do you think it's a good title?
2. Think about and then decide on the type of cover illustration you'd like to use. Why do you think it would be effective?
3. Prepare what you believe is an effective bio for your book. Ask friends and/or relatives to critique it.
4. Jot down some things you feel you might be asked during interviews. Then jot down possible answers.
5. Set up a mock interview.
6. Prepare a press kit and then actually send it out to news media.
7. Make a list of radio stations you can contact about interviews.
8. Call or email these stations about setting up the interview.
9. Now make a list of newspapers.
10. Contact the papers about scheduling interviews.
11. Make a list of the types of people you think you'll need on your publication team.

12. Investigate options for choosing such people.
13. Contact likely prospects for these positions. Ask about each person's background and experience, about seeing samples of their work, and about how much they charge.
14. Check out various crowdfunding sites and see if any could be of help to you in publishing your book.
15. Make a list of presses that specialize in self-publishing and decide which would best suit your needs.
16. Find out the requirements for POD books on any site of your choice.
17. Visit or phone commercial printers in your area and discuss requirements and expenses for printing your book.
18. Prepare a press kit and then send it out to various places.
19. Send free copies of your book to newspapers and broadcast media and ask them to review it. Send along a press kit, as well, and ask about being interviewed for a news story.
20. Investigate starting your own website and find out about using it to sell your book.
21. Research online stores where you might sell your book.
22. Fill in information on your publisher's author page.

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