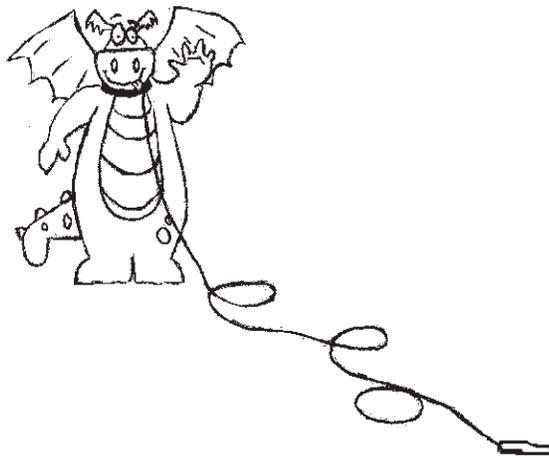


SPIRIT-LED MARKETING SERIES

CLASS ONE

THE MARKETING **Monster**



IDENTIFYING AND OVERCOMING YOUR MARKETING FEARS

Presented by
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Introduction

Marketing can be an intimidating business for a writer. And while you can find wonderful class after wonderful class on the specifics of how to do it and what to spend your marketing dollars on, this one is going to take a different approach. We're going to examine the fears writers have, what's behind them, and how to overcome them.

Some Common Fears

- * I'm never doing enough
- * It's going to take up all my time
- * I'll spend money with no return
- * I'm an introvert (& public speaking)
- * I have nothing unique to offer
- * "Selling myself" goes against the Christian principles I've been taught

"I was raised in a family where we were taught that you never praised yourself and even when another praised you, you were supposed to be humble and gracious. So this part of marketing was extremely hard for me. I felt like a braggy show-off (and sometimes still do!). But what helped me to accept that part of the "package" of being a writer was when I realized that marketing myself was a part of my job-description just like writing the manuscript was. I wasn't promoting myself for MY benefit as much as for the benefit of my publisher, who trusted me with a contract and was working hard to sell my book and help me be successful. Thinking that way not only changed my attitude, but gave me a new focus of being able to say, "I'm so pleased with the job my publisher has done on this book. The cover designer hit a home run, and my editor had some wonderful suggestions, etc. etc." It feels so much nicer to be bragging on someone else, while still meeting the goal of bringing attention to my book for my publisher's sake. And of course, it's win/win. :)"

~Deborah Raney

I've got 5, soon to be 6 books out and I'm still overwhelmed, intimidated, and terrified of marketing. My next book comes out in September and so I ought to be powering up on my launch, but I'm frozen. I want to do a launch party but am afraid no one will show. I want to write articles that refer back to my book to submit to magazines but I'm afraid I have nothing to say that people want to hear. I want to put together some talks to do for local groups that would be interested in my book but I'm afraid no one will think I'm worth listening to. Fear, fear everywhere! And yes, the thought of "tooting my own horn" is incredibly difficult. When you're raised as a Christian to be meek and humble, and to deny yourself, it's VERY hard to then turn around and tell everyone about the book you just wrote.

I'm Never Doing Enough

The monster says:

“You can't do enough. You can't be enough. You aren't good enough.”



These are the days when all the lights seem a little dimmer, when you're staring at your computer asking yourself, "Why do I even bother?" When you're unpublished, this might be the time when you stare at that WIP and think, "This will never sell. No matter how much I edit, no matter how much rewrite, no matter how much I tweak, it's never going to make it."

If you're published, these might be those days when your editor or publicist says, "We need to boost sales." And you go . . . yeah, how am I supposed to do *that*? What do you think I've been *trying* to do? And of course, those are usually the same days when someone else shares a joy with you—that they just signed *another* contract, given the good sales of their first book. That their agent just said their latest book was awesome and was sure to land a contract soon. Or even someone jumping up and down about finishing something,

or a new idea, while you're sitting there in the duldrums.

The Not Enough Monster can lead you to:
Frustration. Despair. Defeat. Jealousy of other writers.

Deafeating the monster:

This is the most dangerous monster out there. This is, in fact, the Spirit of Defeat. But a few simple steps will help you identify it for what it is when it strikes.

1. God does not work through defeat. So if you are feeling defeated, dejected, despairing, do NOT question your calling. Instead, get down on your knees and thank Him for it.

2. Pray. Not just that the Lord would send you something to encourage you, which is in effect praying for a change in circumstances. Instead, pray against the Spirit of Defeat the moment you first sense it. Pray that the Lord will fill you with His love and peace and remove from your heart any doubt. Don't give this monster an inch, or she'll take you over.

It's Going to Take All My Time!

The monster says:

“You’ll never have time to write again! Mwa ha ha ha!”

You could probably spend 30 of every 24 hours a day on marketing and still have things on your to-do list for it . . . it can be overwhelming. And if you’re not careful, if you don’t manage your time correctly, it really can interfere with the actual writing.

How long should you spend on marketing? That’s going to be different for each person, and there are some awesome seminars and workshops out there that do can advise you on it. Rather than focus on that, I’m here to change your perspective on it.



The Time Monster can lead you to:

Discontent. Frustration. Resentment of time spent marketing.

Defeating the monster:

Is writing your calling? Then try viewing it as a ministry. The marketing side is the outreach. This is how you communicate with those you’re called to minister to. Do you expect your pastor to be around to chat after the sermon? Think of yourself as doing something similar when you’re marketing. Change your perspective. If you think of it as ministering rather than selling, you’ll find yourself cherishing those minutes spent connecting with readers.

I'll Go Broke on This!

This monster says:

“Spend, spend, spend—until you’re broke.”

Nobody knows what sells books—annoying but true. What proved a great investment for John might get you nowhere. Investing in marketing is always a risk

The Money Monster can lead you to:

Debt. Feeling it’s not worth it.

Defeating the monster:

In short, don’t spend any more than you’re comfortable simply *spending*, because there are no guarantees on return. So before each purchase, be it a little for postcards or a lot for a publicist, give the matter serious prayer.



But I'm an introvert!



The monster says:

“You can't do it—and you shouldn't have to, right?”

Several fears are lumped together under this one, including fear of public speaking, fear of leaving your comfy writing shell, fear of putting yourself out there only to get rejected . . .

And it's easy to justify ourselves by saying, “Well, this is just the way I am. I'm an introvert, and there's nothing wrong with that.” True. But most of us learn we can't always hide behind that in other parts of our lives, right? Why is it different with our writing?

The Unwilling Monster can lead you to:

Hide. Miss out on opportunities God put in front of you.

Defeating the monster:

In life, even the most introverted among us go outside their shells for some things. We make friends, we fall in love. For those people, we're willing to compromise on our introvertedness. Well, are you passionate enough about your writing, about your book, to compromise? Pray about it and trust that God won't lead you into a situation that would make you panic. He'll lead you into those that help you grow.

I Have Nothing Unique to Say

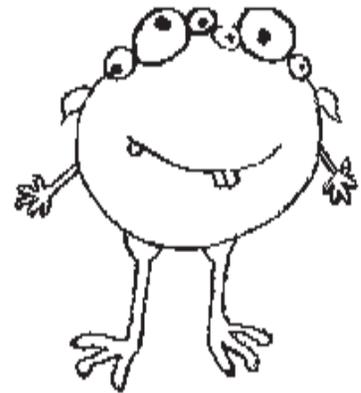
The monster says:

“Who would want to listen to you anyway?”

There are a lot of people out there vying for the same readership. All of them blogging. And Tweeting. And Facebooking. Publicists will all tell you to build a platform, make yourself stand out. But how?

The I Monster can lead you to:

Focus on yourself, your platform, your sales, your words



Deafeating the monster:

When you examine which platforms and blogs and writers achieve that level of uniqueness, you know what they have in common? They're not just trying to take their readers' money and get that sale. They're giving. So instead of asking yourself “What can I do or say?” ask “What can I *give*?”

Again, this is ministry. So ask the Lord how you can minister and give back to His children through your writing. Focus on *them* rather than you.

Conclusion

There are a few other fears noted in the introduction which fall under the same headings in a lot of ways. Most of them boil down to this:

Is writing your calling? Your ministry?

Then look at marketing from that perspective rather than with the thought that it's all about selling. Cover it with prayer and seek the Lord's will before you make any marketing moves.

Questions to ask yourself:

- 1.) Why do I write?
- 2.) Why do I publish?
- 3.) What am I giving?

To help us keep our focus where it belongs, I invite you to ponder this verse.

**“LET NO MAN SEEK HIS OWN GOOD,
BUT EVERY MAN THE OTHER’S.”**

I CORINTHIANS 10:24

