

Great Philly Christian Writers Conference

Going Indie!



Going Indie



Instructor:
Sarah Bolme



Going Indie



www.marketingchristianbooks.com



Going Indie



**Christian
Small Publishers
Association™**

www.christianpublishers.net



Going Indie



We represent, promote, and strengthen small publishers and independently published authors in the Christian marketplace.

www.christianpublishers.net



Going Indie

Membership in Christian Small Publishers Association (CSPA) provides you support in your publishing and marketing journey by:

1. Providing you cutting-edge information.
2. Providing you tools for success.
3. Saving you money.



Going Indie

Cost-saving CSPA membership benefits include:

- Monthly newsletter packed with information
- On-demand seminars on marketing and publishing
- BookCrash: a book review program
- Cooperative marketing programs
- Christian Indie Awards
- Free title setup with IngramSpark and Lightning Source
- Discounts on services.



Going Indie

Three Ways to Publish a Book:

- Traditional Publishing
- Custom Publishing (Self-Publishing)
- DIY: Independent Publishing



Going Indie

Independent Publishing is Becoming Mainstream



Going Indie

Self-Publishing is Growing:

- The number of self-published titles has grown from 152,978 published in 2010 to 786,935 published in 2016.
- That is a 400% increase in the number of self-published titles in six years.



Going Indie

Self-Publishing is Growing:

- Self-published titles accounted for 17% of total book sales in 2016 (229,000,000 units sold).
- 30% of adult fiction sales were indie published.
- 10% of adult nonfiction sales were indie published.



Almost 1 out of every 5 books sold is indie published.



Going Indie

Reasons people publish their own book:

- Can't find a traditional publisher
- Maintain creative control
- Cheaper than using a custom publishing company
- Profits per book sold are usually higher
- Self-publishing has lost its stigma
 - Indie published titles are showing up on best seller lists
 - Self-published best seller lists are popping up (*New York Times*)



Going Indie

Part 1 Three Things to Do *Before* You Publish Your Book



Three Things to Do

1. Brand Your Book



Branding Your Book

When you think of Brands, you probably think of:

- Companies
 - Nike
 - ❖ Just do it!
 - Burger King
 - ❖ Have it your way.



Branding Your Book

- Products
 - M&Ms
 - ❖ Melts in your mouth, not in your hands.
 - Coca Cola
 - ❖ Coke adds life.



Brand Your Book

Every Book is a Business



Brand Your Book

- Every business starts with a creator who believes in the purpose of the business
 - Every book starts with an author who believes in the message of the book
- Every business needs a name
 - Every book needs a title



Brand Your Book

- Every business needs a marketing plan
 - Every book needs a marketing plan
- Every business needs a budget to operate within
 - Every book needs a budget for the process of publishing and marketing



Brand Your Book

- Every business needs endorsements, referrals, and recommendations from customers to grow.
 - Every book needs endorsements, reviews (recommendations), and referrals to sell well.
- Every business needs a brand.
 - Every book needs a brand.



Brand Your Book

What is a Brand?



Brand Your Book

A Brand is Simply the **Promise** you Make and Keep to Your Customer.

- Tide
 - If it's got to be clean, it's got to be Tide.
- Home Depot
 - You can do it. We can help.
- Hummer
 - Like nothing else.



Brand Your Book

Your book also needs a "Brand".

- A **promise** it makes to the reader.
- What promise will your book make to your reader?



Brand Your Book

Every business or service offers a benefit to their customers. These benefits fit into one of the following categories:

1. Economical
 - Walmart : Save money. Live better.
2. Emotional
 - Motel 6: We leave the light on for you.



Brand Your Book

3. Experiential
 - United Airlines: Fly the friendly skies.
4. Functional
 - FedEx: The world on time.



Brand Your Book

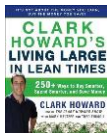
Which category will your book's brand (promise) fit into?

- Fiction
 - Emotional: *Shattered* by Dani Pettrey
 - Experiential: *The End Begins* by Sara Davison



Brand Your Book

- Nonfiction
 - Economical: *Living Large in Lean Times* by Clark Howard
 - Functional: *The Power of a Praying Wife* by Stormie Omartian



Brand Your Book

The promise you make to your reader needs to be something your audience cares about that they will not get anywhere else.



Brand Your Book

Answer these questions in developing your promise:

- What makes my book different from other books on the same subject matter or in the same genre?
- What do I offer that other books on my topic don't?
- What will the reader get from my book that they won't from other books on this subject?



Brand Your Book

- What deep-seated human needs and desires does my book fulfill?
- What differentiates me from other authors on my subject?
- If my book disappeared tomorrow, what would be missing from people's lives?



Brand Your Book

Crafting Your Promise



Brand Your Book

Your Book's Promise:

- Must be Bold
- Must also be Simple and Clear
- Must have an Emotional Appeal



Brand Your Book

Examples:

- **weak**: Learn how to forgive.
- **strong**: Experience peace beyond belief with *The Forgiveness Factor*.
- **weak**: Learn how to become a true disciple of Jesus.
- **strong**: Know with certainty that you will hear Jesus say to you, "Well done thou good and faithful servant."



Brand Your Book

More Examples:

- **weak**: Become debt free.
- **strong**: Never worry about money again.



Brand Your Book

Creating a Book Title That Reflects Your Promise



Brand Your Book

Use **PINC** to create a great book title:

- Make a **P**romise
 - *21 Seconds to Change Your World* by Mark Rutland
- Create **I**ntrigue
 - *Why Keep Praying?* By Robert Morris
- Identify a **N**eed
 - *Steps to Peace with God* by Billy Graham
- State the **C**ontent
 - *The Five Love Languages* by Gary Chapman



Three Things to Do

2. Obtain Endorsements



Obtain Endorsements



Obtain Endorsements

What Are Endorsements?



Obtain Endorsements

Endorsements are by people of influence:

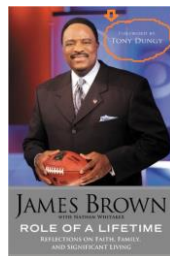
- Authors
- Leaders (Church, Organization, Political, Educational)
- Professionals
- Famous People (Actors, Sports Players, Musicians)



Obtain Endorsements

Endorsements are Specifically Requested

- As just an endorsement
- As a special Foreword or Introduction for your book



Obtain Endorsements

Why have Endorsements?



Obtain Endorsements

1. Lend Credibility to a Book
 - Top two reasons people buy books
 - Know or are familiar with the author
 - Recommended by someone they know
 - Religious integrity



Obtain Endorsements

2. State a Book has Quality
 - Worth the money spent on it
 - Worth the time to read it
3. Broaden the Audience for a Book

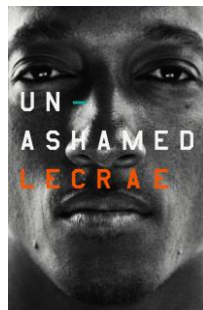


Obtain Endorsements

Lecrae:
Grammy-award winning
hip-hop artist who has sold
over 1.5 million albums.

Endorsements by:

- Louie Giglio
- John Piper
- Rick Warren
- Greg Laurie
- Eric Metaxas



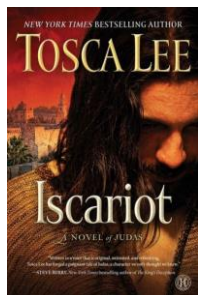
Obtain Endorsements

*How Many
Endorsements?*



Obtain Endorsements

- At least one or two.
- You can't have too many.



Obtain Endorsements

*Who to Ask for
Endorsements?*



Obtain Endorsements

People of Influence:

- Authors in your genre
- Pastors and church leaders
- Thought leaders
- Professionals in your subject matter
- Parachurch organizational leaders
- Famous People (Musicians, Actors, Sports Players)



Obtain Endorsements

Common Questions

- Where do I find these people?
 - Brainstorm a list of 10 to 20 people you know or admire their work
 - The importance of being connected
- Why do people give endorsements?
- Don't be afraid to ask.



Obtain Endorsements

How to Ask for Endorsements



Obtain Endorsements

Contact the Potential Endorser Directly

- Don't contact via social media
- Send an email, a letter, or contact by phone
- Follow up with a phone call if you sent an email or a letter



Obtain Endorsements

What to include in your request:

- Introduce yourself and your upcoming (or published) book.
- Explain why you think the individual might like your book.
 - You admire his work and have read his books
 - One of the author's titles compares with yours
 - You both have a passion for the topic you are addressing in your book
- Thank the person for their time and consideration.



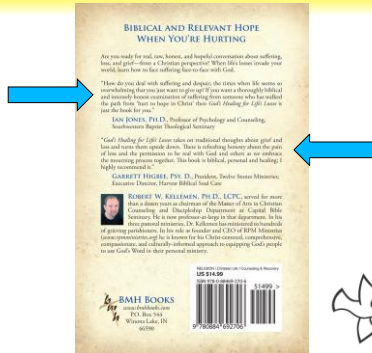
Obtain Endorsements

Where to Use Endorsements?



Obtain Endorsements

Endorsement Example



Obtain Endorsements

Other places to list an endorsement:

- Front pages of your book
- All your marketing materials
 - Website
 - Online book listings
 - Advertisements
 - Bookmarks, postcards, brochures, etc.



Three Things to Do

3. Develop an Audience



Develop an Audience

- Most book sales are made because a reader has developed a connection to the author.
- Authors must develop an audience to sell their books to.



Develop an Audience

What is an Audience?



Develop an Audience

- An audience is a group of people who listen to what you present or say.
 - These people are not “found”.
 - Involves trust.
 - Who listens to what you have to say?
 - Who do you have influence with?



Develop an Audience

Research shows that the number one reason someone reads a book is because they know or are familiar with the author.



Develop an Audience

- They have heard the author speak.
- They have read other books by the author.
- They have heard the author interviewed on a radio show or podcast.
- They have seen the author interviewed on television.
- They have read an interview or article by the author on a blog or other publication.



Develop an Audience

Identify Your Target Audience



Develop an Audience

- Your target audience is the group of people who will benefit the most from what you have to say.
- Knowing your target audience makes your message stronger and clearer.



Develop an Audience

To identify your target audience, ask yourself:

- Who am I writing to?
- What is that person's:
 - Gender?
 - Age?
 - Economic status?
 - Relationship status?
 - Employment?
 - Spiritual level or interest?
 - Special interest?



Develop an Audience

Know and Deliver on Your Brand (your promise)



Develop an Audience

Three strategies you can use to connect with potential readers to develop your audience.

3



Develop an Audience

Strategy #1 Create a Website



Develop an Audience

Your Website URL Should Be:

- Your Author Name
- Your Book's Title
- Your Brand



Develop an Audience

Your Website Should Contain:

- A Blog
- About Your Book
- About the Author
- Reviews / Endorsements
- Social Media Links
- Contact Information
- Email Signup / Call to Action



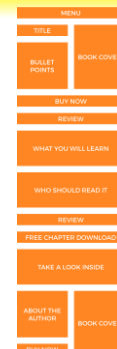
Develop an Audience



Develop an Audience

Website Book Sales Page Sample

By Tom Morkes, CEO
Insurgent Publishing



Develop an Audience

Easy to Use, Affordable Website Hosting & Building Services:

- Squarespace
www.squarespace.com
- Weebly
www.weebly.com
- Wix
www.wix.com



Develop an Audience

Strategy #2 Start Blogging



Develop an Audience

Blogs are influential:

- 77% of Internet users read blogs.
- 87% of blog readers are book buyers.
- Blogs rank third (behind family and friends) in influencing purchasing decisions.
- 61% of consumers have made a purchasing decision based on a blog post.
- A blog helps you develop trust with your audience.



Develop an Audience

Blogs require new content regularly.

- You want to add new material on a regular basis to keep your readers engaged.
- A good goal for blog posting is once or twice a week.
 - Statistics show that 68% of bloggers blog less than daily, but more than monthly.
- It takes nine months of regular posting for a blog to develop a strong, loyal readership base.



Develop an Audience

Where to Get Content for Your Blog



Develop an Audience

Nonfiction Authors:

- Use excerpted sections from your book.
- Expound on various principles from your books.
- Provide insight or comments on current news or world events related to your book's topic.
- Review books speaking to your books' themes.
- Host guests with expertise on your topic.



Develop an Audience

Fiction Authors:

- Share scenes from your story.
- Provide additional information on a theme in your novel.
- Give unique information on the setting of your novel.
- Discuss a surprising discovery you made while researching the book.
- Talk about advice that a character in your book received or gave to help overcome a challenge or solve a problem.



Develop an Audience

Strategy #3 Engage on Social Media



Develop an Audience

Social Media Sites:

- Facebook
- Instagram
- Twitter
- LinkedIn
- Pinterest
- Google+



Develop an Audience

Book Lovers Social Media Sites:

- GoodReads
- LibraryThing
- Booklikes
- Riffle
- Bookstr



Develop an Audience

Social media has become an integral part of life for the majority of Americans.

- Surveys reveal that 78% of the U.S. population has a social network profile.
- Using social media to connect with consumers is now an essential part of any good marketing campaign.
- In fact, 91% of retail brands use two or more social media channels to connect with consumers.



Going Indie

Three Things to Do *Before* You Publish Your Book:

- Brand Your Book
- Obtain Endorsements
- Develop an Audience



Going Indie

Additional Resources:

