

"Marketing for Introverts" Workshop by Catherine Lawton

Handout of Notes (from various sources)

1. When and how to start marketing

Start before you finish (preferably before you even start) writing your content.

You love writing. You also need to love people. Ask the Lord to give you love for the people who will read your writing. Keep them in mind as you write.

Know your audience, who you want to reach with your writing, and know what they want and need. Write to them. For instance, As Rob Eager, author of *Sell Your Book Like Wildfire*, says, "Marketing is always based on the value of your message. By "value," I mean the ability to improve other people's lives. If what you're attempting to promote is devoid of value, then no type of marketing will do much good."

Build in marketing tools in your book, "nuggets of content." Such as quizzes, guides, appendices, break-out articles, humor, check lists, resource guides, back matter, photos, author interview, maps, illustrations, or a chapter from a previous or future book. Research similar books/authors as yours. Make sure your first chapter sizzles and hooks the reader. Be original, fresh, creative, offer a new twist on the subject — But don't completely buck the trends.

2. How to present yourself

Author bio

Writing / Improving your Author Bios

Build a bio that's compelling enough to attract the readers and followers you'd like to have. There are three types of bios that come in handy, whether you have a new or an established career:

1. The One-Page Bio—Or The Long Bio

Tackle this version first. This is the type of bio that would likely go on your website "About" page, although many choose to use a short bio, or both a short bio and a long bio, with the shorter bio at the top of the page and the longer version further down.

You should use your bio to create engagement with readers.

Before you start writing, know whom you are trying to connect with and strive to make a genuine connection with that specific audience.

Know what you do and how you do it differently than everyone else so you can express your unique approach to them.

Provide enough compressed background information to give readers a sense of where you are coming from without overwhelming them with a laundry list of every single thing you have done.

This may take a while to write and refine. Your readers do not care how hard you worked on your bio; they only care about connecting with the person who created such a compelling impression.

Find Your Bio Keywords

After you have your one-page bio drafted, edited and polished, put it down for a bit and get ready to identify the keywords that describe the who, what, when, where, why and how of what you uniquely offer. Keywords attract search engines results.

2. The One-Paragraph Bio—Or The Short Bio

A one-paragraph bio usually accompanies your work when it's shared on the Internet or in print—somewhere outside of your own site or blog. You may also want a condensed version of your long bio on the front page of your website, or at the end of every blog post. You'll find there are a wide variety of possible uses, especially during book launches, conferences, speaking or teaching opportunities, and interviews.

Tips for paring your one-page bio down into one paragraph:

Who, what, where, when, why, and how should take up one or two sentences in your one-paragraph bio.

Hit the most important and impressive notes of your career. A reader will likely skim your bio.

Think about the reader, who they are, and what they want to know. Then slant your bio to speak directly to them.

3. The Social Media Bio

After you have your long and short bios relatively set, you're ready to adapt your one-paragraph bio into various social media bios. Create distinct bios for the sites you're active in: Facebook, Twitter, Google+,

Instagram, Twitter, LinkedIn, Pinterest and Tumblr. Each of these bios has a distinct flavor that reflects the platform context and users.

Align your bio tone with the tone of the platform. For example, don't get all serious in your Pinterest bio. And don't get too casual in your LinkedIn bio.

Don't miss opportunities to post a longer version of your bio. For example, you can get quite a bit of bio mileage out of LinkedIn and Google+.

Some platforms only offer you a sentence or two. Both Twitter and Pinterest only allow 160 characters including spaces. And you probably won't use the same bio for both. You can use a list of keywords for this bio or squeeze the essence of what you do into one or two meaty sentences.

You want potential readers and followers to learn enough about you to create genuine interest and potential for a future connection.

(This section on bios is adapted from a blog post by Christina Katz at <http://janefriedman.com/2015/03/03/build-better-bio/>)

Your Author Website

A website serves as a hub for all people who are interested in your work and are seeking more information or updates directly from you. It doesn't matter if they heard about you online or offline, people are trained to use their mobiles, tablets, and desktops to search for more information, and your author website is a 24/7 resource waiting for them.

All of the information about why people might like your book—along with the hard-hitting sales pitch—should be on your website. If you don't have your own website where you control the content and presentation, it's next to impossible to have a successful book marketing campaign.

if you create a new website, it should be done in such a way that it's easy for YOU the author to maintain and update—no more difficult than if you were updating a Word document.

Get a domain name.

Make an author site, not a book site.

Design it with visual appeal that immediately gives a clear impression of the uniqueness of you and your books.

(See: What your website should include : <http://janefriedman.com/2012/10/17/author-website-what-to-check/>

and: <http://janefriedman.com/2015/03/26/author-website-components/>)

From Jane Friedman: <http://janefriedman.com/2013/06/29/facebook-cant-replace-website/>:

Homepage

About

Endorsements – Build credibility and trust with testimonials

Content – Offer free information, resources, share from your research, videos, other media.

Community – Provide links so readers and fans can connect with you through your blogs, FB pages, Twitter accounts, Goodreads page, Amazon author page or Your Amazon reviews, YouTube channel, etc.

Sign-up box to gather visitor’s contact info; give them opportunity to sign up for your newsletter, blog posts, announcements.

Calendar – List your speaking engagements, readings, workshops, etc.

Book/Store page –

Media page – promo materials such as author photos, bio, pdfs of promo materials, sample interview, links to online interviews and blog tours.

Amazon’s Author Central

Goodreads Author Page

Project a Professional Image

If you don’t have the expertise yourself, invest in professional design and presentation for all marketing and self-promotion materials. This includes your website, your author photos, your book cover (the No. 1 book

marketing tool, whether print or digital), your business cards, your Twitter avatar, your Facebook cover photo, etc. If you appear professional, that's half the battle. Amateur design hurts you tremendously in the long run—especially when it comes to gatekeepers and influencers. Appearance matters, and a professional presentation shows that you take yourself and your work seriously. (But don't take yourself too seriously!)

3. How to present your book

Develop relationships, resources, and reach

Brainstorm a list of all the meaningful relationships you have—people who you can count on to read your e-mails. Divide the list into three groups:

(a) people who would probably like to be alerted to your new work, e.g., old classmates or coworkers. For Group A, write a brief announcement and include a link to your website for all the book details.

(b) people who have significant reach or influence with your target readership, e.g., a blogger or established author. For Group B, write a brief, **personalized** note to each person about your book promotion efforts, and offer 1-3 concrete ways they could help you—e.g., tweet about the book on a specific day, excerpt the book on their blog/site, run a Q&A, etc

(c) your existing and devoted fans who may be willing to spread the word about your new work to their friends and connections. For Group C, write a brief, general note asking for support in any way they feel comfortable, and provide examples of what that support might look like. If there are any influencers in Group C, consider moving them to Group B and writing something more personalized.

Note: So few authors do any of this. Taking the time to write personalized e-mails will dramatically increase support from your network. “You shouldn't try to market and promote your book on your own; it takes a village, as they say,” says Rob Eager.

Brainstorm a list of all the gatekeepers to your readers with whom you do not have a relationship yet—specific individuals and specific websites/blogs. For example, if you write romance, then popular romance review blogs would act as a gatekeeper. Do those blogs accept guest posts? Can you contribute to their community in some way? If you want to grow your readership, you'll have to work beyond your existing network. Find a way to help gatekeepers—rather than demanding something of them—and you'll find the whole process more successful AND enjoyable.

Garner endorsements, reviews, interviews

Ask and ye shall receive. Work with your publisher. Timing is important. Make it easy for the reader/reviewer. Be considerate.

Help improve and maintain your book's information and availability

Amazon book description and meta data: See: http://janefriedman.com/2015/04/02/amazon-book-description/?utm_source=feedburner&utm_medium=feed&utm_campaign=Feed%3A+JaneFriedman+%28Jane+Friedman%29

Engage in Gorilla marketing

Read *1001 Ways to Market Your Book* by John Kremer, for lots of ideas.

4. How to connect effectively with your readers and gain potential readers

Be active on social media. Learn to use Facebook, LinkedIn, Pinterest, Google+, or whatever venue you choose that works for you. Social media will connect you with people you would never know any other way. Visit blogs with valuable content and follow them. Leave comments and get involved. Start your own blog and keep it updated. Invite others to share guest posts, and be quick to respond when someone invites you to be a guest on their blog.

Blogging

When done right, blogging can directly reach your target readership and develop a community around your work. Be authentic; offer good content, blog about what interests you, excites you, is unique about you. Blog your subject matter, what you care about, something you're passionate about for the long haul. Write in your unique voice. Success in blogging takes persistence and consistence over a long period of time.

You don't need a huge number of followers. A small, targeted, loyal following is best. Make sure people can subscribe to your blog. Feed your blog into your Amazon author page, your Goodreads author page, FB, LinkedIn, and wherever else you can.

What to blog about:

Make the content related to your books' subjects and themes.

Make the content audience oriented—helpful and relevant to your readers.

Don't necessarily promote your book directly in your blog posts; rather talk about how you believe your book is adding value to the world.

Empathize with your audience—think about how you want your audience to perceive you. Talk about the various problems of your audience; encourage them to engage with you on a personal level.

Inspire your audience and give them food for thought.

For more advice on blogging, see the following posts that were shared by Jane Friedman on her blog:

[Get Started Guide: Blogging for Writers](#) by Jane Friedman

[10 Ways to Build Long-Lasting Traffic to Your Author Website or Blog](#) by Jane Friedman

[Please Don't Blog Your Book: 4 Reasons Why](#) by Jane Friedman

[It's Time for \(Many\) Experienced Writers to Stop Blogging](#) by L.L. Barkat

[Top 10 Blog Traffic Killers](#) by Michael Hyatt

[2 Strategic and Compelling Reasons to Keep Blogging—And When to Kill a Blog](#) by Dan Blank

[How Long Does It Take to Get Blog Readers?](#) (advice collected from many bloggers by Nina Amir)

Social Media

Facebook, Goodreads, Twitter, LinkedIn, etc.

“When I see bad book marketing out in the wild, I wish I could do something productive to help that author (or sometimes publisher!) see how they're wasting their time. What is bad book marketing? It's whenever I receive:” (Jane Friedman <http://janefriedman.com/2014/12/08/facebook-for-authors/>;))

A tweet from a total stranger asking me to look at their book

An e-mail from a total stranger asking me to look at their book

A Facebook message from a total stranger asking me to look at their book

And so on—I think you get the idea.

Use your website for hard selling. Do not lean on social media for hard selling. Social media typically works best for long-term awareness efforts, relationship building, audience development, and general networking. It is not terribly effective for repeatedly telling people, in your own voice, over and over again, “Buy my book.”

If friends or fans feel like you’re only there to market to them, rather than be a community member, they’ll ignore you.

Facebook (and most social media) is excellent at building awareness and comprehension in the community of who you are and what you stand for. Over time, you become more visible and identifiable, because you show up consistently. Important: Facebook is not a replacement for an author website.

If you’re not crazy about the idea of the additional work required by an official fan page or business page, then I recommend you allow people to follow your personal profile instead.

You can make any of your personal profile posts public, and your followers will see those posts in their news feed without being your friend.

A link back to your author website and possibly your Amazon author page

A decent bio in the “About” section, with mention of your books

Keep in mind that no matter how Facebook changes profile page structure, most people are interacting with your posts *in their own newsfeed*. Very few people visit your profile

Don’t just post links—offer context. A little hand-holding goes a long way when you share links or content—whether it’s your own content or someone else’s. Explain why you’re posting it, share an interesting quote from it, or otherwise introduce the content so people understand why it deserves their time (or how it relates to them). Be a thoughtful curator, not a blaster.

Copywriting skills matter. It takes practice and skill to get people to read and possibly click or respond to whatever you’re posting. When you write the post, think about how you can answer the question (from your reader’s perspective): What’s in it for me? If you can’t answer that question, then hopefully your writing is witty, humorous, or otherwise compelling.

What Should You Post on Facebook?

Share in the success of others and promote them whenever possible. Some people use a five-to-one rule: for every five posts, four are about others and only one about you.

The really meaningful, platform-building social-media activity draws on the same creativity and imagination that's part of your "serious" work. That means that whatever you post ideally connects back to the motivations and themes that drive your writing work. For that reason, what you post will be as individual and unique as you and your work. But here are a few considerations.

Be interesting. Post updates or links that reflect your perspective on the world, or that play on themes that fascinate you. Have fun in what you share. See what happens. Experiment.

Be helpful.

Be open and curious. If you have a question on your mind, ask Facebook for their thoughts. If you'd like to gather ideas and feedback, ask your community.

Be a little personal. We all know there's a line, so don't cross it. But if you share things that don't have any impact on you, or don't touch your life, or that you don't feel anything about, then you might be a bore.

Be a little vulnerable and unpolished. It's much easier to like someone when they have flaws. While you don't want to run to Facebook to reveal all your insecurities, always presenting a perfect, polished front can get stale or not offer much authenticity.

Post links to your new writing, blog posts, etc. Some people skip this because they think it's too heavy-handed or marketing focused. But most fans/friends will never visit your website or blog on a daily basis (or ever), and may not have any other way of knowing about your new work. So the link that you post on Facebook is their cue that you have new writing available.

Don't forget about photos. Photos tend to get far more attention on Facebook than text-only posts. While there's no "right" content or updates, try experimenting with different types of media to see what gets the best engagement. Many authors I focus on posting photos of themselves at literary events, with other authors, with students, etc—and for good reason. It works!

Ask questions. Inviting a conversation is a time-honored Facebook strategy. However, if the discussion ever breaks the "living room rule" (if a comment would cause you to kick someone out of your living room), you should step in and moderate. Your comment thread doesn't have to be treated like a free-speech zone; I recommend cultivating a respectful and thoughtful tone.

Be courteous and kind

Bottom line: The most important thing you can do is share things that you care about—to express something meaningful rather than dutiful. Never throw up a link or a photo without giving the story behind it, or why it matters to you. People crave meaning. Facebook is an excellent tool for delivering that.

For published writers (regardless of how you publish), Facebook can be a key way to stay engaged with your readers. It's a place to be informal, fun, and casual with people who have already expressed some level of interest or affinity for what you're doing. If people friend you or "like" you, they've given you permission to be in touch and offer updates. Such people may not have any other alerts or notices about you except for what appears in their Facebook news feed. You're creating an impression, and sometimes a bit of a relationship, each time you post—what do those impressions add up to after a week, month, year? Are you conveying a personality, voice, or image you're comfortable with?

5. Go to the places where your potential readers are.

If this is too hard to do by your introverted self, get help from an extroverted friend, spouse, associate, or hire someone.

Visit Bookstores and other Retailers

Book signings, store/author events, getting your book on the shelves

Article: "How to Get Your Books Into Bookstores"

<http://www.bookpleasures.com/websitepublisher/articles/168/1/Getting-Your-Book-Into-Book-Stores/Page1.html>

Seek and Accept Interview Opportunities

You can prepare your own interview and offer it. Maybe ask a writer friend to interview you/ pose questions about you, your writing, your book/subject/experience/expertise.

From Rob Eager: Turn Media Interview into Book Sales: Tips for Author Radio Interviews— See more at:

<http://www.startawildfire.com/books/bonus-updates>

Radio, Podcasts. Print, Online

Work with libraries, local clubs, organizations, groups needing speakers – if you can be comfortable with this.

Sell your books when speaking and at other events

When the venue allows you to sell books: Accepting Credit Cards, Manning a Table, Introducing Your Book

Book fairs

Always be ready and alert to opportunities.

6. Grow a following by continuing to produce and share content.

KEEP WRITING. Share your expertise, passion, creativity, vision.

Good News for Introverted Writers!:

The fact of the matter is that not only will authors have to promote their books if they want them to sell, no matter how it is published, they actually can write their way to book promotion. All writers obtain a level of expertise on the topics they research when writing a book. So, why not utilize that research to become experts, or simply to write short stories based on the research that has been done?

Promoting through feature articles in magazines, blogs and other outlets. Being published gives certain credibility in the writing subject that authors can and will use as a way to get their name out there, and thus promote their work. To promote published work is to feature articles in the book's topics as well as short stories whether fictional or not, and short tips-style pieces that can be used as fillers by different publications. The point is that not only will the author establish contacts that might help them to promote other works; it will make them an expert in the topic as well.

There is also another benefit to this approach. Many times, small pieces can be the perfect new book idea, and the fact that comes from published piece by the author shows marketability which can be turned around and open many Literary Agencies doors. Here are some tips on writing for promotion:

Make a list of possible topics for a feature piece that can be taken out of research material.

Write away! Write specific and short pieces.

Pay attention to local and national news, and when the right event happens send your pieces everywhere quickly.

Make sure to send in your short bio and contact information with your work.

Seek ways to Exercise Subsidiary rights, if you have the opportunity and your publisher encourages this.

Write reviews and endorsements for other authors and their books.

7. CONCLUSION: Author marketing and platform development involve:

- 1) Being yourself
- 2) Connecting authentically and helpfully with readers.