

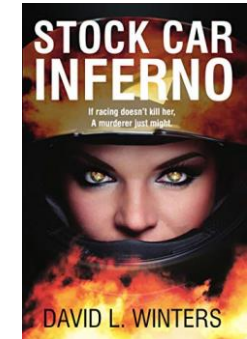
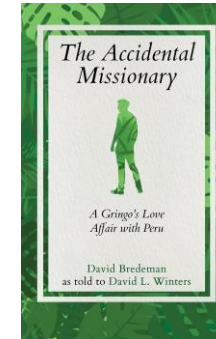
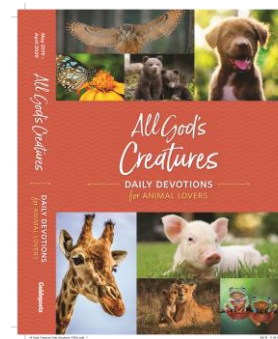
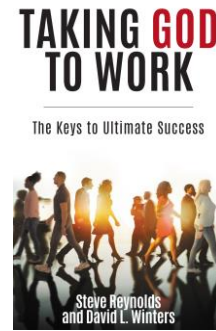
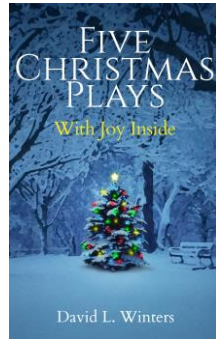
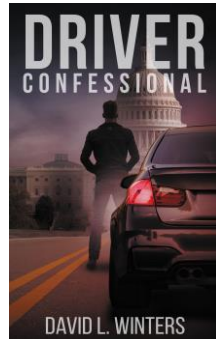
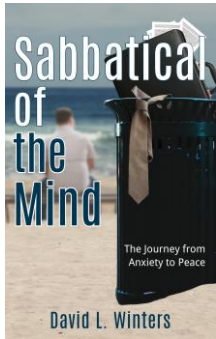
Launch Your Book!

DAVID L. WINTERS, AUTHOR/SPEAKER



Who am I?

- ❖ Author/Publisher/Speaker/Humorist since January 2016
- ❖ Formerly 34-year Federal employee, 20 years a manager with Homeland Security and the U.S. Navy
- ❖ MBA, Regent University 2003, marketing nerd
- ❖ Books



It's all about God!

“Unless the Lord builds the house,
They labor in vain who build it;
Unless the Lord guards the city,
The watchman stays awake in vain.”
(Psalm 127:1).

Pray about everything

Pray about your calling to write (Who, What, Why, When, Where)

Pray for God's heart about your book ministry (love)

Pray about what to write (Message)

Pray about your target audience

Pray about the launch

Pray about how to market (so you can spread the message of your book)

Pray for sales to spread the message of your book

Pray to leave the results to God

When to market

- ❖ Before you write
- ❖ While you write
- ❖ Before you publish
- ❖ After you publish
- ❖ Stir up the backlist



Before you write

- ❖ Choose the right Genre
 - ❖ Write to market?
 - ❖ Know Your Reader
 - ❖ Market to the right audience
 - ❖ Tools like KDPRocket and K-lytics
- ❖ Find your audience and learn how they decide what to read
- ❖ Begin building your platform
- ❖ Make plans to build your audience (mailing list, website, blog, speaking engagements, social functions)

While you write your book

- ❖ Publish a regular blog or short stories
- ❖ Build a web presence (Let them help you write)
- ❖ Invite other authors to guest blog or interview them (People who appeal to your tribe)
- ❖ Line up a street team, test readers, blogger friends
- ❖ If Indie, start thinking about title, cover art and how you will market the book
- ❖ If Traditional, create marketing plan (required for a book proposal)
- ❖ Capture email list (Most Important!)

3-4 months before you publish

- ❖ Get head shots
- ❖ Obtain Cover art (Test market title and cover)
- ❖ Formulate killer blurb describing the book (Test market blurb)
- ❖ Create bio for back cover and a longer version for press kit

2-3 months before you publish

- ❖ Obtain content edit of book/fix problems
- ❖ Order Kirkus Review or other reviews (Make sure to note: Advance Reader Copy or version before final edits - excuse typos.)
- ❖ Order pop-up banner (with book name), table skirt (David L. Winters, Author)
- ❖ Order post cards with cover (get some with blank back and some with blurb, ordering info)

A few words about blurbs

- ❖ A great blurb is key to selling books (Keep tweaking until it converts!)
- ❖ Focus on reader expectations (not just what book is about)
- ❖ Think advantages/promise (if you read this...)
- ❖ Study blurbs for top-selling books
- ❖ Know blurbs for your genre (what trips buying triggers)

1-2 months before you publish

- ❖ Plan specifics on how you will get the word out
 - ❖ Launch events (Where everyone knows your name: Church, Social/volunteer groups, hometown bookstore)
 - ❖ News releases (Not...Hey! I published a book. Tie it to news story: “New book solves global warming!”)
 - ❖ Donate a copy to your local and neighboring libraries, hospitals, prisons
 - ❖ Schedule library talks/book signings
 - ❖ Schedule speaking engagements
 - ❖ Book Fairs
- ❖ Try Bookfunnel with loss leader book, short story or novella to capture email addresses
- ❖ Apply for Awards
- ❖ Assemble launch team/enlist reviewers
- ❖ Schedule book promo site features (Could be difficult if traditional)

Let God's word inspire you

Be a creator

“In the beginning God **created** the heavens and the earth” (Genesis 1:1)

Be a collaborator

“So the craftsman encouraged the goldsmith; **He who smooths with the hammer inspired him who strikes the anvil**, Saying, ‘It is ready for the soldering’; Then he fastened it with pegs, *That* it might not totter” (Isaiah 41:7).

Never give up

“**Therefore** we also, since we are surrounded by so great a cloud of witnesses, let us lay aside every weight, and **the** sin which so easily ensnares *us*, and let us **run** with **endurance** the race that is set before us” (Hebrews 12:1).

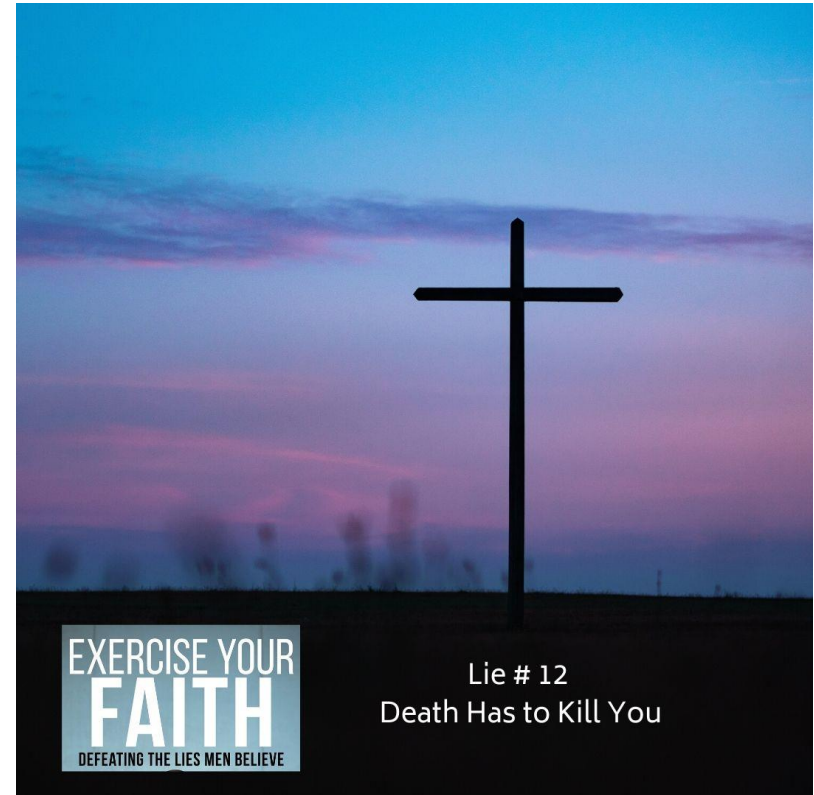
Think out of the box within convention

Book Trailer (Fiverr)

Cameo (Shout outs from celebrities)

Canva (Mememes)

Swag (Keychain, pie server, etc.)



Use book promo sites to boost rankings

Bookbub (12/18/2019, \$84, 113 Books outside of U.S.)

Bargain Booksy (\$25-\$80) (12/18/2019, \$25, 56 books inside U.S.)

My Book Cave (\$20) (02/20-26/2019, \$20, 64 books)

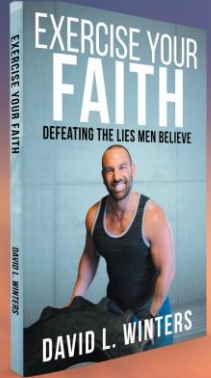
Fussy Librarian (\$10-\$30) (02/26/2019, \$20, 37 books)

Robin Reads (\$30-\$80) (03/12/2019, \$60, 36 books)

Book Doggy (\$20) (03/13/2019, \$20, 16 books)

CAUTION: There are many promo sites and many don't work at all! Trust experience of friends and recommendations of top marketers. Schedule for after publication date. Layer over multiple days and weeks if you have the budget.

The Big Day – We have liftoff!



You're Invited!
Book Launch Party

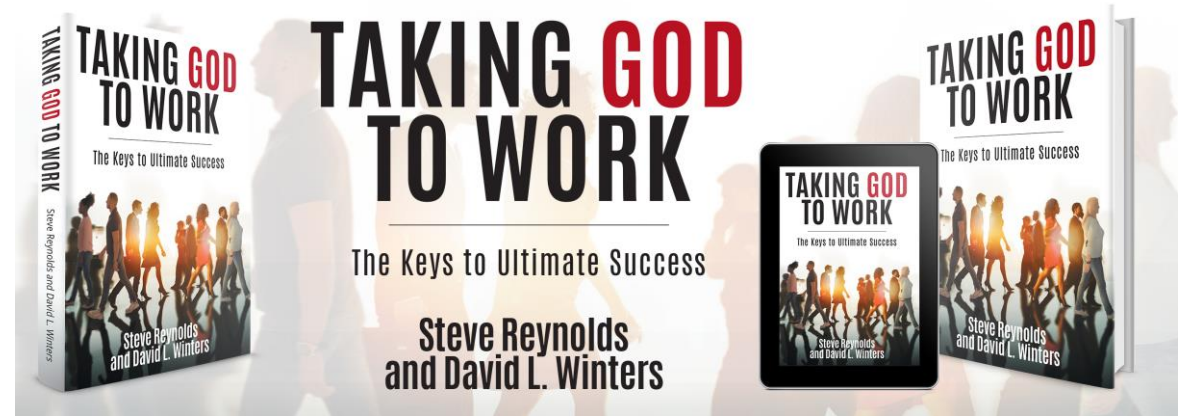
Feb. 15, 2020
11 a.m. - 2 p.m.
Agape Books and Cafe
Springfield Town Center

- Author Signing
- Photo Opportunity
- Free Cake
- Meet and Greet



After you publish

- ❖ Go nuts on social media
 - ❖ Mobilize street team
 - ❖ Facebook (personal site and pages)
 - ❖ Instagram
 - ❖ Twitter
 - ❖ Linked In
 - ❖ Blog (save your best guests for the second or third week after you launch)
 - ❖ Invite reviews
- ❖ Run Ads (AMS, FB, Google) (KDP Rocket)
- ❖ Keep learning KDPpreneur, Youtube



Cultivate media relationships

- Radio
- Podcasts
- Blogs
- Reviewers



After you publish (Part 2)

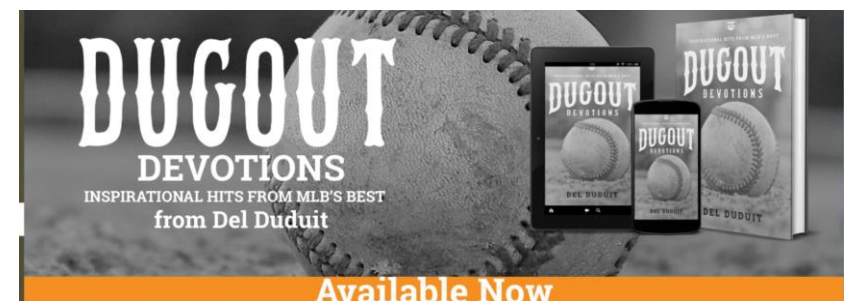
- ❖ Hold launch events, signings and book club drop-ins
- ❖ Bookfunnel (Use short stories or other incentives to capture email addresses of likely readers, then market)
- ❖ Speaking engagements and interviews (More, more, more)
- ❖ Write articles for everyone and their dog, even free sites like CBN.com, Christian News Service, etc.
- ❖ Help a Reporter Out (HARO)

“We have lift off!”



Best ways to keep selling your books

- ❖ Get more than 100 reviews
- ❖ Build a strong Amazon ranking and ride it
- ❖ Write your next book
- ❖ Write a series
- ❖ Find a niche and settle into it
- ❖ Adopt a role in your niche (Del Dudit)



Market your backlist with your launch

- ❖ Re-publish with new cover
 - ❖ Maintain good electronic records (.pdf layout)
 - ❖ To re-write or not (Word .doc)
- ❖ Radio interviews (topical)
- ❖ Guest blog with tie-in to backlist title
- ❖ Can you re-package as a series?

Final Thoughts

- ❖ Become a student of marketing

 - ❖ The Novel Marketing Podcast

 - ❖ Joanna Penn

 - ❖ David Gaughran

 - ❖ Derek Murphy

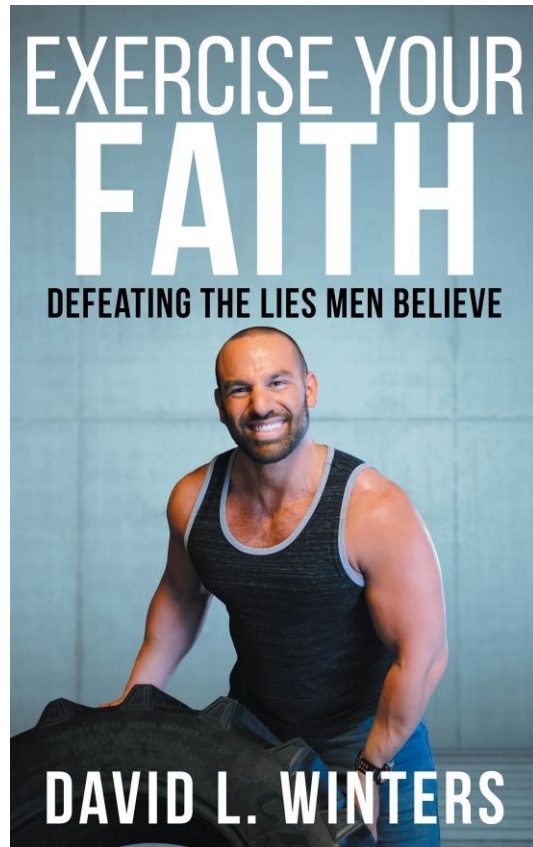
 - ❖ Rob Eager

- ❖ Join groups where your tribe hangs out; add value – don't just market

- ❖ Book signings and fairs can be a trap (Manage expectations, realize the intangible benefits, plan on inviting a bunch of your followers)

- ❖ Speaking Engagements – It's much easier selling at the back of the room

Lessons Learned: Exercise Your Faith



1. Partner with a local Christian bookstore
2. Segment potential market and focus appeals to various segments (Men and women who love them)
3. Scratch out reviews before running ads (Amazon needs to learn who will like your book)
4. **Pray! Pray! Pray!**
5. Partner with podcasters, bloggers, etc. that serve your audience

Let's be friends

Website

- www.sabbaticalofthemind.net

Facebook

- www.facebook.com/David.winters.520
- www.facebook.com/authordavidlwinters
- www.facebook.com/takinggodtowork

Instagram

- www.instagram.com/authordavidlwinters

Linked in

- www.linkedin.com/in/authordavidlwinters

