

Greater Philly Christian Writers Conference

Continuing Session:
You CAN Indie Publish & Market Your Book



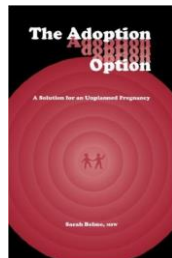
You CAN Indie Publish & Market Your Book



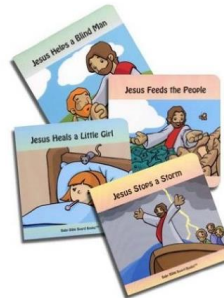
Instructor:
Sarah Bolme



You CAN Indie Publish & Market Your Book



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Christian Indie Publishing Association

www.christianpublishers.net



You CAN Indie Publish & Market Your Book



www.marketingchristianbooks.com



You CAN Indie Publish & Market Your Book



**Christian
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Association**

Providing small publishers and independent authors information and tools for success in publishing and marketing Christian books .

www.christianpublishers.net



You CAN Indie Publish & Market Your Book

Membership in Christian Indie Publishing Association (CIPA) 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.



You CAN Indie Publish & Market Your Book

Cost-saving CSPA membership benefits include:

- Monthly newsletter packed with information
- On-demand seminars on marketing and publishing
- Reference guides and checklists for publishing and marketing books
- Cooperative marketing programs
- Trade show representation
- Christian Book Award
- Free title setup with IngramSpark and Lightning Source



You CAN Indie Publish & Market Your Book



You CAN Indie Publish & Market Your Book

Three Ways to Publish a Book:

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



You CAN Indie Publish & Market Your Book

Independent Publishing
(Self-Publishing)
is Becoming Mainstream



You CAN Indie Publish & Market Your Book

Self-Publishing is Growing:

- The number of self-published titles has grown from 133,036 published in 2010 to 1,009,188 published in 2017.
- That is a 658.5% increase in the number of self-published titles in seven years.



You CAN Indie Publish & Market Your Book

Self-Publishing is Growing:

- In 2017, 75% of all independently published print books were published through Amazon (CreateSpace) for a total of 751,924 titles.



You CAN Indie Publish & Market Your Book

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.



You CAN Indie Publish & Market Your Book

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*)



Market Your Book

Three Things to Do
Before
You Publish Your Book



Three Things to Do

1. Brand Your Book



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:

Economical

- Walmart : Save money. Live better.



Brand Your Book

Emotional

- Motel 6: We leave the light on for you.



Brand Your Book

Experiential

- United Airlines: Fly the friendly skies.



Brand Your Book

Functional

- FedEx: The world on time.



Brand Your Book

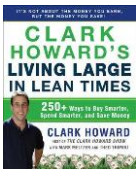
Which category will your book's brand (promise) fit into?

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



Brand Your Book

- 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 will the reader get from my book that they won't from other books on this subject?
- What do I offer that other books on my topic don't?



Brand Your Book

- What differentiates me from other authors on my subject?
- What deep-seated human needs and desires does my book fulfill?
- 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



Market Your Book

2. Obtain Endorsements



Obtain Endorsements



Obtain Endorsements

What Are Endorsements?



Obtain Endorsements

Endorsements are by people of influence:

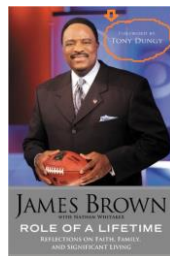
- Authors
- Leaders (Church, Organization, Political, Educational)
- Professionals
- Famous People (Actors, Sports Players, Musicians)



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

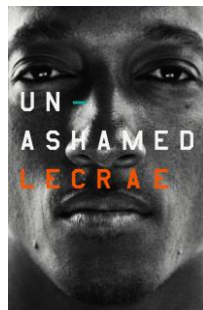


Obtain Endorsements

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



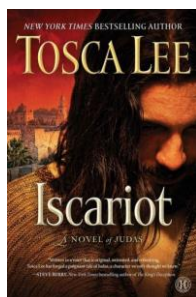
Obtain Endorsements

*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
- 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.



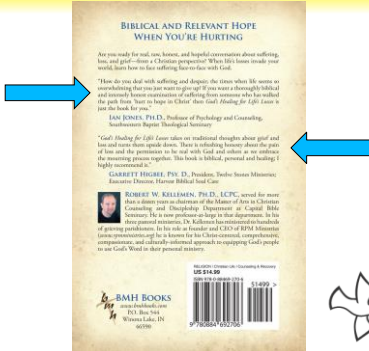
Obtain Endorsements

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.

