

## Great Philly Christian Writers Conference

### Going Indie!



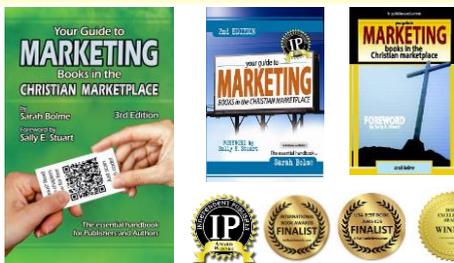
## Going Indie



Instructor:  
Sarah Bolme



## Going Indie



[www.marketingchristianbooks.com](http://www.marketingchristianbooks.com)



## Going Indie



**Christian  
Small Publishers  
Association™**

[www.christianpublishers.net](http://www.christianpublishers.net)



## Going Indie



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

[www.christianpublishers.net](http://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

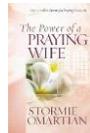
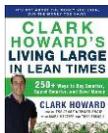
Which category will your book's brand (promise) fit into?

- 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:

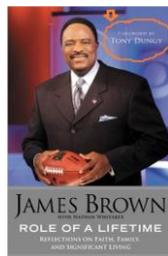
- Authors
- Leaders (Church, Organization, Political, Educational)
- Professionals
- Famous People (Actors, Sports Players, Musicians)



## 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

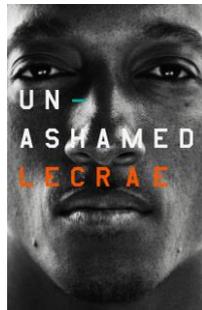


## Obtain Endorsements

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



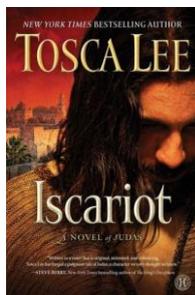
## Obtain Endorsements

*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.



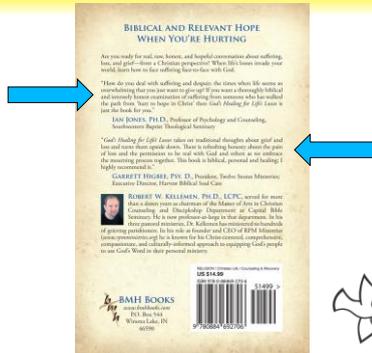
## Obtain Endorsements

### *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](http://www.squarespace.com)
- Weebly  
[www.weebly.com](http://www.weebly.com)
- Wix  
[www.wix.com](http://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:

