

DIY Guide to Social Media Marketing and eBook Publishing
Coral Russell

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THE DIY GUIDE TO SOCIAL MEDIA MARKETING AND
EBOOK PUBLISHING

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Acknowledgments

Foreword

The DIY Guide to Social Media Marketing and eBook Publishing

Books are the perfect entertainment: no commercials, no batteries, hours of enjoyment for each dollar spent. What I wonder is why everybody doesn't carry a book around for those inevitable dead spots in life. - **Stephen King**

This is the 2016 edition.

I have made sure the links are still accurate and added an actual plan on how to market yourself based on my knowledge as book publicist for the past six years.

If I've missed something you can always bring it to my attention at coralrussellbooks@gmail.com

DISCLAIMERS -

Yes, this is done with the American market in mind and is geared toward fiction.

One reviewer called this book a 'garden of links'. Although you can read this book with any eReader, it is probably best viewed on a computer with a PDF because of the number of resource links. You can read it on tablets like Nook Color, iPad, Kindle Fire, etc. But in order to follow up on the links, it would be easier to use a computer with a PDF.

You can download a FREE PDF version here

<http://www.blog.kybunnies.com/books/the-diy-guide-to-social-media-marketing-and-ebook-publishing/>

This guide first came about because a talented Indie author named Mike Cyra asked me for suggestions on marketing as well as a book review for Emergency Laughter -

<http://www.amazon.com/Emergency-Laughter-ebook/dp/B004SCRV8U>

**He had this to say about the guide you are now reading -
Well worth your time and your dollar.**

I purchased 'The DIY Guide To Social Media Marketing and eBook Publishing' well after I had published my first eBook. As a first time, self-taught ebook publisher, I felt I had done things pretty good and my book was doing remarkably well.

I decided to buy this guide book when I was getting ready to publish my second eBook for two reasons.

One, I had forgotten everything I had done to properly publish the first book and I needed a current, easy to read, comprehensive format to guide me through the steps again.

The second reason was I needed to step back, re-evaluate my first ebook and make sure I was utilizing every resource available to push my sales to the next level.

I got everything I needed from Coral Russell's DIY Guide book. It was the best dollar I ever spent. It refreshed my memory, guided me through the steps of self-publishing and showed me valuable things I hadn't done before. Above all it saved me time and frustration so I could get back to writing.

There is a wealth of informational links in this book. I liked this because she had already investigated the best links to offer me and this saved me time...so I could get back to writing. I do recommend you view this book on a PC because of the amount of links in it. For me, it was easier and faster.

I was very pleased with this guide book. I highly recommend it.

As far as what you will be able to accomplish after reading and applying this material, I think Scott Nicholson in his eBook The Indie Journey said it best <http://www.amazon.com/Indie-Journey-Secrets-Writing-ebook/dp/B0050I5TXA>

Enjoy the process, do what you love, that way you are happy no matter what the outcome.

If you know of any good resources out there or have something to share, drop me a line at coralrussellbooks@gmail.com

Chapter One: The Basics

Introduction to Chapter One - The Basics

The first two sections are basic resources for writing and critiquing/editing/proofreading. They are necessary but a full course on good writing is beyond the scope of this book. Editing is a service you will have to pay for and it is not cheap but necessary in order to offer a professional book and reading experience.

The next three sections, A Good Book Cover, A Catchy Book Blurb, and A Brilliant Book Sample are the three things that must be mastered to help you in your marketing goals. They are short but don't underestimate how powerful and essential they are when it comes to selling books.

The last two sections are about formatting your masterpiece and uploading it to book sellers.

1. Writing Resources

There is nothing to writing. All you do is sit down at a typewriter and bleed. — **Ernest Hemingway**

This is not a guide on how to write. I assume you already know how to write and write well. Please remember, if you are planning to sell what you write, make it the best. Hard-working people are going to plunk down their money to pay to read what you write.

Books - These are the books that I have personally read and can recommend as being worth the money.

Story: Substance, Structure, Style and Principles of Screenwriting by Robert McKee

<http://www.amazon.com/Story-Substance-Structure-Principles-Screenwriting/dp/0060391685>

Techniques of the Selling Writer by Dwight V. Swain

<http://www.amazon.com/Techniques-Selling-Writer-Dwight-Swain/dp/0806111917>

Self-Editing for Fiction Writers by Renni Browne and Dave King

<http://www.amazon.com/Self-Editing-Fiction-Writers-Second-Yourself/dp/0060545690>

Word Painting by Rebecca McClanahan

<http://www.amazon.com/Word-Painting-Guide-Write-Descriptively/dp/1582970254>

Fire in Fiction by Donald Maas

<http://www.amazon.com/Fire-Fiction-Passion-Purpose-Techniques/dp/158297506X>

Elements of Style by Strunk and White- free older version on-line

<http://www.bartleby.com/141/>

Telling Lies for Fun and Profit by Lawrence Block
<http://www.amazon.com/Telling-Lies-Fun-Profit-Fiction/dp/0688132286>

Writing by Jim Butcher
<http://jimbutcher.livejournal.com/>
Chicago Manual of Style book
<http://www.amazon.com/Chicago-Manual-Style-16th/dp/0226104206>

and website
<http://www.chicagomanualofstyle.org/home.html>
Plot and Structure
<http://www.amazon.com/Plot-Structure-Techniques-Exercises-Crafting/dp/158297294X>

Writing Fiction for Dummies
<http://www.amazon.com/Writing-Fiction-For-Dummies-ebook/dp/B002XGICAO>

Margie Lawson has some of the BEST online PDFs with writing tips and tricks. I highly recommend her material.

<http://www.margielawson.com/>

There are many others and I'd love to hear your favorites. These are just the ones that I know I will refer back to time and again.

Websites - There are literally a ton of websites that can help you with writing pointers, examples, and explanations.

The basics of any story are: theme, plot, setting, characters, dialog, point-of-view, style

<http://myden-myden.blogspot.com/2007/08/structure-and-components-of-story.html>

Having trouble with the passive voice? - YouTube has how-to videos on just about everything! Here's one from Novel Publicity-

<http://www.novelpublicity.com/2011/06/make-or-break-a-sentence-from-the-first-word/>

If you find you are struggling with one or two or even three of these topics, research it. Just type some keywords into Google and

surf away! You may not surface for hours, but I guarantee you will find something that will help you move forward with your writing.

As an example, I struggle with understanding point-of-view and found this.

<http://www.rtbookreviews.com/rt-daily-blog/writing-help-four-tips-writing-deep-point-view>

Nice and concise. If you don't know how to do something, don't panic, you can always learn!

The best thing you can do is - write, write, and write some more! You should also read, read, and read a lot of quality poems, short stories, essays plus novels in the genre you're writing and outside of it. Reading will expand your writing!

Make sure you're following Ray Bradbury's advice - Don't talk about writing. WRITE! It is easy to fall into the trap of talking about writing instead of unplugging from everything, putting your butt in a chair and writing something every day.

Here are five free eBooks for writers.

<http://www.writersdigest.com/editor-blogs/there-are-no-rules/general/5-free-e-books-every-writer-needs>

and one more by Cory Doctorow called, aptly enough, The Problem Isn't Piracy, The Problem Is Obscurity

<https://d73wflin6eu.cloudfront.net/reports/piracy.pdf>

Saving your masterpiece! You don't want to lose a single word that you've written and I hope you realize that working on a computer, saving it to a file and then making a backup via a CD or hard drive are a thing of the past thanks to cloud computing. Here are some of my favorite places to save all my files, not just my writing, and also collaborate with others and alternatives to popular and sometimes expensive software.

Google Docs

<https://docs.google.com/>

Dropbox

<http://www.dropbox.com/>

box

<https://www.box.com/>

SkyDrive

<https://skydrive.live.com/>

LibreOffice

<http://www.libreoffice.org/>

Just like MicroSoft Office only free!

I've since moved all my typing to Scrivener. This 2016 edition is being completed in Scrivener. It is a paid program and you might need to view some free seminars to maximize all it's capable of doing but it is worth every penny I spent on it. If the price is too steep you can wait until November when they usually offer discounts during NaNoWriMo.

<http://www.literatureandlatte.com/scrivener.php>

Joseph Michael does a great free seminar to get you up and running.

<http://learnscrivenerfast.com/>

2. Critiquing/Editing/Proofreading

Put down everything that comes into your head and then you're a writer. But an author is one who can judge his own stuff's worth, without pity, and destroy most of it. —Colette

This is what separates a wanna be writer from a real writer in my humble opinion. It's relatively easy to get that first draft under your belt. The hard and fun part of writing is editing and honing your story until it gleams or until, if you have to read it one more time, you will violently hurl.

The first draft is always exciting. Is it good? Will anyone read it? You may be tempted to rush it out there and you shouldn't. You should have a reliable friend/family/partner/group that will read your book and tell you if the story is good. Good, in the sense that it is good enough to keep working on!

Here are some places to make friends and do that -

BookRix - <http://www.bookrix.com/>

ABCtales - <http://www.abctales.com>

wattpad - <http://www.wattpad.com/>

Critique Circle - <http://www.critiquecircle.com/>

If the verdict is—"It's a good story!" Great. Awesome. Wonderful. Now... back to work!

Do some self-editing. You know it's a good story. Now go back and give it a polish. You have a unique set of quirks or things you do in your writing that you probably shouldn't.

The 10% Solution: Self-Editing for the Modern Writer
<http://www.amazon.com/The-10-Solution-Ken-Rand/dp/0966818407>

is a great way to organize your editing.

AutoCrit Editing Wizard

<http://www.autocrit.com/>

another tool to help polish up your next edit.

Margie Lawson has a highlighting system that is pretty brilliant.

<http://www.margielawson.com/>

Go back over the basics: theme, plot, setting, characters, dialog, point-of-view, style. What logic points have you missed?

Try this add-on After the Deadline—

<http://afterthedecline.com/download.slp>

Even after all of your self-editing nothing beats a real person reading and commenting on your story. There are some on-line critique sites that are worth the effort to become involved and stay involved with. Nothing beats finding a critique partner that is willing to not pull punches and work with you.

Critiquing - is an art. If you come across a person who gives a good critique, befriend them and be super ubber nice to them. Usually to get good critiques, you need to give them, so here are some tips -

Critique Guidelines - <http://www.6ftferrets.com/critique-content.html>

Hardcore Critique Advice - <http://www.critters.org/tips.asterling.txt>

Suggestions for Critique - <http://www.darkecho.com/darkecho/workshop/suggestions.html>

How to Critique Fiction - <http://www.crayne.com/howcrit.html>

I wish I had read these tips before joining critique sites and critiquing. I often took the tone of the last person who critiqued me and it wasn't until I had a couple of good critiques myself, that I learned what I needed to do. And I'm still learning!

Critique Circle - <http://www.critiquecircle.com>

FictionPress - <http://www.fictionpress.com/>

Scribophile - <http://www.scribophile.com/>

Critique.org - <http://www.critique.org/>

Ladies Who Critique - <http://www.ladieswhocritique.com/>

These sites do a good job of making you critique and write about the story in at least 200-300 words. I love in-line critiques, but they do accept different formats.

FictionPress is a little different. You have to be involved for several weeks before they let you post a story. You can sign up to be a Beta Reader and you can ask people to be a Beta Reader for you.

Critique Circle, with a premium membership, you can form your own queue so there is a dedicated group working on your story and you on theirs depending on what format you chose. But there is a ton that you can do there for free and to get yourself established first.

All of these critique sites run on a point system where you earn points by performing certain activities and spend those points on other activities.

While you are doing all of this, be on the lookout for a dedicated crit partner. This is someone that you work closely with. They read your stuff and you read theirs. It can take a lot of trial and error and starts and stops before you find someone that will stick with you and support you and you will do the same for them.

After all of this, contact some Beta Readers. You will need to come up with a list and some of the earlier sites mentioned, like BookRix, are good for this sort of thing. The other thing you can do is post some of your story for free on your website or blog and request feedback. These are general readers. The main question is, do you want to keep reading the story? Are you intrigued? Is it entertaining?

After all of that work and earlier vetting, you still need a final edit/proofread/polish. This is one of those things you must pay for and find a good, quality editor. There are plenty out there.

3. A Good Book Cover

There are books of which the backs and covers are by far the best parts.—**Charles Dickens**

This is one of those things that you may have to pay for in order to get a good quality book cover. Not everyone can design covers and if it takes you away from writing for a good amount of time it's better to pay someone and concentrate on writing. This is not a last-minute deal, you should plan to contact a designer in advance before you're ready to publish.

Hands down there is only one DIY book cover designer in my humble opinion - Derek Murphy

from Creative Indie Covers,
<http://www.creativindiecovers.com/>

You probably can't afford him and even if you could he's stopped doing covers and has moved on to full-time writing and marketing, BUT he is the best person to deal with because he understands book publishing and book covers inside and out. He has developed a site just for self-published authors. On the site you will find tutorials and tons of stuff to help you create your cover if you want to invest the time and energy.

<http://www.diybookcovers.com/>

Which has become super easy thanks to this little program...

<https://www.canva.com/>

And Derek Murphy is a super interesting person!

<http://www.amazon.com/Derek-Murphy/e/B004JW9JZW>

Don't underestimate the book cover. It is the first thing the reader sees. The first thing that catches their eye. The eBook cover is a little different in that, less is more. You don't want to clutter up the cover. First, no one will see it. eBook covers are small on the

sites where they are featured (it is a thumbnail world), so if it looks good at a 150x200 pixel, then you should be okay.

Take your time on coming up with a good title for your story and a good cover. If you plan on writing a series, think about branding and how or what links your stories together. Here are some examples:

Sue Grafton

http://www.barnesandnoble.com/s/?category_id=924474&contributor=Sue%20Grafton

Laurell K. Hamilton

<http://www.laurellkhamilton.org/>

Dan Brown

<http://www.danbrown.com/#/home>

JA Konrath - Jack Daniels series

<http://www.jakonrath.com/>

RULE OF THUMB: What can you do with the cover that will make it unique so that every time a reader sees it they will think of you?

4. A Catchy Book Blurb

I once had a rose named after me and I was very flattered. But I was not pleased to read the description in the catalog: no good in a bed, but fine up against a wall. —Eleanor Roosevelt

The book description is the next thing that a reader will know about your book. They see the book cover and (hopefully) go - Ohhhh, that looks interesting. I wonder what it's about? They move to the book description which can be as short as two sentences long on some sites. You have to zing them hook them here so they will want to click - Buy Now! or download a sample (more about that later).

YOUR BOOK DESCRIPTION IS THERE TO SELL YOUR BOOK NOT DESCRIBE THE STORY!!!!

It is NOT a mini book review. It is not there to tell it is there to SELL. Here are some guidelines from different sources to make your book description pop.

From McQuestionable Musings (her post was sadly deleted but luckily I saved the main points).

- 1) Establish the main character and his current situation
- 2) Tell about the change (or the happening, or what have you)
- 3) Allude to what happens next in vague, but exciting terms
- 4) Don't be afraid of hype
- 5) Use strong verbs and specific nouns.

CreateSpace

<https://wwwcreatespace.com/en/community/docs/DOC-1462>

1. Don't include subplots.
2. Keep it under 150 words.
3. Write in third person, present tense

4. Use emotional power words.
5. The book description is marketing material NOT literature.

How to write the best book description ever

<http://positivewriter.com/5-tips-on-how-to-write-the-best-book-description-ever/>

1. Hook the reader in the first sentence.
2. Make the description personal.
3. Create an emotional connection.
4. Detail what the reader will get out of the book.

Bryan Cohen—<http://bryancohen.com/>

1. Improve your description to the point that readers say, "that sounds good!"

2. Each description consists of four parts

1) A short, enticing first line

2) A synopsis that taps into reader emotions and raises the stakes (or solves the problem and cites benefits in nonfiction)

3) A selling paragraph that uses genre-specific adjectives

4) A strong call-to-action (CTA)

3. Spend 80% of your time on the first line and the CTA

More advice from Bryan Cohen—

In fiction, **your #1 goal** with the second line should be **to forge an emotional connection between potential readers and your main character.**

In nonfiction, your #1 goal is to **refine the problem-question that you stated in the headline.**

Here's his free webinar—

<https://bryancohen.leadpages.co/sfa-webinar-jim-kukral-replay/>

Sign up for his course here—

<https://www.sellingforauthors.com/>

Other pitches you will need to master in this new era so keep these in mind—

<http://www.danpink.com/2013/02/6-new-pitches-for-selling-your-product-your-idea-or-yourself/>

The Pixar Pitch

Once upon a time there was...

Every day...

One day...

Because of that...

Because of that...

Until finally...

See examples here

<http://www.workingdifferently.org/working-differently-blog/the-pixar-pitch-telling-your-story-crisply-and-with-clarity-in-order-to-compel-action>

Email Subject line

an email is a pitch and you need a subject line that makes people want to read more. Every subject line falls into two categories: utility - they're useful to people or curiosity - they peak people's curiosity.

Rhyming pitch - sticks in a person's mind.

Questions - are active and requires a response.

Twitter - most important is giving people good information.

One-word - the idea is that you own one word and whenever people think of that one word they think of you. Distill your message into one word.

5. A Brilliant Book Sample

If I make it to the end of the sample, I will usually buy the book because I am hooked. If I don't, I delete the sample. —Joanna Penn

This is the last of the three main ingredients every book MUST have to be successful.

Lets recap— A Good Book Cover, A Catchy Book Description and A Brilliant Book Sample.

Why a brilliant book sample? Because most distributors let potential readers download a free book sample. You may also make it free to your audience on your website. This is where your writing sells your book. It has to shine and to put it crudely, it has to grab the reader by the short hairs and make them want to buy it NOW!

I would read lots of material on how to nail the beginning of a story:

7 Ways to Create a Killer Opening Line For Your Novel

<http://www.writersdigest.com/online-editor/7-ways-to-create-a-killer-opening-line-for-your-novel>

25 Things to Know About Writing The First Chapter of Your Novel

<http://terribleminds.com/ramble/2012/05/29/25-things-to-know-about-writing-the-first-chapter/>

These book sets (available through Scribd's subscription service) will also give you some inspiration:

<https://www.scribd.com/>

Mary Buckham's Writing Series

Jessica Bell In A Nutshell Series

Another incredibly important reason is that BookBub (and other advertising/reviewing sites) judges whether or not they will

advertise your book by reading your book sample. You need to have an excellent opening to your story in order to get on their site.

Here's the rest of Joanna Penn's article on book samples—

<http://www.thecreativepenn.com/2013/02/02/sampling/>

6. Formatting your eBook

Paper is a uniquely beautiful format, more so than the web, I think: you need to invest in the aesthetics. —**Dave Eggers**

Exclusive will not be published in book format. —**Jeffrey Archer**

These are the style guides to use for various eReaders/formats. Looks daunting but there is a silver lining if you scroll down through the list...

Smashwords Style Guide

<http://www.smashwords.com/books/view/52> - Metagrinder makes your eBook digestible in the most formats all in one place. It's a great one-stop-shop, but you've got to be basic in your set up.

Amazon Kindle Publishing Guidelines

Amazon uses a specific format different from ePub.

<https://kdp.amazon.com/help?topicId=A17W8UM0MMSQ>
[X6](#)

Amazon has several ways to support you as an author. Go to Author Central and set up your Amazon author page. You can link your blog, twitter feed, list your books, change the information about your books, and advertise your events.

<https://authorcentral.amazon.com/gp/landing>

Track your eBook sales with KDP -

<https://kdp.amazon.com/self-publishing/signin>

also get monthly reports, you can sign up for KDP Select and Amazon has more off shoot programs like Kindle Scout and Kindle Unlimited. The trick is you have to be listed exclusively on Amazon and NO OTHER PLATFORM. Sometimes that's a good deal, sometimes it's not. It's ultimately our decision of what will work best for you.

PubIt! ePub Formatting Guide

https://simg1.imagesbn.com/pimages/pubit/support/pubit_epub_formatting_guide.pdf

Apple (you need a Mac computer or device to upload to the iBook store UNLESS you use either Smashwords or Draft2Digital)

<http://support.apple.com/kb/HT4168>

Calibre - eBook Format Conversion

<http://manual.calibre-ebook.com/faq.html#e-book-format-conversion>

Getting Started with Google Play

<http://support.google.com/books/partner/bin/answer.py?hl=en&answer=106169>

The ABCs of eBook format conversion

<http://www.teleread.com/drm/the-abcs-of-format-conversion-for-the-kindle-sony-and-nook-plus-some-calibre-tips/>

eBook Formatting Tutorial

<http://amalthia.mediawood.net/tutorials/ebooks/index.html>

Publishing for kobo in ePub format

<http://www.kobobooks.com/companyinfo/authorsnpublishers.html>

From the E-book Revolution here are 20 tips when formatting your manuscript.

<http://ebookrevolution.blogspot.com/2011/04/formatting-decrease-number-of-grey.html>

Here is the silver lining: Draft2Digital

Draft2Digital - perfect for the self-pubber!

After struggling for YEARS with Smashwords to get my books accepted by their Meatgrinder and failing I've found a super easy alternative!

Publish Your Book Today!

Draft2Digital is a risk-free, easy-to-use totter struggling for YEARS, since 2010 with Smashwords distribution service,

something perfect has come along,ol for creating and publishing ebooks. We're your one-stop portal into the digital publishing revolution.

Created by self-published writers, for self-published writers, Draft2Digital features author-friendly terms of service and a quick and easy conversion tool that will format your manuscript with industry-leading style.

Everything in the above paragraphs are true!

Through this portal you can upload your book and sell it on Kobo, iBooks, Nook, Tolino and Page Foundry. They are looking to expand to Overdrive, Ingram, ARE and Onmlit, and GooglePlay soon!

First, sign up for an account. I've always had trouble formatting my books even though I'm a fairly techy person. With D2D it is super easy!

All you need to do is write your book (follow their simple guidelines) and save it as a .docx word document. Then, upload it to the site. There you will add specific things: title, description, sales categories, and search terms. Which means you'll have to do your research before hand so you know what categories and search terms work best for your book and possibly add them to your title. Plus, create a killer description. You will also need two covers: one for your eBook and one for your print copy.

But after that their program does all the rest. They convert your word .docx into an eBook with chapter breaks, table of contents, and optional end matter. The great thing is all the eBook formats are available for you to use once you finish! Need a Kindle copy? No problem. Download it, it's been perfectly formatted for you and upload it to Amazon's KDP dashboard. You can also download all three formats (Kindle, ePub, and PDF) so you have review copies to give away!

This service also lets you create paperbacks on CreateSpace. This is the first time I've had my books available in print because

D2D made it SO EASY! I had no idea how to make a print cover. No problem! D2D has a template to use and it works!

So once you upload your picture file of your book cover plus your .docx they create your paperback for you! One copy has to be bought first before it shows up on Amazon. After that you can also order the books wholesale through D2D to use at book signings and for family/friends/fans.

You can list your book for free and also pick your own price and it will let you know what the revenue will be. You can also schedule preorders!

All of this with NO upfront cost. Check out [their FAQs page](#) for more specifics. They charge a percentage only when you sell a book (about 10-15%). And they also pay monthly with monthly reports.

Draft2Digital is the perfect program for self-publishers!

In my personal opinion, Indie books should be DRM free. You can hack the DRM on an eBook fairly easily and just like anything else on the Internet, if someone wants it, they'll find it. That's not to say that I support piracy, I don't. What I want is to be able to use the product that I bought wherever and whenever I want. This is strictly my opinion, but I'm in good company - Readers Bill of Rights <https://readersbillofrights.info/> - like libraries.

If you want to combat piracy, make your eBooks affordable. The economies of the US and UK are 'honeypots' not the standard. Think global economy. Now people who pirate reasonably priced eBooks and I've heard some valid complaints from Indie Authors about this = not good people.

I particularly like Cory Doctorow's approach - The problem isn't piracy, The problem is obscurity.

Take Pride in Your eBook Formatting is an exhaustive nine part series on formatting by Guido Henkel <http://guidohenkel.com/2010/12/take-pride-in-your-ebook-formatting/>

7. Uploading Your eBook

To err is human - and to blame it on a computer is even more so.

—**Robert Orben**

DRAFT2DIGITAL

<https://draft2digital.com/>

So super easy to use and actual LIVE customer service. I love these guys and use them to handle everything outside of Amazon Kindle. They even handle CreateSpace! They are adding more platforms and more marketing options all the time.

AMAZON

Amazon

<http://www.youtube.com/watch?v=NMpiKDzNNO4> - video courtesy of <http://www.kindleexpert.com/>

Kindle Direct Publishing

<https://kdp.amazon.com>

Your two biggest assets on Amazon are categories and keywords. You have to nail this in order to rank well using Amazon's search engine. Just like Google is an Internet Search Engine, Amazon's site is governed by the same idea.

You have two categories. Try to pick ones that you have a shot of ranking in but that are still relevant to your book.

You have seven keywords. You can find the keywords (words/phrases that people use to search for books) manually by typing them into Amazon's search bar. OR you can use a program called Kindle Samurai where you enter the keywords and their program analyzes how effective those keywords are.

You can use keywords in your KDP Dashboard and you might be able to work a keyword into your title. If you can naturally work a keyword or two into your description that will be even better.

These keywords will work across all book platforms but double check manually on other book sites just to be sure.

Your first 10k readers or anything by Nick Stephenson is worth it's weight in gold.

<http://www.yourfirst10kreaders.com/>

How to Sell More Kindle Books Without Marketing

<https://youtu.be/LzA9lvu9hIw>

Amazon also has a list of keywords you will need to use in order to rank in a category.

<https://kdp.amazon.com/help?topicId=A200PDGPEIQX41>

Amazon Marketing Message

OKAY! Let's get started. First, pull up your book's page on Amazon. By now, I'm hoping that you've realized it takes more than just slapping your book up on Amazon to start selling eBooks. What is there is sending a message. The message you WANT to project is that this is a safe, enjoyable, easy, no-brainer buy for the customer. How do you do that?

FIRST – a good book cover. It's the first thing the customer sees. Does it reflect the subject matter in your book? Start thinking about everything from a thumbnail point of view. Can you see the images on the cover clearly (simple is better)? Can you read the title? Can you read the author's name? Digital means thumbnail. The customer's eyes shouldn't strain at all when looking at your book cover to find the relevant information.

SECOND – a catchy book blurb and TITLE. I have read some books that I liked the story, but HATED the title. I would never buy a book with a title that didn't make me curious or appeal to the genre I like to read.

THIRD – a brilliant book sample. Because most distribution sites let readers download a sample, you want this to be awesome and make a reader want to buy it in order to finish the story.

FOURTH—reviews. You need them and you need at least ten before you start advertising your book. Then do as much as you

can to get as many as you can legitimately. In general DO NOT pay for reviews for the simple reason that reviews are the main way that you connect with readers. If you're not connecting with readers and building a fan base you are just spinning your wheels.

If you do get a bad review, it happens to every author, there's no reason to feel persecuted. I wouldn't worry too much about it, unless the bad review is really pointing out something you can work on and should, since it's an eBook and easily fixable – just fix it and upload a new copy.

But since you've chosen to go Indie, your work is never done. Amazon rewards consistency in sales and frequency of reviews. Match this with the right keywords and you're good to go.

BARNES & NOBLE

Barnes&Noble

<http://www.youtube.com/watch?v=h9rinmvkGM4> - video courtesy of <http://www.kindleexpert.com/>

PubIt!

<http://pubit.barnesandnoble.com>

Barnes & Noble is a little, shall we say, less robust than Amazon. They cater to traditionally published authors so Indies are almost never found on the first page. Focus on your keywords and having your direct links to Nook visible and at multiple places.

SMASHWORDS

[Smashwords](http://www.smashwords.com)

http://www.smashwords.com/about/how_to_publish_on_smashwords

Smashwords has a whole slew of social media tags and their own free guide

<http://www.smashwords.com/books/view/305>

and a blog post where authors help authors.

http://blog.smashwords.com/2011/09/how-to-self-publish-ebook-with.html?utm_source=feedburner&utm_medium=feed&utm_campaign=Feed%3A+Smashwords+%28Smashwords%29

ISBN numbers - Smashwords offers them for free. The only catch is it lists Smashwords as the publisher. If you're an independent that may not matter to you. Here is a tutorial on ISBN -

<http://www.thebookdesigner.com/2010/11/isbn-101-for-self-publishers/>

Multi-media eBooks for iPad, iPhone, iPod, Nook Color, and Amazon Fire are also an option. Even for fiction. With all the free resources like Audacity and MS Movie Maker (uploaded to YouTube) that I've already listed, plus a little html knowledge, this should be a fairly easy setup. The most important thing to keep in mind is not to interrupt the reading experience. I became interested in this when I was teaching English as a Second Language and needed to enrich the books that my students were reading with pictures, graphics, pronunciation, and information so they would understand a story in a different language. I'm really excited about the avenues for non-fiction, but I think fiction will go this route as well. You can try <http://www.epubbud.com/> but I'm waiting until they get some bugs worked out.

Bemoaning the fact that eBooks can't be 'autographed'? Don't.

<http://kindlegraph.com/books/new>

There are more places to upload your book: Kobo, GooglePlay, and iBooks.

Kobo

<https://www.kobo.com/writinglife>

GooglePlay

<https://play.google.com/books/publish/>

iBooks

<https://www.apple.com/itunes/working-itunes/sell-content/books/book-faq.html>

You can also use Smashwords or Draft2Digital to upload your books at the above booksellers and even more distribution outlets

like Scribd, Overdrive, Inktera, Tolino, 24Symbols, CreateSpace, etc.

BONUS: Best advice on selling and sales

My husband and mother were born with selling know-how. It's in their genes. They can talk the stripes off a tiger and sell it to a lion. They can ice to an Eskimo. They have selling stuff, any stuff, in their blood. I don't. I have to work at selling. Here's some of their advice on the basic principles behind selling something, anything.

1. Make them like you. Make a connection with them. If they don't trust you they will not buy from you.

2. Listen to what they want and tailor the product to their needs.

3. Give them options.

4. Know your product so you can match it to their wants and needs.

And an award-winning, bestselling author shares her secrets...

The Alliance of Independent Authors—How I Did It, Bette Lee Crosby shares the secrets of her self-publishing success

<http://selfpublishingadvice.org/blog/how-i-do-it-bette-lee-crosby-shares-the-secrets-of-her-self-publishing-success/>

Chapter Two: The Essentials

Introduction to Chapter Two — The Essentials

Once you have your written, formatted, and uploaded book ready, the information in Part Two— The Essentials gets you familiar with all the different things you will need in Part Four— The Marketing. Your website/landing page, social media platforms (mostly Facebook and Twitter but also book groups like Goodreads) and your email list will all come together to drive sales.

1. Author Website

Many artists stick to making and hire a manager to focus on their business. Artists that build websites and mobile apps can do that, too. —Fred Wilson

Do you need an author website? Yes and maybe...

Times have changed and you may not necessarily need a website and depending on what your goals are you could get away with a landing page or make your website a series of landing pages.

More about this later... so for now here's the information about websites—

A website is a huge time suck for the first couple of months. HUGE time SUCK! But it can be worthwhile and enjoyable and most importantly profitable.

Now there are several ways to approach it. The reason you need a website is to highlight what you are doing. You are sharing content and yourself with your readers. Some post regularly and some post irregularly. Once you are hooked into social media marketing then generating interest in your website is not hard.

You're a writer, so practice good writing. Work on posts that target things you know about, have done research on, are entertaining, or educative, be a real person who offers real ideas, opinions, and comments. Write about anything that ties into your fiction. Barry Eisler does a great job of this on his website and blog

<http://www.barryeisler.com/>

<http://barryeisler.blogspot.com/>

And if you are a writer, what is the purpose of your website? To reach and or attract your audience to your books. What kind of books do you write? What are your characters like? What is the

plot of your book about? Answer those questions in order to find the common theme. Now write posts that reflect those qualities.

One of the best ways for a potential reader to get a feel for you is from your writing. What better way to showcase your writing than on a website? Posts can be short stories with well-developed themes. This gives a reader an idea of what reading a 'novel' from you will feel like.

Giveaways are popular for a reason. It introduces people to your work who might otherwise not trust your talent enough to purchase a book. Make it relevant and area specific like paperbacks or a Kindle Fire loaded with all your eBooks. General things like gift cards are great for already established fans but you'll just get freebie seekers if you try and use this in a general way.

Blogs are different from websites. For a website you will have to get a domain name and hosting and pay for it yearly. I think as an author you should dive in and get a website or have someone set up the website for you. You will still need to know how to use it unless you hire someone to do that for you as well.

DreamHost is a competitively priced website hosting company. There are others but I've never had a problem and I've been using them for years.

<http://www.dreamhost.com/r.cgi?1233425>

The thing about websites is they are a lot of work to set up and need some tweaking from time to time. They're like a plant and need regular maintenance. You will need a theme and plugins and learn how to use them. That's beyond the scope of this book but it's worth the investment.

7 Things Your Fiction Fan Wants to Hear You Say - <http://www.thebookdesigner.com/2014/04/7-things-your-fiction-fans-want-to-hear-you-say/>

Some basic tips when setting up your site:

Overall -

choose your colors wisely, be professional, use spell/grammar check, make it easy to read, include an 'about me' page.

Posts -

about 10 or 20 posts per page, use post previews, post regularly and/or frequently, posts are not too long or short, sort and tag your posts, use a couple of internal links.

Graphics -

make sense look good and include in a posts when appropriate.

Main menu bar -

clean and navigable

Header -

easy to read with site information

Footer -

contains pertinent information like FCC rules

Widget Side-bars -

keep it relevant, important stuff up top. links to connect to FB, Twitter, RSS, category list, copy-right, site stats

Subscribers Interaction -

enable comments and encourage them within your posts, offer advice, contests, giveaways, anything interactive

Facebook -

establish and connect FB fan page

Twitter -

establish and connect Twitter account, with following, rank and grade, RSS feed, and tweet frequently.

You will spend hours tweaking your website here and there and that's okay! I will have more information for Facebook and Twitter in the next section.

Sell your stuff directly on your blog/website using E-junkie - <http://www.e-junkie.com/>

For \$5 a month you can list 10 items for sale directly from your blog or website. All profit goes directly to you, you only pay the monthly fee. It's a nice way to round out your seller profile.

Or, you can direct your readers to all the other book sites like Amazon, iBooks, Kobo, Barnes & Noble, etc.

Also keep in mind that Internet searches and email are still the most popular activities on the web. Which means people will most likely find you by browsing (ads, keywords, blogs, websites, tags, categories) on Google or opening an email.

<http://websearch.about.com/b/2011/08/11/search-and-email-still-the-most-popular-activities-on-the-web.htm?nl=1>

Speaking of Internet searches you want to keep track of what is being said about you so you can either spread the word or try and stamp it out.

Google Alerts

<http://www.google.com/alerts> - you can type in keywords and scour the web or set up a Google alert with keywords and let Google scour the web for you and send you a daily update. Definitely add alerts for your name and book titles.

Mention

<https://en.mention.com/> - This is a new site that has a free version. Use your name or book title. It pulls from more sources than Google including Goodreads.

Either your website must be—MOBILE FRIENDLY! Mobile is the new buzzword and the growing market that hasn't peaked. The smartphone audience just keeps growing internationally and people want to be able to do everything they could do on a computer on their hand-held device, including read books.

Plus Google has now made it mandatory that you have a mobile friendly site in order to be ranked well through their search engine. There is also mobile marketing, but more on that later...

Landing Pages!

This is new. You can use a service like Lead Pages to create one page that asks your reader to do a very specific thing, like buy this book or join my newsletter or download my free book. They have put their entire library of resources and information about landing pages here for free—

<http://www.leadpages.net/library/>

OR you can install a plugin on your website to build and maintain landing pages. OR you can dedicate a full-width page on your website for this purpose. It depends. Most say to make it as distraction free as possible but I've done all of the above and have had success with each format.

Bryan Cohen offers this advice—

Landing Page

a. This is where you send potential email subscribers to sign up to your list

b. Landing pages are very similar to Facebook Ads (3 parts) 1) Strong first line 2) Selling paragraph 3) CTA (may require multiple CTAs)

c. LeadPages and OptimizePress are premium (but attractive) options

d. Test your landing page to make sure it works

2. Social Media Platforms PLUS Book Groups

The greatest challenges companies face in adjusting to the impact of social media, is knowing where to start. —**Simon Mainwaring**

DO NOT try to do ALL social media platforms. The best way is to pick ONE maybe two that you feel really comfortable with and fits your style and work the heck out of it. Make sure you are interacting with READERS. If you're spending your time interacting with anyone else you're wasting your precious writing time.

So you create your content on one or two social media platforms (this includes a book club site like Goodreads) and then you abbreviate it and share it out or share it through your blog to the other social media platforms. Something like Hootsuite helps manage this sort of thing.

<https://hootsuite.com/>

This way you have a presence on all the social media platforms but you're really only using the one that fits you the best. ALWAYS have a way on each platform to funnel readers to your email list.

Social Media Marketing Newsletter has great up-to-date tips on how to use social media and tools to help you use it wisely. Subscribe and click the header in blue. That usually has the best free information.

<http://www.socialmediaexaminer.com/>

These are my notes from Guy Kawasaki's Social Media Seminar on YouTube-

<http://youtu.be/135KGCLqC6Q>

1. It takes about nine months to get a good start on a social media platform. The moment you start writing your book is when you need to start your social media.

2. Segment the Services - FB, Twitter, G+, Pinterest, LinkedIn
Facebook is used to strengthen and maintain your personal ties. People you already know.

Twitter is for perception. News blast, push, hard to maintain threads.

G+ is for passion. Meet people who share your passions in life.

Pinterest is for pinning pictures. What cool thing did you find.

LinkedIn is for pimping - your stuff, finding stuff, more serious discussions/business topics.

3. Make a great profile. In social media you are trying to get more followers. Quantity vs Quality. Two kinds of people - those who want more followers and liars. The whole point is to get more followers. Have to have an interesting profile.

Note by me: I would add that once you reach a certain number this becomes easier and easier because people know you're around to stay. G+ you need to provide a clear headshot. Not only for social media purposes but for G+ contributor/author status they require it.

4. Always be curating and linking. Pour your creativity into writing a book and curating top topics in your niche/genre. Guy co-founded Alltop and it is a great site to do this.

5. Cheat - look for what's hot, what's trending and if it matches what you're doing, matches your passions, matches your interests - share it.

6. RESTRAIN YOURSELF - EARN the right to promote. 95% of your content is quality, good content and maybe 5% is self-promoting.

7. Add Bling - big picture or video

8. Respond - Always follow up to your posts. It is about INTERACTION. It may take a minimum of 2-3 hours A DAY to

do it right. Payoff is that by responding to people you are more likely to sell your book. It is the hard truth. There is no get rich quick scheme. You must interact and build a fan base and read/respond.

9. Stay Positive or STAY SILENT - You know if you don't have anything good to say don't say anything at all. People may jump in the middle of the conversation and they won't know what led you to that point. Ignore and go on.

10. Tap the Crowd - Get feedback every step of the way from your Outline to Manuscript (with track changes) to PDF/ARC. All of this helps you build ownership, fan base, community. This way you get off to a fast start. When your book is published, send an email to all the people you've been working with so far and ASK them to post a review. Trust the Crowd and you will get honest reviews this way.

11. Repeat - your best content especially on Twitter at least 8 hours to a day apart. More tricky to do anywhere else but is very doable on Twitter since it is hectic.

Twitter

<https://twitter.com/> - I am by no means an expert on Twitter, so here is a Twitter Guide for Writers and Illustrators - <http://inkygirl.com/a-writers-guide-to-twitter/>

Learn about hashtags and how to use them. <http://www.techforluddites.com/2009/02/the-twitter-hash-tag-what-is-it-and-how-do-you-use-it.html>

40 twitter hashtags for writers

<http://www.dailywritingtips.com/40-twitter-hashtags-for-writers/>

<http://www.followfriday.com/ffhelper/> - Twitter has a follow Friday or #FF

#WW

<http://tagdef.com/ww> - #WW Writer Wednesday is another place to connect and promote yourself

Don't know what to share? Here are 40 ideas

<http://socialmediatoday.com/adamvincenzini/174674/40-useful-things-you-can-share-twitter-besides-blog-posts>

Have you translated your book? Yes? Then translate your tweets as well to reach your audience.

<http://www.tweettranslate.com/>

This information was originally offered through the IBC—

You need to remember these numbers on Twitter:

- Your Bio can be 160 characters
- Your Tweet can be 140 characters
- Your Tweet IF you want it to be Re-Tweeted needs to be 120 characters (this allows others to add tidbits)

I've heard other advice about not following more than you have followers. From these experts I heard that you shouldn't worry about it until you hit the 2k mark. After that! you will be limited on how many peeps you can follow. In fact, you'll be held to a 10% ratio between following and followers.

You should try to follow 25-50 people a day. I have had a lot of success with TweetAdder and using the advanced Twitter Search. You do not want to go over 50 people a day because that, I'm told, will anger the Twitter gods. And you don't want them angry at you!

What I mean by manage is that you wait a week. If peeps aren't following you back or haven't at least added a profile pic, then you should stop following them. That being said, I had some great new conversations with people the first day I tried this. So much so, I had to just call - Time out! and get out of Twitter to do this post! There will also be heavies - I follow all the ghost hunters - and they will never follow you back. In some cases they're not even the one tweeting. Just know this and keep them on if it's in the brand you want to market yourself in.

Lists - you should be on the number of lists that equals 5-25% of your followers. Check the lists that you've been put on. This is how other people see you. Make sure the titles match the brand you want to present. You can also follow people on the list. Try about 5 per list. Be careful as this will create inbreeding.

Your lists - Make them specific so that you can find people you need and people can easily decide who to follow. Target your audience. If you're a writer, send a direct message to IBC and ask to be added to a specific genre list. Their lists are also a great way to get started. Make your list name interesting. I'm about to start one called - I Want to Believe - for fans and ghosthunters.

You are allowed 20 lists. You can have up to 500 people per list. This is a great way to get around the 10% ratio of followers to following. You can add people to your lists **WITHOUT** following. I plan to do this with book reviewers.

There are two types of tweets - Content (NO LINKS) and Promo (LINKS). You want to do a 5:1 ratio when you're first starting out. 5 content tweets to every 1 promo tweet. You can not copy/paste the exact tweet. Twitter catches that and stops it from posting. You need to have something different, even if it's just a comma, every tweet.

Look up what #hashtags mean and use them. Use them in your bio. I immediately got some interest when I added #writing and #reading to my bio.

If any information in these notes are wrong, it is entirely my fault and not the Twitter goddess RachelintheOC - you can find her blog here.

<http://www.rachelintheoc.com/>

Pluggio

<https://plugg.io/> - I use this and it's worth the money since it makes managing Twitter easy and it's an effective way to grow your Twitter following and bulk/buffer tweets.

Hootsuite

<http://hootsuite.com/>

Is another great site and with a minimum \$5 fee a month a great way to access all your social media sites and bulk post Tweets to Twitter using a .csv file.

New to Twitter 2015 -

There are now new profiles, a new setup, Twitter Cards, you can include images with tweets now (size them appropriately), pin posts, and Twitter ads.

Always have an option to funnel your Twitter followers to your email list. You can do this by offering a free (book, novella, something) and using IFTTT to offer it to anyone who follows you back or direct message them—

<https://ifttt.com/>

HASHTAGS ARE NOT JUST FOR TWITTER! Every social media platform uses hashtags now and this is a useful tool to figure out what you need to use:

<https://ritetag.com/>

It started with Twitter but social media because of the growing mobile market is moving to cards. Interesting article to read to become familiar and use when advertising—

<https://blog.intercom.io/why-cards-are-the-future-of-the-web/>

Facebook

<http://www.facebook.com/> - I am assuming you have a personal page and your personal page is to do with as you wish. You do need one in order to have a Fan page or Like page. This information is for the Fan Page. Haul out your yearbooks and start reconnecting. It's fun and I'm finally able to keep up with all the people I went to school with!

Facebook Groups -

There are some really good groups on Facebook that you can join and network with. PLEASE read their charters before you do anything. Some are for resources and others are for promotions. I would use promotion groups for sales and use nice graphics created with canva.com

Facebook has changed quite a bit and there is little chance that your Facebook Pages or Events will be seen without paid advertising. You can stick to boosting a post spending as little as \$5 a day for 5 days. Use your header as prime real estate to advertise your books.

Always have an option to funnel your Facebook fans to your email list. You can integrate all of this with MailChimp.

THE ONLY REASON YOU DO ANY OF THIS SOCIAL MEDIA STUFF IS TO INTERACT WITH READERS. If you're talking to anyone else but readers it is a waste of your time.

Post Planner has lots of social media information and an app for Facebook and Twitter. It's an easy way to post Cards.

<http://www.postplanner.com/how-to-collect-emails-from-facebook-fans/>

Andrea Vahl is a Facebook ad wizard and gives advice and seminars.

<http://www.andreavahl.com/>

Google +

<https://plus.google.com/>

It is very similar to Facebook and Twitter, so if you are comfortable there then you won't have a problem figuring it out.

And this list that claims to be -
<http://thenextweb.com/apps/2011/07/27/the-mother-of-all-google-resource-lists/>

Google Plus Hangouts and Hangouts on Air is a new source of either networking, hanging out with fans/readers, doing interviews, etc.

<http://www.google.com/+/learnmore/hangouts/onair.html>

BlogTalkRadio

<http://www.blogtalkradio.com/>

Search for shows that interview authors. Listen to a couple of shows to make sure you're a good fit and then pitch the show by telling them why you'd be a good fit.

Reddit

<http://www.reddit.com/>

Reddit lets you submit links and comment on others. It is a nice community and once you find the right groups to join - writers, books, reddit.com - you are all set to share whatever is on your mind. Be sure to comment and you can start your own community.

<http://subredditfinder.com/>

<http://www.blueglass.com/blog/reddit-everything-you-ever-wanted-to-know-about-it/>

StumbleUpon

<http://www.stumbleupon.com/home/>

StumbleUpon lets you submit links as well and friend like-minded people. Create your own Stumble [insert name here] and host it once a week to help spread your link/post and others. Google Chrome also has a handy Stumble Tool Bar extension.

<http://triberr.com/blog.php?post=17256>

<http://triberr.com/blog.php?post=17466>

<http://katywidrick.com/2011/08/18/the-most-important-sharing-site-youre-not-using/>

Pinterest

<http://pinterest.com>

Think of it as a bulletin board where you tack up all those cute pictures/photos of stuff around your book and activities or writing niche/genre.

Instagram

I've found a nice book blogging community there and it is impossible to spam. You have to be authentic and it's a great way to showcase your niche/brand/genre. The trick is you have to have a smartphone to use it. Here are some sites that will help you manage your content/followers:

<http://unfollowgram.com/>

<http://instaport.me/>

Book Groups

An interesting thing about book groups, it seems to me, is that there is no correlation between a brilliant book and a brilliant discussion. —Stacy Schiff

To discuss a Martin Amis book, you must first discuss the orchestrated release of a Martin Amis book. Amis is the Steve Jobs of book promoters, and his product rollouts are as carefully managed as anything Apple dreams up. —Graydon Carter

Goodreads

Go to their site Goodreads

<http://www.goodreads.com/> and set up an account. Next, add all the books you have ever read. The more books you add the more readers you will connect with. Don't tell me you're a writer who doesn't like to read...

If you have published books on Amazon or B&N, once you claim them, Goodreads will offer you an author account. With an author account you can sell your eBooks through them, advertise with them, participate in Giveaways (only of paperbacks), and run your blog through them. Your blog posts will appear on your author page. Claim your books by searching for them and then clicking the button 'Is this you...'

Goodreads requires some maintenance because you have to manually enter friends (friend suggestions are given on the number of friends you have in common and books you have in common) and you can only add so many a day. You can also only send so many messages a day.

The other way to broaden your connection is to link up with friends on Twitter, email, and Facebook. That jumped my numbers up a lot and gave me more people to connect with and is a good place to start if you've been working your social media to connect with readers. The Recommendations tab is another way. Look through what kind of books people are looking for (No, you cannot suggest your own book. Nice try.) and connect with readers that way.

After doing these things, I started to get into discussions with people about books. It's finally getting to be fun and my connection to other readers is growing. Plus, when you rate books that other people haven't read, they are likely to start talking with you.

Join Goodreads groups but please read their rules and follow them. Some allow book promotion, most do not and are more interested in book discussion. If you have a paperback, you can do an official Goodreads giveaway.

LibraryThing

Is much like Goodreads. In fact follow the same formula. Add books, you get suggestions for connecting with people. They are even more upset about self promotion than Goodreads so there is only one real advantage and that's IF people will leave a review...

Member

Giveaways

<http://www.librarything.com/er/giveaway/list>

You have to jump through some hoops to be able to list your book here, but once you do you'll be able to list your book as a giveaway. You can assign how many copies you would like to give away and you can request that it be for a review.

Here's what I learned during my giveaway -

Warn people as much as possible to check their SPAM INBOX. A helpful reader emailed me to say that the email ended up there and she even let me play with the wording and told me if it worked or not. Even adding LibraryThing to the subject line didn't help much, but I would add that in the subject line anyway. Decide how you're going to organize the email list that will result from the giveaway. DO NOT SPAM them because you will get in trouble with LibraryThing.

Include how to do what you want them to do. I made the assumption that people would know how to use a Smashwords Coupon Code, but that was wrong and I got an angry email from a person who thought I was trying to charge them.

Your book probably won't be found by a simple search of the name, so it is imperative that you leave them links to your book where they can leave a review.

BookLikes -

<http://booklikes.com/explore>

New kids on the block with an international following. At BEA 2014 I met them at their both and they were super nice and helpful. They are very interested in working with authors through their site. You can do giveaways, follow book bloggers, request reviews, etc. This is a place where people can talk and post about books without having a blog or a website. It's very convenient for low tech readers. They control how much interaction they want from others so your best bet is to do a giveaway for reviews.

Indie Reader has started a new initiative to get Self-published books into bookstores with Edielweiss

<http://indiereader.com/>

How to get your self-published book into libraries.

Shelf-e Program

<http://reviews.libraryjournal.com/self-e/>

Konrath's Ebooks are Forever imitative

<http://jakonrath.blogspot.com/2015/03/ebooks-for-libraries.html>

Smashwords

<http://blog.smashwords.com/2014/05/smashwords-and-overdrive-to-bring.html>

3. Manage/create an email list

Short of asking all your readers out for a cup of coffee, the most effective method of communication en masse is still email. —**Nick Stephenson**

Use an email program such as MailChimp, Aweber, or Benchmark to sign up and maintain an email list.

This is incredibly important. If you only use social media you will not be able to mobilize your fans as effectively as with an email list. Using social media will only give you limited access. An email address will give you direct access to your readers.

Book distributors like Amazon are not going to give you access to your readers either. Most do not have an email listed on their profile. Wherever you have the ability to do so, have a way for people to sign up for your email.

The best way to get and keep people on your email list is treat them well. Either set up an email schedule or calendar or decide in some way how many times you are going to contact your list and for what reason. Why do they want to hear from you? What do you plan to offer? How do you expect them to engage?

It is worth it to upgrade to an autoresponder option so you can automatically thank them for signing up, explain your newsletter, and make sure they downloaded a freebie. Always offer your email where they can contact you if they're having problems or questions.

Learn from the pro on how to do this, Nick Stephenson.

<http://nickstephensonbooks.com/>

Especially read his ebook Reader Magnets (sometimes it's free on Amazon).

You can listen to this podcast or search for other interviews by him. This is free. He offers a paid course and it is worth the money.

<https://sterlingandstone.net/grow-email-list-nick-stephenson/>

Bryan Cohen offers this advice—

Emails

a. A series of emails you send to new email subscribers to turn them from casual readers to lifelong fans

b. Here are five emails you can send: 1) Give the Freebie 2) Check-in about the Freebie 3) Connect on Other Platforms 4) Pitch Your Next Book 5) Invite to Your Street Team

c. Send these emails over the course of three to four weeks

d. Each email consists of three parts: 1) Story 2) Offer 3)

Question

e. Tie all three together to get more clicks and better reader engagement

BONUS: extras to consider

Audiobooks

Don't forget recordings! People have mp3 players (I know, my kid never turns it off), iPods, iPhones, iTunes, Mediaplayers, etc. Right now Audible and Scribd and a few others offer to sell audiobooks and everyone keeps saying it's an emerging market for authors.

One thing to keep in mind that not every book translates well to audio and the push now is to create unique content for audiobooks. Also you can pay to produce the audiobook, but it is expensive and if you are able to do a royalty share with your narrator, the contract is for eight years at a 50/50 split.

You can also podcast your book for free as a bonus for a reader if they buy your eBook/paperback.

Audacity

<http://audacity.sourceforge.net/> - is a free program that you can use to make professional recordings with a free how-to tutorial.

<http://www.how-to-podcast-tutorial.com/17-audacity-tutorial.htm>

Podiobooks

<http://www.podiobooks.com/> has strict submission guidelines and useful video tutorials and a mentor community.

<http://community.podiobooks.com/group/mentorshipprogram/>

EXTRA: A formidable list of resources—

100 Free Tools to Write, Publish and Promote Your Own Book

<http://www.onlineeducation.net/2009/09/24/100-free-tools-to-write-publish-and-promote-your-own-book>

Chapter Three: The Marketing

Introduction to Chapter Three - The Marketing

You have arrived!

You have an amazingly well written and edited book with A Good Book Cover, A Catchy Book Blurb, and A Brilliant Book Sample that has been formatted and uploaded to book sites and is ready to sell!

You have the essentials: a website/landing page, social media presence, and email list.

You are now at Part Three— The Marketing and you are ready to learn how to market your book!

Marketing your Masterpiece

The aim of marketing is to know and understand the customer so well the product sells itself. — **Peter Drucker**

Marketing is what you do when your product is no good. — **Edwin Land**

Marketing is a contest for people's attention. — **Seth Godin**

Brands are faced with the daily challenge of massively scaling their outreach in order to build personal relationships. — **Simon Mainwaring**

Marketing Plan - How do you do it?

I'm sure that you have just browsed through the table of contents and nodded your head muttering "I got it. I got it." and ended up here. So let's refresh The Basics from Part One: write a great story (story trumps all), edit it until you will hurl if you have to read it one more time, hire someone to edit/proofread it, have a good book cover (hire someone if you can't make one), have a catchy book blurb, make sure the book sample is brilliant. Now The Essentials from Part Two: you have a branded author website/landing page, a social media presence, and an email list.

You also need a good idea of who your target audience is and a minimum of SIX MONTHS networking and talking with and building your audience.

That's right, six months. You need to build your platform and brand. You can try and do it simultaneously but that will be hard. Readers hang out in libraries, reading groups, local bookstores, online bookclubs, book groups using social media, forums, book blogger sites, etc. You have to find your readers according to the niche/genre you write in. You have to be able to talk with them and offer them your writing/giveaways/literary gifts -

<http://www.theliterarygiftcompany.com/> in exchange for reviews, social shares, word-of-mouth, etc. You need fans who want to hear from you and all about what you're doing.

Do this by picking a social media platform that you work well with and fits your style and your website/blog, a book club site like Goodreads and your mailing list. Remember those other pitches I described earlier to invite them to have a conversation and interact with you. This isn't hard to do, but it's not easy because of the amount of time it takes.

After this you are ready to market your book!

Your book is one of your best ways to promote yourself. Be sure to post your best review at the beginning of every promo piece you send out - press release, book trailer, guest post, etc. At the end of your book you want to link to all of your other titles.

Do not think for one second that your first and only book will sell a million copies. If it does than you've won the lottery, congratulations! Otherwise, you should have at least FOUR full length, wonderful novels before you sink a lot of money to promote your work. And you need to crank out at least one new title a year. Yes, that is the life of a writer.

Speaking of using your eBooks as built-in advertising, here are some more suggestions from JA Konrath <http://jakonrath.blogspot.com/> that I liked -

1) Remember when you finished reading a paperback and the back couple of pages were advertisements for other books by the same authors or different authors of the same genre? Good, because you should do that with eBooks as well. Place excerpts of your upcoming stories and/or maybe another author/friend.

2) Link, link, link - Do you have other stories for sale? Provide an easy link to that story so the reader can easily buy the next eBook from you.

3) I noticed that my blog took off when I started linking with other blogs, guest posting, having guests, doing interviews, etc.

Everything **you** produce moves vertically, but when you branch out to connect with other bloggers/readers then you start moving horizontally and that is a sign of growth. I know, sounds naughty, but it works!

4) Packaging your stories differently, but be careful about this. I know some authors have done it and it was just repackaging of old stories which ticked off some readers because they'd already bought that story. Be very clear about what stories are in your package and always make sure new content is available alongside the old.

5) Experiment with your writing. Was there some really cool characters in a story that you could branch off of to make into a series? Is there another genre that you love to read? Chances are if you love to read it and have studied that genre, then branch out and try writing in that genre.

6) Derek J Canyon also mentioned on his blog that exchanging forwards with other authors helped his sales as well.

7) Add links at the end of your eBook so your reader can add a comment to Twitter or Facebook. Amazon already does this now but *****warning***** those ebooks have a tendency to skip right to the beginning (bypassing the front matter) and directly to the rating/review (bypassing the back matter). The adjustment would be to put the front matter right before the first word in your book and after the last word in your book

A word about price. There are literally tons of sites to grab a free read. Yes, the quality is not consistent. However, IMHO, if no one knows you outside of a group of family and friends and you still need to build a fan base, then price does matter. Be flexible, be creative. Have a variety of books offered at a variety of price points.

Book reviews/Interviews -

E-books are great for instant gratification - you see a review somewhere of a book that interests you, and you can start reading it five minutes later. —**Anne Lamott**

You need them, you want them, and sometimes they're hard as heck to get as an Indie Author. You need a minimum of ten to twenty-five. The more reviews you have the better, however, this is just to get started. The goal is that your readers you have connected with will start leaving reviews and there will be a snowball effect.

First, there are friends and family. But you know you're going to get a good review there and people are more savvy now about this as well. I inwardly chuckle when I go to post a review and see six - 5 star ratings OMG THIS IS THE BEST BOOK EVER! - for an Indie Author (go back over Amazon Marketing Message). People can figure out that everyone has at least a half-dozen friends.

Sooner or later you're going to need some independent reviews. I'm including a list of websites that have gathered together blogs that do book reviews. REMEMBER: read the guidelines!! Read them twice. Nothing will get you deleted faster than submitting a book to a site that is not interested in either the genre or in self-published authors or *gasp* doesn't take eBooks. You should have paperbacks available but it does cost to ship them out.

Novel Publicity "How to get bloggers to review your book: A very thorough answer to a very important question"

<http://www.novelpublicity.com/2011/11/how-to-get-bloggers-to-review-your-book-a-very-thorough-answer-to-an-important-question/>

Empathy goes a long way when asking for book reviews.

Resources for reviews:

2016 update - reviews are harder than ever to get. Expect a 1% return on all the review requests you send out. Book bloggers are wise to self-publishers and you must have impeccable manners and offer an excellent product to get noticed. Everyone has a lot to read and lots of choices.

Goodreads top bloggers

https://www.goodreads.com/book_blogger_award

Book Blogger Directory

<https://bookbloggerdirectory.wordpress.com/>

The Book Blogger List

<http://bookbloggerlist.com/>

Reading Challenges and Events. Go where the active book bloggers are and network.

Bout of Books

<http://boutofbooks.blogspot.com/>

Dewey's 24 Hour Readathon

<http://24hourreadathon.com/>

I Am A Reader Not A Writer Giveaway Hops

<http://www.iamareader.com/>

Amazon Top Reviewers

<http://www.amazon.com/review/top-reviewers>

NetGalley - <http://www.netgalley.com/>

What is NetGalley, and how does it work?

NetGalley is a service for people who read and recommend books. Publishers upload their galleys, plus any marketing and promotional information; then invite contacts to view their title on NetGalley. Readers can also find new titles through NetGalley's Public Catalog, and request to review those titles from the publisher.

Who can use NetGalley?

Any professional reader: book reviewers, journalists, librarians, professors, booksellers, bloggers, etc. Anyone who reads and recommend books can use NetGalley for free. You can register [here](#).

How can I register on NetGalley?

If you are a professional reader, you can sign up today by completing the [registration form](#). If you are a publisher, email us at info@netgalley.com to learn how to get started.

Costs A LOT to join as a publisher. You can look for people who band together to pay and cut costs.

Edielweiss is another company similar to NetGalley (Indie Reader has partnered with them and is offering a lower price for self-publishers/Indie writers) -

<http://abovethetreeline.com/edelweiss>

Three articles to help you decide whether to pay or not to pay for reviews—

<http://readindies.blogspot.com/2015/01/paid-reviews-myths-truths-and-misses.html>

<http://www.publishersweekly.com/pw/by-topic/authors/pw-select/article/64718-the-indie-author-s-guide-to-paid-reviews.html>

<http://selfpublishingadvisor.com/2011/04/15/should-you-pay-for-a-book-review/>

Blog Tours -

They take up a lot of time and energy and a great number of companies have sprung up to help make this process better and less time consuming. Beware of scams and try to get recommendations from others as to what tour companies are legit and effective. It makes sense to pay a blog tour company to run the blog tour while you continue writing your next book.

Promo Sites and Book Blog Tour Operators -
<http://www.rachelleayala.com/p/promo-sites.html>

RECAP - where we are now:

You've mastered Part One— The Basics.

You've mastered and expanded Part Two—The Essentials

You've spent time (up to six months) building your brand and connecting with readers/reviewers and have ten to twenty-five reviews for each book(s).

You have more than one book written (ideally four).

PUTTING IT ALL TOGETHER

Through your website/landing page you are offering a free read (full-length book or novella, some exclusive material) in exchange for a reader's email address so that you can contact them.

You can really expand this by using ads. Social Media is now a pay to play platform and this will only expand as time goes on. ALL social media is moving to pay to play so you will expect to have to pay for ads to reach your audience.

The best place to run ads right now is Facebook. Twitter and Instagram and even StumbleUpon are also promising sites to expand your marketing.

Mark Dawson

<http://markjdawson.com/>

offers a Self-Publishing Formula class for running Facebook and Twitter ads. The first three videos are free—

<http://www.selfpublishingformula.com/>

Bryan Cohen offers this advice—

Facebook Ads

- a. Use paid traffic for direct sales and to add email subscribers
- b. Facebook Ad copy consists of three parts: 1) A strong first line 2) Your selling paragraph 3) A CTA (call to action)
- c. Facebook ad targeting requires patience and a lot of testing
- d. Hire out the image unless you're a designer (canva.com)

By having several outstanding books and a website/landing page plus social media ads that direct readers to learn more about you and your writing usually getting something for free in exchange for their email address, you now have the beginnings of an audience.

By expanding and optimizing your email list you build an audience that is available to mobilize for advance reviews, pre-order sales, and special events like new book releases.

Once you master these ads then you can start advertising your full price books. You'll do free and \$.99 sales to boost visibility and ads to keep the momentum going after the book sale ends or bring attention to the other books in a series. All the while adding more readers to your email list through special offers.

Yeah, it really is that simple. But it damn sure ain't easy. —Jim Bucher

Amazon is a big player and you can optimize your Free KDP days if you go exclusive and publish to Amazon. You'll still need the above to reach your audience since Amazon is not going to share information about who is buying your book with you. Optimizing our Amazon author and book pages is a must.

Have the reviews, book cover, and book blurb in order and then make sure you pick the right categories for your book, then pick the right keywords. Use Amazon as a search tool, like Google, and when you find keywords (words people use to search for a book they are interested in) enter these into your KDP dashboard, and your book description. If they don't fit naturally into your book description you could place them in a list at the end of your book blurb. If the keyword can fit naturally into your title, work it in there as well.

iBooks will eventually get their act together to challenge Amazon. Right now you need a personal representative (that you can meet by attending conferences) in order to move things forward. They are a hands on company and manually select books to market IF you're willing to support them with exclusives, reviewer coupons, direction readers to buy through the iBooks/iTunes store. Kobo is the same. They are very selective and will not take just anyone. You have to make the cut.

Barnes & Noble is on the ropes. They're still a large bookseller but the Nook and their website are not in the same league as Amazon.

Mobile is big and getting bigger. Learn about mobile marketing. Your website and landing page(s) has to be mobile friendly. When the time comes you may need to add mobile text based advertising like—Text this number to learn about new releases!

Use Analytics to find when your readers are connecting with your ads and visiting your website/landing page. Then adjust your ad schedule/posting accordingly.

Perma free books work, especially the first book in a series. You can also mix it up and make the first book perma free when you have a new release and then change it to regular price (or gradually move it to the regular price) after a period of time.

Book Launch (minimum of one month):

1. Gather advance reviews, book quotes, and book excerpts
2. Book interviews and guest posts if possible
3. Make the pre-order \$.99 and offer some extra bonus if people buy while it's on pre-order.
4. Have a party and celebrate the book launch virtually (or even a small real-time one for great photo ops). Offer a big giveaway.

Get all of Tim Grahl's advice with Book Launch Blueprint—

<http://www.amazon.com/Book-Launch-Blueprint-Step-Step-ebook/dp/B019JMWGGK/>

Marketing Resources:

BookBub Partners Marketing Tips Blog

<http://insights.bookbub.com/>

Author Marketing Club

<http://authormarketingclub.com/>

Book Marketing Tools

<http://bookmarketingtools.com/blog/>

Book Marketing and Book Promotion

<http://www.bookmarket.com/>

Promo Sites and Book Blog Tour Operators

<http://www.rachelleayala.com/p/promo-sites.html>

Top Kindle Book Promotion Sites

<http://www.tckpublishing.com/top-kindle-book-promotion-sites-for-paid-kindle-books-0-99-and-up/>

7 Strategies and 110 Tools to Help Indie Authors Find Readers and Reviewers <http://www.digitalpubbing.com/7-strategies-and-94-tools-to-help-indie-authors-find-readers-and-reviewers/#1BookLikes>

A list of writing and publishing conferences

<http://www.digitalpubbing.com/a-list-of-writing-and-publishing-conferences/>

Where Writers Win

<http://writerswin.com/>

Marketing to Libraries

<http://www.ala.org/tools/libfactsheets/alalibraryfactsheet05>

50 Book Awards Open to Self-Publishers

<http://www.selfpublishingadvice.org/50-book-awards/>

How to Recommend Books to Your Library

<http://thefutureofink.com/recommend-ebooks-library/>

Training Authors

<http://www.trainingauthors.com/>

Novel Publicity - How to get major publications to review your book

<http://www.novelpublicity.com/2012/01/how-to-get-major-publications-to-review-your-book-10-invaluable-tips-youll-wish-you-had-yesterday/>

89 Book Marketing Ideas by Author Media

<http://www.authormedia.com/89-book-marketing-ideas-that-will-change-your-life/>

Author Marketing Expert 52 Ways to Sell More Books

<http://www.amarketingexpert.com/>

Smashwords Book Marketing Guide is pretty exhaustive

<http://www.smashwords.com/books/view/305>

I would love to tell you that's all there is but this book is a yearly edition and things change every year and you always have to be thinking outside the box. Good luck!

Publicist—

At some point it will be more cost effective to have someone doing some or all of the above for you so you can devote more time to writing. You can hire someone to do as little or as much as you like. Feel free to share the information in this book with them and be very specific about what you want done and when.

You can hire someone like Suzie Welker. Email her at suzie@kybunnies.com and check if she has availability. You can read all about her author services here—

<http://www.blog.kybunnies.com/author-resources/freelance-author-services/>

BONUS by J. Thorn

7 Tips for a Successful Collaboration for Introverts (or for people who hate meetings) by J. Thorn

<http://jthorn.net/7-tips-for-a-successful-collaboration-for-introverts-or-for-people-who-hate-meetings/>

I recently organized and published a ten-author collaboration. To say it was a logistical challenge would be an understatement. Spanning ten months and several continents, [The Black Fang Betrayal](#) is a tale of mystery and suspense like *The Sopranos* but with warlocks. The story reinforces the old adage, "the sum is greater than the parts." Every writer brought a unique style and voice, and yet a single, cohesive story emerged.

There are two key points worth considering before discussing specifics. This project proved to me that there is too much emphasis placed on "the meeting" and its significance in the collaborative process. Being an introvert, I prefer written communication. Because I was the project manager for *The Black Fang Betrayal*, I decided we were not going to "meet" while working on the project. Everything we accomplished from the original concept to the marketing plan for the book launch was done through email and a private Facebook group. We did not use conference calls, webinars, Hangouts or any other method of synchronous communication. This type of collaboration is more about management than writing and as you will see, organization is essential for this type of project.

I believe that if a novel can be written this way, just about any collaboration can be successful using the best practices of project management.

1 – It will take longer than you think.

There will be issues and setbacks. People will leave the project while others will join the group. Technology will fail. Someone will get angry. Someone will ignore your emails. All of this means it's essential to allow plenty of time and make the deadlines artificially short. You will likely incur costs up front and if you can, it's best to have the funds saved and set aside rather than asking the participants for money. You can reimburse yourself from royalties later. Notice that there is a bit of a risk in that you may not ultimately earn enough to recoup your initial costs, so never use funds you're not willing or able to lose completely.

2 – Keep moving forward.

A delicate balance exists between planning for obstacles and enforcing deadlines. You have to do both. However, it's important that all participants feel as though the project is constantly moving forward. This pace may eventually force one or more members to drop out but you'll be able to find others who are comfortable with the momentum. Deadlines force a sense of urgency and also hold everyone accountable. Early on in the project, you will get a sense of which participants will meet the deadlines and which ones will not. Be kind and gracious and remember that we all need a little space. Be firm with the deadlines and be persistent in asking for what you need, but do it with a light touch.

3 – Expect rejection.

Your invitation, proposal or pitch will be rejected more times than it is accepted. In fact, some of your invitations will be ignored completely. You may have to ask five to ten times more people just to reach the minimum you need to make the project happen. This is natural and is by no means a reflection on you. People are extremely busy and highly skeptical, especially if the project you're proposing is unique or different. If someone declines, be respectful and move on. If your invitation is not answered in 48 hours, move on. The initial communication with a prospective collaborator is important because it provides insight on their work habits. Early email responders tend to be early with deadlines and meet all

expectations as well. It is not a judgment but merely an observation on human behavior in the workplace. As long as the return communication reaches you within what you consider to be a reasonable response window, accept that person into your collaboration. When you are pitching or asking for participation, make saying "yes" as easy as possible. Provide all of the relevant information upfront and keep it up to date. Rather than include the information in a single correspondence, post it in the Cloud or on a private web page for prospective participants to view easily. This ensures you can always keep the information current for everyone. Don't make people fill out unnecessary forms or ask them for answers to open-ended questions. Your goal in the pitch is to get a "yes," so make it simple. Once a participant agrees to be part of your collaboration, give him or her an out as late as possible in the process. Someone might be initially excited about the project but then less so as it veers away from his or her initial understanding. Allow for a graceful exit. At some point in the process it should be made clear (in a written contract) that participants cannot leave the collaboration after a certain date or time frame, but also understand that people can and will need to opt out due to special circumstances. Make sure to clearly state the minimum level of involvement required by each participant to be a part of the collaboration (such as the minimum word count in the case of *The Black Fang Betrayal*) but also encourage motivated participants to do more. Prospective collaborators should have only two major deadlines: signing on to your project and submitting a final draft. You will need other items from them along the way, but it helps to frame the scope for collaborators while making it easy for them to participate.

4 – You must lead.

As the project manager or the idea generator, you should be passionate about your project. Other people will be excited about it, too. However, it's natural for the person running the project to

be the most invested in its success. At times, you will have to rely on your own passion and motivation to carry the project forward. In order to excite others, you need to be clear in your vision and in how you communicate that vision with the group. For *The Black Fang Betrayal*, I structured the collaboration and told each prospective author what would be required of him, providing information on character, setting, genre and plot. Remember, you are asking them to join your collaboration, to follow your lead. If they say "yes" it means they want to be led and are willing to follow you. Take that responsibility seriously but also be aware that decisions by committee can often lead to a mediocre result as everyone tries to find a safe middle ground. Not everyone will agree with every decision you make, but if you are clear in your vision and lead with confidence, they will trust and support you. I hope to improve my leadership skills on my next collaboration. In this one, I neglected to specify the time of the year when the story took place and I didn't require the final drafts to be formatted in any particular fashion which meant I had to spend extra time fixing those inconsistencies prior to publication.

5 – You must listen.

This element of project management is the most difficult to articulate because it comes down to feel. Although your vision must be clear and you should lead with confidence, there will be times when you must solicit feedback from the team. Input is invaluable and ignoring it can be catastrophic. It is not necessary to sit and speak to someone face-to-face to solicit feedback. Meetings, in the traditional sense, are not necessary. Clear and timely communication is essential. When possible, try to structure your questions. For example, rather than asking for open-ended ideas on a particular aspect of the collaboration, give your team two or three choices. Do this in a group setting (such as through a private Facebook group or closed bulletin board) so you can get a sense of the group dynamic. Email is not beneficial in a collaboration of this type because it puts the conversation in silos. You should use

email only to deliver important information to the participants and expect that communication to be mostly one-way. Because the group communication requires a different kind of effort than a traditional face-to-face meeting, participants are more likely to be on task and can contribute when they're most attentive rather than trying to force interest on a specified day and time.

6 – You must be organized.

It is impossible to lead a collaboration of any type without being organized. Repeat. It is impossible to lead a collaboration of any type without being organized. Although technical issues will always arise, today's technology allows greater and more seamless organization than ever before. Through Cloud-based solutions and shared documents, you can keep the project organized from just about anywhere, from any device. Technological tools aside, it is essential to have solid personal organization. If you are not naturally inclined toward organization, you may not be ready to manage a collaboration. However, organization is a learned skill and there is no shortage of resources available for a person who wants to become more efficient and organized. Being organized means utilizing systems (such as iCloud, Google Drive, DropBox, Trello, etc.) in addition to maintaining accurate records. You should keep a spreadsheet of deadlines, save all emails and messages sent to participants, develop a launch plan and more. Save everything you create in a logical folder system and make sure that folder system is in the Cloud or backed up (nightly) to another location. In today's computing environment, there is no excuse for losing files in a computer crash and nothing will kill your project faster. If that happens, your participants will be frustrated and lose confidence in you and may be less likely to help you pick up the pieces. Avoid the use of paper because it makes it hard on participants. For example, rather than using a fax machine to have participants sign a contract, use a free online document signing site like Docracy. With a free, registered account, contracts are signed

through a web browser without the need to print and physically return the document. Remember, you are the project manager and the one most passionate about your project so you should burden most of the responsibility. Your goal should be to make the process as easy as possible for your collaborators.

7 – Enforce structure but do it gently.

No matter how passionate, clear, organized and decisive you are as a project manager, there will always be issues that threaten to derail the collaboration. Obstacles will appear that you never anticipated. Frustrations will mount and you will be tempted to give up. This is a natural part of the process. If you're utilizing the systems you have in place and if you're motivated to continue, you can keep things on schedule. There will be missed deadlines and misinterpretations. Use a gentle hand to recalibrate and remember that you are dealing with humans. We are all complex, emotional and sometimes irrational creatures. Keep it all in perspective and keep it moving forward. In the end, you'll be glad you did.

I'm thrilled with [The Black Fang Betrayal](#) and I wish you success on your own collaboration.

Find out all about J. Thorn, his books and his marketing experiences at -

<http://jthorn.net/>

The Future of Storytelling

Storytelling is only limited by your imagination. Check out the following examples to learn more.

Analogue: A Hate Story

<http://store.steampowered.com/app/209370/>

Play at Heartbreaking with Cara Ellison

<http://www.unwinnable.com/2013/04/25/play-at-heartbreaking-with-cara-ellison/>

Text Games in a New Era of Stories

<http://www.nytimes.com/2014/07/07/arts/video-games/text-games-in-a-new-era-of-stories.html>

The Secret of Minecraft

<https://medium.com/message/the-secret-of-minecraft-97dfacb05a3c#.9g29usglk>

This Video Game Could Revolutionize Publishing and Reading

<http://www.theatlantic.com/entertainment/archive/2013/11/this-video-game-could-revolutionize-publishing-and-reading/281765/>

Video Games Inside of eBooks

<http://venturebeat.com/community/2014/03/24/video-games-inside-of-e-books-an-idea-thats-already-here/>

Stride and Prejudice

<https://itunes.apple.com/app/id727047115?mt=8>

Why you Need an App to Understand My Novel

<http://www.theguardian.com/books/2015/aug/20/novel-use-for-app-ian-pears-arcadia>

TheFictionary

<http://thefictionary.net/>

Author Beware

Beware of all enterprises that require a new set of clothes. —**Henry David Thoreau**

It's been six years since I started on this self-publishing path and it goes without saying that there are plenty of people out there selling something. Many times it's a person who has a sure-fire formula for being a bestseller.

The marketing plan I just laid out is by no means a sure-fire way to make you a bestselling author. Sorry. There isn't one.

Don't buy reviews. Unless you want the clout from Kirkus, Publishers Weekly, or Midwest Book Reviews then all it does is rob you of the chance to connect with readers.

Don't buy awards. Enter and try to win legitimate, independently judged writing contests. Believe it or not there are authors that buy a pre-packaged deal where it lists they've won something like seventeen awards. Only those awards don't really exist, in essence, they're fake.

Don't buy or be very leery of authors selling services. Several that I've looked at are selling services to help you be a bestseller when the author has never used a service like that and didn't become a bestselling author using that service. Authors should be making enough money selling books that they don't need to sell services to authors who aren't.

Talk to other authors to see what works. Keep track of what works for you and discard what doesn't. What works for you might not work for someone else and vice versa.

Check rankings of websites with Alexa to make sure they have a good fan base where your guest posts will be seen. Even check out the advertising sites to make sure they're active.

<http://www.alexa.com/>

Check the social media reach of advertising to see if they are reaching that many people.

On Twitter you can check an account for fake followers -

<http://fakers.statuspeople.com/>

On Facebook, sure people have lots of followers on their page but Facebook has made it very hard if impossible to reach followers of a page unless you Boost a Post. Most services DO NOT pay to promote a post.

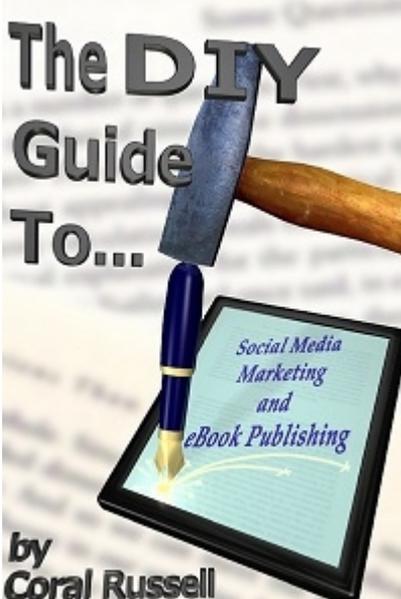
Check an advertising company's email lists. Ask how many people are on their email lists and even ask what percentage of people open that company's emails. Legitimate companies will be more than happy to share this information with you in order to get your business.

This doesn't even cover the self-publishing companies that scam authors. Always remember it's author beware.

YOUR FANS will be the ones who sell your books through word of mouth and their support through reading and reviewing. Advertising and promo is just an avenue to connect with readers. Spending time with readers and fans is the goal of any advertising.

ACKNOWLEDGEMENTS -

Thanks to Paul Davies for designing the first cover of this eBook.



You made it this far! And your head didn't explode? Good for you! If any information in this book was useful, please consider leaving a review on any book site—

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Peace on the Peninsula

The DIY Guide to Social Media Marketing and eBook Publishing

Crowning Fantasy Book 1

Watch for more at www.blog.kybunnies.com/coral-russell/.



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On a more professional note, I have a Masters in Teaching English to English Language Learners and taught ELL students for ten years.

I've lived in Korea and traveled to Canada and Mexico and visited 47 out of the 50 United States. The last three are on the bucket list...

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Publisher of books by Coral Russell. Taking on social issues and important themes and turning them into entertaining fiction.