Marketing your book

1. Start selling your book before you write it.
   a. Establish yourself as an authority.
   b. Build up a network of people interested in buying your book and in publicizing your book.
   c. Social and print media
      i. Blogging
      ii. Website
      iii. Facebook
      iv. Twitter
      v. Linkedin
      vi. E-mail and printed newsletters
      vii. Articles, editorials and letters-to-the-editor in newspaper and magazines
   d. Clubs and professional organizations
   e. Community events
      i. Talks
      ii. Readings
      iii. Special events

2. Book Reviews
   b. Use the contacts you established through social networking as sources for potential reviews.
   c. You can pay for reviews from places like Kirkus and Publishers Weekly. Will cost several hundred dollars and a good review is not guaranteed. Kirkus and Publishers Weekly have good reputations. There are, of course, other less reputable pay-for-review sites.
   d. Sites like Goodreads and BookThing are book networking and cataloging sites that also offer the opportunity for average readers to post reviews of books. Encourage your readers to register and post reviews.
e. *Daily News-Miner* reviews. The *News-Miner* book reviewer, Addley Fannin, told me she has between 20-40 books in her slush pile at any one time. You need to make your book stand out.

   i. Her first priorities are books with upcoming release dates, and books by authors that have politely contacted her directly about reviewing a book.
   
   ii. She says she is much more likely to pick up a well-designed, attractive book, but she will give all books a brief chance by reading cover blurb, promo material, and maybe the first chapter
   
   iii. Her quote - "Good writing and editing trumps all, but a professional design goes a long way to getting your foot in the door."

3. **Marketing after publication**

   a. Social Media
   
   b. Publicity Kit
      
      i. News Release
      
      ii. Head shot
      
      iii. Image of cover
      
      iv. Reprints of reviews if you have any
   
   c. Sales kit
      
      i. Book marks
      
      ii. Sales sheet
   
   d. Contact/mailing lists
      
      i. Develop your own lists by combing phone book, doing web searches, searching the State of Alaska business license database, etc.
      
      ii. Mailing lists can be bought from information brokers. Do a web search for Alaska mailing lists. Lists will probably cost several hundred dollars, and will most likely contain information you can gather yourself if you have the time
      
      iii. Organizations and clubs may allow you to use their mailing lists. Contact an organization before using any contact list you may have access to. DO NOT SPAM!
e. Book signings
   i. Bookstores
   ii. Libraries
   iii. Venues related to your subject matter
   iv. If you have the time and can afford it, take your book on the road
f. Radio and TV Interviews
g. Online sales
   i. If you have a blog or website, make sure there is a way to buy your book, either directly from you, or through a reseller.
      1. Who do you want to do order fulfillment?
   ii. Take advantage of storefronts offered by your POD publisher. Items you will need are:
      1. Head shot
      2. Image of cover
      3. Author bio
      4. Book description
h. Farmer's Market, Christmas bazaars, special events like Arts Walk at Creamer’s Field
i. Co-op marketing
   i. Carlson Center Holiday Marketplace
   ii. State fairs
   iii. Anchorage Wholesale Gift Show

4. Always carry promotional material and a box of books in your car.
5. **Book Distributors/book wholesalers.** Book distributors will warehouse books for you and sell them wholesale to stores and institutions.

j. Book distributors are not really set up for one-title publishers but they will consider providing services to them.

k. Have wider access to sales possibilities

l. Probably knows the market better than you

m. Handle all the details of selling and fulfillment

n. Will usually require exclusive distribution rights
   i. Sometimes will allow non-exclusivity for increased percentage of profits

o. Will generally not do any marketing for a book unless you pay extra

p. If the publisher does marketing and promotion of book, it will have to turn over any leads to the distributor for the actual sales.

q. Charge between 60% to 70% of the retail price of the book for services
   i. Cost for services makes arrangement marginal for self-publishers
   ii. Publishers need to weigh possibility of increased sales against decreased profit per book

r. Other fees that may be charged
   i. One-time set-up fee to enter book into distribution system
   ii. Periodic stocking fees to maintain book in inventory
   iii. Special reports on sales (periodic reports such as quarterly reports listing number of copies sold usually supplied at no charge.
   iv. Shipping

s. Hidden fees
   i. Distributor may not pay you for books damaged during the normal course of business, either during storage or shipment.
   ii. Distributor will not pay you for books used for promotional purposes or sent out as review copies.
   iii. Books in Distributor’s possession may be under-insured for loss from fire or other disasters.

t. Publishers must provide multiple copies of book for Distributor to keep in stock, and agree to supply additional copies to Distributor on a timely basis.
   i. Number of books for Distributor to keep in stock may be negotiable.
   ii. Publisher may be required to keep certain number of books in stock to met Distributor’s needs.

u. Publisher paid quarterly

v. Because of fees charged publisher may end up owing distributor on receipt of quarterly statements