

Publicize Yourself, increase profits, maximize career, free media, PR coverage

Publicize Yourself: steps to increase profits, maximize your career and obtain free PR and media coverage

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PUBLICIZE YOURSELF:

***STEPS TO INCREASE PROFITS,
MAXIMIZE YOUR CAREER &
OBTAIN FREE PR &
MEDIA COVERAGE***

By

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*Publicize Yourself:
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Career & Obtain Free PR & Media Coverage
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CHAPTER 1

THE INDISPUTABLY BEST MARKETING TOOL AROUND

Have you ever...?

Have you ever watched a news show when the host is interviewing a guest? Often the person being interviewed is an expert on a particular topic and often that person is an author. As I write this, I am watching the US presidential elections unfold. While this is fascinating in itself, I am enthralled by another factor as well. Of a panel of three experts being interviewed on the Fox News Channel, two have published books in politics – their field. In essence, they are perceived as political experts not so much because of any university degree they may have but because they are published in that particular field.

The same thing happened a few nights ago. I was watching a one-hour History Channel special about Captain Kid. “Again, who was interviewed?” The author of a book on the infamous seafaring captain.

Why is this important? Of course, most of us would enjoy a spot on television and some notoriety, but even more important is the fact that media exposure is invaluable in terms of promoting you and your business. The authors just mentioned received free advertising worth thousands of dollars.

Admittedly, the title of *Publicize Yourself* may sound like just a clever name for a book, but it's not. You can publicize and position yourself as an expert in any field, in *your* field. Even better, it does not matter what field it is: law, engineering, finance, accounting, management, teaching, sales, consulting -

whatever. You name the field and there are specific steps you can take to position yourself as an expert. Not only that, once you position yourself as an expert, what follows is even better. Your business contacts multiply, your profile is heightened, and as night follows day, revenue and profits increase.

GAIN CREDIBILITY

So, what are the steps to become a recognized expert in your field? First, you have to announce to the world that you are indeed an expert. The way to do this is straightforward. Publish in your field. Publish articles. Publish reports. Most importantly, publish a book in your field and you immediately gain credibility.

“Writing a book is not only the best way, it’s the indisputably essential way to establish your credibility in your field of expertise. You

can publish an informative, authoritative book in a very short time. Don't think you have to write a book to compete with those on the shelves at a national bookstore. Just think of it as a marketing tool," writes Don Poynter, author of *The Self-Publishing Manual*.

However, for some, just the idea of writing stirs up images from high school grammar class, long-winded teachers and impossible writing assignments. If so, take heart. Writing, no matter how you learned it, can be broken down into small manageable steps. Resist the temptation of thinking that you have to research and craft a lengthy tome of several hundred pages. Think of it another way. Can you write two pages a day? If so, you can write a good-size book in about three months.

After you are published the world opens up to you. Then you can apply other marketing

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skills, like media appearances, speaking engagements, teaching seminars as well as specific networking techniques to compliment your efforts. Plus, the thrill of seeing your name in print is hard to describe. Once you see your name on a bookbinding, you're hooked and will wonder why you didn't publish years earlier.

It bears repeating: the cornerstone of establishing yourself as an expert begins with getting published. In the next chapter, I briefly discuss how I took a simple idea, developed a book proposal, sold my idea to a publisher, handled most of the marketing and public relations work, set up book signings, landed book reviews, was interviewed on a 30-minute television program and eventually landed a spot as a newspaper columnist for five US newspapers.

Also examined are various ways to get published, including traditional publishing, self-publishing, print-on-demand (POD), e-Books and blogging. This is followed by a section on writing strategies to help you plan and write your book.

We also discuss methods to get your book in front of reviewers, prospective clients and others quickly, including news releases with mainstream media, as well as placing your book in bookstore managers' hands, setting up book signings, and radio appearances. In addition, Filipino writers interested in publishing in both the Philippines and the United States will find various options available. We top this off by looking at promoting your book by using the power of the Internet by building an online profile, web sites, blogging, utilizing social networks like MySpace and Friendster and listing

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your book on Google Book Search, MSN's Live
Search Book and Amazon.com.

CHAPTER 2

ONE IDEA IS ALL YOU NEED

I had two goals...

I had two goals when I decided to write my first book. One was to simply be published. As basic as that sounds, it had been a goal since I was a child. Second, I wanted a job in journalism. I already had a college degree in Finance as well as a master's degree but wanted to make a career change from sales to journalism and then to public relations and speaking.

I chose a topic to write about, something that was close to my heart and one that has a huge market in the United States, history -- namely Civil War history. I wanted to write a book in a year or less and leverage it with local and regional newspapers and magazines to

maximize the free publicity that comes with publishing.

My decision to write about my great-great grandfather's Civil War regiment, the 5th Georgia Cavalry, was an easy one. Jonathan D. Barnard had been a soldier for the Confederacy during the American Civil War and his unit saw action in some of the war's most heated and decisive battles. The previous year, while conducting genealogical research, I had already amassed enough military records to make a good start for a book.

Next, I developed a book proposal consisting of three sample chapters, a book outline and a market survey that listed the book's potential markets, including targeted demographical groups and the readership that would be interested in my work.

I mailed the proposal to ten publishers and waited patiently. A few months passed and I waited some more. Finally, by mid-winter, I received my first two responses. Both simply thanked me for the proposal and said *not interested*. Several more months of waiting and five more rejection letters followed. Two publishers never even bothered to respond.

Finally, one day while getting my mail, I received a letter from Schiffer Publishing in Pennsylvania, a military history publisher. Schiffer was not only interested in my book, but also wanted to enter into contract negotiations. This was ripe cause for celebration and celebrate I did. However, I was soon to learn that my real work had just begun.

After employing then firing a literary agent, I negotiated the contract the best I could and began work on the rest of my manuscript.

After a few months of intense writing, I finished the first draft of the manuscript and FedExed it to Schiffer. Next came a laborious process of editing, copy editing, proofing galleys, working with the production staff on photo captions, and dozens of other details to bring forth a finished and polished product.

At the same time however, I had to formulate a publicity campaign to not only get my work in the right hands of book reviewers but also bookstore owners and bookstore chains in hope of lining up much coveted book signings that help catapult a new book.

Since most traditional publishers like Schiffer have numerous titles to promote and scarce staff and means to aggressively market new titles, the PR work fell mostly on my shoulders. However, with no book yet in hand, I had to wait for my first copy.

PASS THE BUBBLY

October 12, 1999: On a crisp, clear, fall evening in Savannah, as I laughed at Marilyn Monroe and Tom Ewell mix it up in the 1955 smash comedy *The Seven Year Itch*, a UPS deliveryman rang my doorbell. In hand was a box containing ten advance copies of *In the Saddle: Exploits of the 5th Georgia Cavalry during the Civil War*. Few achievements prior to and since, including the publication of three more books and various newspapers jobs, have equaled that moment. I enjoyed a deep sense of satisfaction as I studied the book's light grey cover, flipped through the pages and stared at my name in bold letters stretching across the book's binding. I was now a publish author.

However, more work lay ahead. With ten copies in hand, I executed my PR strategy. My first order of business was to get book reviews

in Savannah's two major papers, the long established 150-year old *Savannah Mornings News*, as well as *Connect Savannah*, a weekly news magazine that I had managed to write two articles for a few months earlier.

FREE PUBLICITY

At the time I was trying to get book reviews, I also began contacting local and regional bookstores. Soon, my work paid off handsomely. Even before the book reviews broke in the newspapers, a Savannah TV-station phoned and asked if I was interested in being the guest on a 30-minute community affairs show. Two long-standing Savannah journalists, one in broadcasting and one from print media, hosted the event. I accepted without hesitation. Not only was it great fun to be on TV again, something I had done a few years earlier when I

hosted a TV show for the Savannah Jaycees, but the publicity was priceless.

Soon after the show aired, I had my first book signing, followed by several more. I was off to the races, working the phones, sending emails, writing news releases and pressing the flesh. *Connect Savannah*, *The Savannah Morning News*, and *Savannah Magazine* reviewed the book a few weeks later. Then, I hit pay dirt. *Connect Savannah's* editor asked me to write a weekly column.

I had come full circle, being interviewed on television, three high profile book reviews, half a dozen book signings and now my own column. Speaking engagements would follow throughout that year and the next, as did more book reviews, including a national magazine review.

Everywhere I went people starting asking about my book. Even when decked out in my tattered Atlanta Braves baseball cap, and blue jeans to do Saturday errands, I ran into people who wanted to know about *In the Saddle*, the new column, or both. However, it did not stop there. *Connect Savannah* soon assigned me to cover local and state politics. A few months later, I cracked open my first piece of investigative journalism, bringing to task an inner-city school principal gone bad.

At the same time I was dealing with rogue educators, I was plugging my column. I took advantage of an editorial change and stretched my column from 650 words to 750 words and finally to 1,000 words. *Connect Savannah's* new editor, Joe Hiatt, a seasoned newsman, didn't seem to mind because he never mentioned it in a staff meeting. In fact, Joe moved the column

from mid section to page A2. The first thing readers saw when they opened the paper was my column and byline. Better yet, *Connect Savannah* started to promote my column. Readers often called or emailed with story ideas. One story I pursued was a 100-year old murder (a likely police homicide and cover-up) that became a three part series. The series garnished a lot of readership and even provoked some police ire, which was also fun. Success never tasted so sweet.

In a little more than a year, my column ran in five Georgia newspapers. The next year, I combined 150 of these columns that dealt with history, politics, and culture into a full-length book, *Rebels, Saints and Sinners*, and sold publishing rights to Pelican Publishing, a mid sized traditional publisher that concentrates on titles dealing with the American South. It was

published in September 2002. This in turn opened the door for a third book in 2004.

I share this story for one simple reason. I took one book idea, honed it, turned it into a marketable proposal, sold it to a publisher and became an expert in my field -- local politics, and history. If I can do that, then you can follow the same steps, or even better; learn from my mistakes. The path to free PR, free media exposure, more clients, more recognition, and additional income is easily within your reach. All you have to do is dream the dream, devise a strategy, work the plan and reap the rewards.

This is what the rest of this book examines. We already looked at what publishing a book can do for your career. However, you have some marked advantages I did not have. When I first started contacting publishers back in 1998, the Internet was in its infancy. Now the

maturity of the Internet opens up countless marketing as well as publishing options. These options can catapult your career to heights you never thought possible.

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