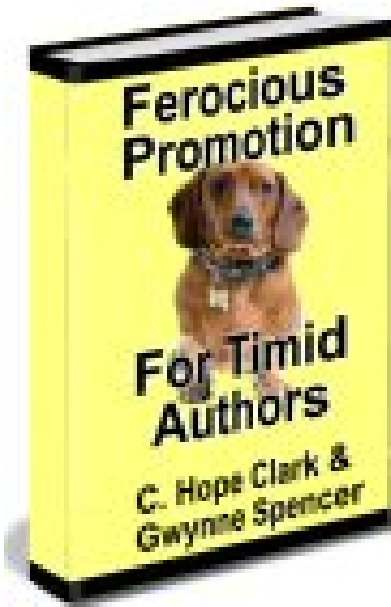


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Ferocious Promotion for Timid Authors

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# ***Ferocious Promotion for Timid Authors***

**A FundsforWriters Publication**

**By C. Hope Clark and Gwynne Spencer**

**Inexpensive insights on selling your book**

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# Chapter 1

## Strategy, the Ground Rules

You published a book that everyone on Planet Earth wants to buy. Strangers stop you on the street and thrust money into your hand. Friends bombard you with e-mail to buy autographed copies. It could happen.

But chances are, when your book gets published, you face promotion, publicity and marketing, all on your own. Unless your customers are psychic, you have to channel information to the buying public about your book, about how to order and how to contact you. Depending on the dollars you have available for the task, you might consider some of the following actual marketing techniques in this ebook.

Rarely do writers enjoy selling their books. Sure, they enjoy having *sold* their books, but not the process itself. They'd rather write the stories and collect the checks. That middle, promotional mess is a struggle and goes against the grain.

But every job has its darker side. Marketing is the writer's bane, and the self-published author has the worst up-hill battle of all. Those authors with books through small publishers aren't far behind.

Hope's book [The Shy Writer](#) touched upon some of these topics. Most writers prefer the quiet seclusion required of deep, creative thought. Selling a story woven in hiding, in front of a loud public, is like singing a lullaby in a rush-hour subway. You take your baby into the world, holding the poor thing in front of everyone, shouting how great it is.

Both Hope and Gwynne have sold self-published books. Both have taught classes, written articles and self-promoted. Hope leans toward the Internet side of exposure. Gwynne loves the local networking and flavor of community commerce. By now you should have grasped the thrust of this ebook.

The author who sweats to sell each and every book practically from the trunk of his car, must focus in two areas:

1. The Internet
2. Local Networks

No, we aren't restricting this ebook to these two areas because that's all we know. Fact is, we're providing the simplest, easiest and most entertaining options to selling your book without hiring a PR specialist. If you exhaust these methods of self-promotion, you'll probably sell several thousand books. That's no exaggeration.

Of course, your genre makes a huge difference. Children's books have an edge over business books when dealing with schools. On the other hand, business books fare better with civic organizations than children's books. Common sense tells you which venues serve you best. But savvy tells you that all of these markets can result in sales, depending on how you spin your brand.

Brand? You're an author. You wrote a book. What's with the brand? You have no widgets on your inventory shelf. It's not like you're selling soft drinks, designer handbags or an income tax prep service.

Once you decide to sell your book, you become a commodity broker. You sell widgets. Only they're called books. And if you self-published, you have inventory in those cardboard boxes in your bedroom. Your writer persona remains at the keyboard, hiding away from the hordes. But the minute you ask for a dollar in exchange for your words, you become an entrepreneur. Park the writer. Think like a salesperson. Either that or write just for fun.

Hah. Didn't think so. Even hobby writers throw up a website, checking the hits after they get off from work.

A brand is used by the timid author for two reasons:

1. To let the brand speak on the writer's shy behalf.
2. To catch attention of a chaotic, fast-paced public.

Use your name, if you like. Hope's name happens to be her real middle name. Since she offered advice to struggling writers, she chose to use Hope instead of Cynthia. BIG difference when someone is seeking guidance . . . seeking HOPE.

Use your genre's focus. Rita Mae Brown uses cats in her cozy mysteries. Susan Wittig Albert uses herbs to solve her mysteries. Joanne Fluke bakes goodies while solving mysteries in her series. These are mysteries, of course, but children's books carry themed series as well from manners to geographic locations to growing up.

The Dummies series is classic. Name a topic and you'll find a For Dummies version. Chicken Soup is another. Steven Covey wrote *7 Habits of Highly Effective People* which launched into *7 Habits of Highly Effective Marriage*, *7 Habits for Highly Effective Families*, and so on.

A brand announces your presence and provides name recognition. Hope goes to a conference wearing green and black, the colors in her FundsforWriters logo, and a professionally-designed name tag with her logo to match. People come up to her and start a conversation without her making a single introduction. A real ice-breaker.

Both Hope and Gwynne have weener dogs, dachshunds that are the loves of their lives. Therefore, the little fellow on the cover of this ebook was a natural choice. They look timid, and everyone loves the breed. Their hearts and sweet eyes are huge, but they can be fierce when protecting their territory.

Honestly, we can define our writing and subsequent self-promotion through the eyes of a dachshund:

1. Humble but stubborn;
2. Small but ferocious;
3. Always happy to meet another weener dog;
4. Easily recognizes a kindred spirit, a fellow breed;
5. Has a totally different view of the world from the Big Dogs;
6. Their scary bark can make an impression;
7. Put one foot in front of the other, even the short steps take them home;
8. Wags a tail, no matter what. People will stop and say “How cute” and “Hi there.”

They are the perfect brand for self-promotion. Attractive, enjoyable and strong.

Now you have the basic ground rules. Develop a brand, establish an Internet presence and network locally. Sounds too simple, doesn't it? Or maybe you aren't sure where to go next. That's okay. The next nine chapters will hold your hand and point you in the right direction.

Don't be afraid to sell your books. Be excited about it, because selling a thousand books is doable. So is five thousand. This ebook will provide you with that strategy in simple self-promotion to make book sales possible, palatable and prosperous.



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