

# SpeakerNet News Presents



## How to Write, Publish and Market a Book with No Out-of-Pocket Expense

Featuring Kathleen Gage

### In this session you will learn:

- How to write, market and publish a book with no out-of-pocket expense
- Proven strategies to complete a manuscript in 60-90 days
- How to sell thousands of dollars worth of books before your book is even published
- The benefits of publishing both traditional books and eBooks
- The power and profit that comes from being an established author in your market

**“If there is one regret I have as a speaker it is that I didn’t have a book sooner than I did. I have left hundreds of thousands of dollars on the table by not doing so. The reason I know this to be true is I now generate thousands of dollars every month from various information products I have created and marketed.”**

**Kathleen Gage**

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## 1. Product Pros and Cons

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Information Products	
Pros	Cons
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## 2. Reasons to self-publish

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### 3. Types of products you can develop

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# Reference Section

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## Overcoming writer's block

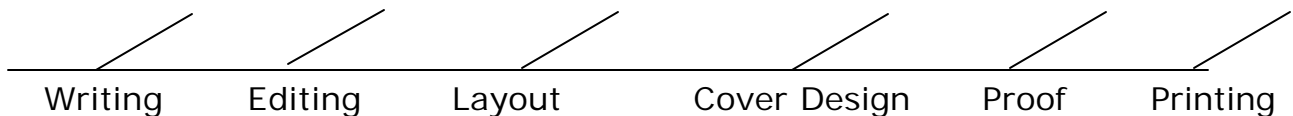
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If you are serious about taking a book to market you will have to address writer's block. For anyone who wants to make money from writing, you absolutely must overcome writer's block.

The following are recommendations that can help to do this. Choose those that work for you.

- Develop a system for writing.
- Honestly determine how much time you can dedicate to writing.
- Set a scheduled time to write
- Get in the habit of daily writing
- Start a book binder
- Avoid distractions
- Let others know you cannot be disturbed. Often, until someone begins making money from their writing family and friends may not take their writing seriously. Your job is to make sure they know how important this is to you.
- Get a writing coach
- Resign yourself to the fact you have to write each day
- Publicly announce the date your product will be done
- Timeline your product

### PRODUCT DEVELOPMENT TIMELINE



**HOT TIP: Get in the habit of marketing your products as you are developing your products. Development and marketing are not mutually exclusive. They can work hand in hand.**

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## Overcoming Writer's Block (con't)

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- Pre-sell your book. This will force you to get the project done.
- Get a sense of what it will feel like to have the project complete
- Make notes. Keep a notepad handy. As you get ideas, write them down. Take one idea and write a paragraph on it.
- Free write. Sit down for ten - fifteen minutes and write down everything you can think of about on your topic. The object is to write without stopping for the designated time. Even if you can't think of anything to say, write something. Even the word "something" over and over.
- Write an outline
- Choose one sentence in a paragraph and write a paragraph about it. Then choose one sentence from that paragraph and do it again.
- Set deadlines
- Examine where the writer's block is coming from
- Think of the people who will be positively impacted by your writing
- Get over it! If a major publisher were to pick up your manuscript and give you an advance, you would have to deliver or face the possibility of letting down a publisher. You do that once and you may never get the opportunity again. So why let yourself down?

**HOT TIP: Everybody has something they can write or talk about. Your job is to figure out what the "something is" and what your market will pay to read or hear about from you.**

***Did You Know?***

Over 50,000 new books are published each year. That doesn't include reprints, new editions, etc. Many publishers actually have a policy of not even looking at unsolicited manuscripts.

**Simple strategy to develop a book**



## Hosting an event to promote a book and offset costs of production

Select a date for the event

Pick a venue (location)

Determine equipment needed including microphones, computers, screens, etc.

Design handouts or learning guides for event

Determine cost.

You may be able to secure sponsors for an event like this especially if you can create a win/win through market reach and visibility for the sponsors.

Design and print a marketing piece that can be mailed to potential attendees. You can also distribute the piece at networking meetings in your area.

Design a web page dedicated to the event. This can be a landing page. Need to have all information such as location, cost, time and final topic.

Email message to everyone in your database with the link to the landing page. The advantage to marketing this way is that people can simply forward a message to others and make registering very easy.

Must have a way to capture contact information of those who register for the event via the web page.

At the event you can increase your revenues by having the books available for purchase to those in attendance. If you have other products you can sell those too.

Send a series of follow up messages to your opt-in list and to those who register.

- Series of promotional email messages to your list
- Series of promotional messages to those who register
- Please note, the types of messages will be different to each group.

Media Release

- First release to various media in the area – immediately -followed up by a phone call. The purpose of this release and the follow up call is to try and arrange feature stories about the event. The sooner you do this the easier it will be to get something scheduled in.
- Release to weekly publications - 4 weeks before event
- Release to daily papers 3 weeks before
- Release to radio and television 4 weeks before

Recommended media

- Daily papers
- Weekly papers
- Monthly
- Business journals
- Radio – talk
- Television

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## **Benefits of e-Books**

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- Minimal costs to produce
- Very high profit margin
- Easy to compile
- Relatively easy to format

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## **Benefits of Books**

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- Builds credibility
- Positions you as an expert
- Can be used for added value
- Opens lots of doors
- People love authors
- You can sell BOR (back of the room) when doing a speaking or training program

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## **Benefits of Audio products**

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- Very easy to develop once you know the system
- Can develop from a virtual studio in your home office
- One of the fastest turnaround times for any product development
- Can package as a CD program or MP3 files or other downloadable versions
- Easy way to leverage your expertise
- Can be free or paid product depending on your goals
- Extremely high profit margin

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## Budget considerations for product development

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- Administrative costs
- Editing
- Printing
- ISBN numbers
- Cover Design
- Layout
- Marketing material
- Marketing costs
- Press release development and delivery
- Packaging
- Postage
- Software programs
- Equipment
- Website development and monthly fees

### NOTES:

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## **Constantly seek selling opportunities for your books**

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Opportunities to sell your books are virtually everywhere. You are only limited by your imagination and willingness to explore the many options.

Clients with a large market reach

- You must convey the benefits to them for buying in quantity.
- If you are the publisher you can offer things like a letter inside from CEO, logo on cover, and lower unit cost on volume purchases
- Offer something of value with volume purchases such as a complimentary speaking engagement or one at a reduced fee. (This may not be an option if you are regularly include BOR in your speaking agreement)
- At association meetings
- In church bookstores (if the correct market)
- On Amazon.com
- On B&N.com
- At gift stores
- To florists for inclusion with a floral arrangement.
- Specialty shops where there is a market match. For example, if you have a book on keeping your auto in peak shape; tire shops, auto shops, and car washes are a few of the places to target.
- Catalogs
- From you own website

### **NOTES:**

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## Strategies to offset costs of publishing a book

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- Pre sell
- Create a list of potential buyers from your current list of friends, holiday card list, peers, associates, neighbors, etc.
- Shortly before you book is published send out a promotional postcard or letter.
- Sell BOR whenever you do a pro bono presentation. Make all arrangements with the meeting planner on this prior to your presentation day. Put agreements in writing.
- Co-author(s)
  - Can be risky in that you might end up doing all the work
  - Put agreements in writing

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## Selling Your Book

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- Determine where to sell
  - People you know
  - Online
    - Amazon.com - Barnes and Noble.com
  - BOR - close to 100%
  - Stores – 50% of retail
  - Catalogues and display retailers will take 70 – 80%
  - Associations
  - Your website

### NOTES:

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## Presentations Create Visibility and Selling Opportunities

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One of the best ways to sell your book is back of the room after a presentation.

Determine what organizations and associations would be a good match for your book and a presentation related to the book.

Contact organizations that reaches your market

- Find out their meeting schedule
- Find out who the contact person is
- Find out platform

Secure sponsors who want your market reach.

What is their benefit for sponsoring you?

Possibility for sponsors

Book on nutrition; find a health food store who wants more foot traffic and visibility.

Book on real estate sales; a mortgage company who may be interested in a unique market reach. Perhaps they would be willing to buy a book for every real estate agent who does business with them. Or, they could give a book to each of their mortgage brokers.

If you have a book on childhood development; a baby clothing store? Perhaps the store would cross promote and give a book to each customer who buys a minimum amount of product in their store. This adds value from them to their customers and creates a win/win for you and the store.

### NOTES:

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## Book Design and Layout

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- Cover
- Back page
- Title page with subtitle
- Copyright page
- Disclaimer page
- Introduction
- About the author(s)
- Table of contents
- Chapters
- Appendix
- Barcode including ISBN numbers
- Other services offered
- Author's picture (professionally done)

### CONSIDER THIS

- Make sure it doesn't look like a homegrown book. Spend time in bookstores or on Amazon.com to see what covers of best selling books look like.
- Invest to have it professionally done if you are not qualified
- Quark and Page Maker are standards for layout

### NOTES:

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## PUBLISHING HOUSE VS SELF PUBLISHING

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<b>Publisher</b>	<b>Self Publishing</b>
<ul style="list-style-type: none"><li>→ You do not have control over many of the decisions</li><li>→ Before you can sell copies you have to buy them from the publisher.</li><li>→ You often don't get a better price than a bookstore would get.</li><li>→ Publishing house picks up initial costs</li><li>→ Little, if any out of pocket expense</li><li>→ You may get an advance, and yet, if the books don't sell you might have to refund some of the advance.</li><li>→ Short shelf life – often only a matter of weeks.</li><li>→ Slow turnaround time for acceptance of manuscript - often as much as 2 or 3 years</li><li>→ Lots of rejection</li><li>→ You have to have good marketing potential in many cases</li><li>→ You have to market</li></ul>	<ul style="list-style-type: none"><li>→ You have control and make all the key decisions</li><li>→ Fast turnaround</li><li>→ Higher profit margin</li><li>→ You can target very unique markets</li><li>→ More investment costs on your part.</li><li>→ You have to market</li><li>→ Many mainstream houses are looking for excellent self published books to make their own</li><li>→ You retain all rights</li><li>→ You can test market with a low run</li><li>→ You have to store the books</li></ul>

## Resources for authors

Book Expo America

<http://bookexpoamerica.com/App/homepage.cfm?moduleid=42&appname=288>

Maui's Writer's Conference

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

Bowker's

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

ISBN Numbers - <http://www.isbn.org/standards/home/index.asp>

Dan Poynter

Self Publishing Expert

<http://www.parapublishing.com/sites/para/>

Marilyn and Tom Ross

Self Publishing Experts

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

John Kremer

Book Marketing Expert

Author of 1001 Ways to Market Your Book

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

Marketing and promotions information

<http://www.streetsmartsmarketing.com>

# MARKETING AND SELLING YOUR BOOK AS A SELF PUBLISHED AUTHOR

## Primary methods for selling and promoting a book

- Media
- Presentations - BOR
- Internet
- Direct mail
- Word of mouth
- Book signings
- Articles – both online and off

Marketing a fiction, poetry or literary works is more challenging than a non-fiction or a how-to.

## Before you begin you will need

- Press release
- Press kit
- Web site
- Order forms
- Merchant account
- Various length talks related to the book
- Byline

## Putting together a press/media kit

- Table of contents
- Fact sheet (About the book)
- Biography (About the author(s))
- FAQ's
- Testimonials and endorsements
- Story ideas
- Clippings
- News releases
- Current event research

Walt Whitman, Mark Twain, Henry Thoreau, Herman Melville, James Joyce, Carl Sanburg, and other famous people all self published their books.

## Testimonials

- Testimonials can add credibility to your book. They can also be added to your website. They do help to add credibility, which helps to sell books.
- Only use what someone has authorized.
- Best to have their name, company and city included.
- Obtaining Testimonials
  - Give pre publication copy to select folks
  - Simply ask
  - Get written permission
  - Send out an email

## **Selling your book**

- Determine how many copies you will need to break even on a run.
- Create a list of potential buyers from your current list of friends, holiday card list, peers, associates, neighbors, etc.
- Shortly before you book is published send out a promotional postcard or letter.
- Determine where to sell
  - People you know
  - Online
  - Amazon.com
  - Barnes and Noble.com
  - BOR - close to 100%
  - Stores – 50% of retail
  - Catalogues and display retailers will take 70 – 80%
  - Associations – They may want a percentage
  - Your website

## **Review Copies**

You will need to give away a lot of books in order to promote your book. Figure at least 10 – 20% of your print run.

- Media
- Book stores when you will be doing a book signing
- Potential corporate buyers
- Meeting planners
- Distributors
- Book clubs
- Association meeting planners

## **Complimentary copies**

Beware there are lots of people who will think they should get a free copy. Choose wisely or you will end up making nothing.

- Clients
- Meeting planners
- Gate keepers

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## **Publicity vs advertising**

Running an advertisement on your book is not nearly as effective as obtaining reviews, doing interviews and writing articles.

## **You have to develop a media hook**

- What problem does your book solve?
- What are the benefits of your book?
- How does your book relate to what is going on today?
- Why are you someone their readers, listeners or viewers should listen to?

## **Media exposure**

- Develop a plan of action
- Start in your local market
- Have a fully developed press kit
- Letter of introduction
- Sometimes a phone call works best
- Avoid hounding the media but follow up can be beneficial
- Radio
- Television
- Newspaper
- Magazines
- Trade Journals

## **Be very targeted in your approach**

- What editors would be interested in your book?
- What listeners or readers would be interested?
- Develop a list
- In most cases you should not have to pay for a review

## **Promotional copies**

- Speaking
- Seminars
- Non traditional book stores
- Mass selling to a market
- Sponsorships

Most people dream of being on Oprah. Fact is, you will have a greater chance of success by focusing on your local media first. Learn how to do a great interview then expand out.

## **Book signings**

- Local nontraditional book stores
- Association meetings
- Church groups

## **Create your own buzz**

- Seminars
  - Self promoted
  - Sponsored
- Include those in attendance in future mailing
- Speaking engagements at association meetings

## **Marketing Using the Internet**

- Website(s)
- eZine
- Articles
- eReports
- Press releases
- Testimonials
- Webinars & web conferencing
- Swapping links and ads
- Blogs
- Forum groups
- Yahoo Groups
- Online submissions and calendars
- Viral marketing
- Paid advertising to specific groups
- eBooks
- PPC

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# Kathleen Gage

## Speaker – Trainer – Consultant - Author

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Kathleen Gage, CEO and founder of Turning Point, Inc. and Maxwell Publishing is a bestselling author and an internationally recognized marketing and publicity expert. Described by many of her clients as one of the most inspirational speakers alive, Kathleen is known as the “Street Smarts” speaker and author. Kathleen teaches others how to use instinct, wit, creativity, and spirit to achieve their fullest potential.

Although Kathleen is recognized as a top leader in her field, this wasn’t always the case. Kathleen made choices in her teens and early twenties that took her from a comfortable middle-class upbringing to a life of homelessness and being unemployable.

Kathleen Gage rose above seemingly insurmountable odds to become an award winning business owner, bestselling author, Internet sales and marketing trainer, and award winning keynote speaker.

Living for extended periods of time on the West Bank of Israel and Mexico, overcoming a bout with paralysis at a young age and living through the great quake of 1985 in Mexico City, Kathleen has a unique understanding of the delicate balance of life.

With more than 25 years of experience in sales, marketing, management, public relations and promotions, Kathleen has worked with organizations such as the U.S. Marine Corps, Novus Corporation and AT&T. She has acted in leadership and advisory capacities for many organizations; including past president of the National Speakers Association Utah Chapter; past vice-chair and marketing chair for the Central Region Council for the Department of Workforce Services of Utah and a member of the legislative council for the American Cancer Society of Utah.

Kathleen has been the recipient of numerous awards including the National Speakers Association Utah Chapter Speaker of the Year; 1992 GTE Health Systems Employee of the Year; KMGG Radio Top Performer in Sales; the Leadership and Communications 2000 Award for Toastmasters International; and the 2004 Giant Step Award for Business Leadership, Innovation and Success awarded by the Salt Lake Chamber of Commerce and the Department of Workforce Services of Utah.

Kathleen is the bestselling author of *The Law of Achievement*, which was released in May, 2006. Some of her other works include *Message of Hope, Inspirational Thoughts for Uncertain Times*; *Workplace Miracles, Inspiring Stories and Thoughts of Possibility*; *101 Ways to Get Your Foot in the Door: Success Strategies Guaranteed to Put You Miles Ahead of the Competition*; *Street Smarts Marketing and Promotions: Street Smarts Making Money With the Internet*; *101 No Cost and Low Cost Ways to Market a Business*; and her newest release; *The Truth About Making Money with the Internet*.

Kathleen is recognized as one of the top Internet marketers in her field with hundreds of articles published in trade journals, magazines, newspapers, Ezines, and various online locations.

Kathleen resides in a small rural community outside of Eugene, Oregon. She has dedicated herself to assisting others in unleashing possibilities to create a life rich in spirit, passion, prosperity, self-assurance, and success.

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# Information Resources by Kathleen Gage

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## **Books**

- 101 Ways to Get Your Foot in the Door
- Message of Hope, Inspirational Thoughts for Uncertain Times
- Workplace Miracles, Inspiring Stories and Thoughts of Possibility
- The Law of Achievement, Discover Your Purpose, Possibility and Potential

## **eProducts/Multi Media programs**

- Street Smarts Marketing & Promotions
- Street Smarts Making Money on the Internet
- Keys to Creating Profitable Events
- 101 No Cost & Low Cost Ways to Market a Product, Service or Business
- The Truth about Making Money on the Internet
- Directory of Internet Radio Shows

## **Audio and CDs**

- Living Life With Serenity
- Confidence and Credibility Through High Self Esteem
- The Power Within Us
- The Softer Side of Success
- Radio Interviews – A Recipe for Success

## **Articles**

Kathleen Gage has hundreds of articles published in magazines, trade journals, newsletters, Ezines and Internet article directories.



# The Truth About Making Money on the Internet

**Yours Absolutely FREE!**

**From Kathleen Gage**

(\$79 Value)

- Discover what you need to know to develop websites that are **Customer Magnets and Money Making Machines**
- Keep your name fresh in your prospect and customers' mind with the **right systems**.
- Gain **massive name recognition** within a specific target market.
- Discover what works and what doesn't when it comes to marketing on the Internet - **avoid costly mistakes**.
- Gain an incredible presence on the Internet that assures you will **never be an "unknown" to potential clients** ever again.
- Understand how to use the Internet - to **save you hundreds of hours, thousands of dollars**, endless frustration and increase your sales like never before!
- Find out about lots of free resources you can get to build your business.
- That's just the tip of the iceberg. And it's absolutely FREE.

**The goal of this book is to show and teach you a process that is guaranteed to work when you apply the strategies outlined here.**

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