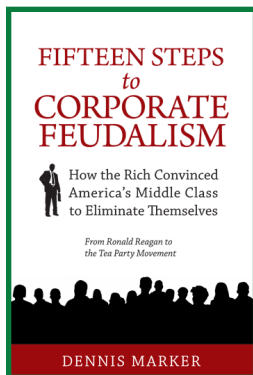
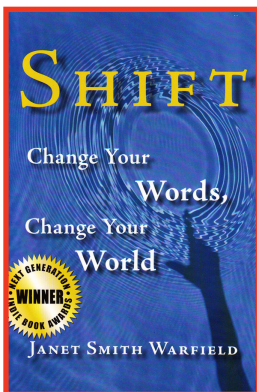


WELCOME TO BLESSINGWAY'S second bimonthly newsletter. Right up front we'd like to extend a big thank you to our beloved author representative Karen Weaver, who returned to Gloucester, Massachusetts, to care for her mother, and a hearty welcome to Karen Shepherd, our new author representative, and to Judy Herzl, our special projects coordinator.

Exciting news about Blessingway authors and publishers



- Dennis Marker, author of *Fifteen Steps to Corporate Feudalism*, appeared on Thom Hartmann's Cable TV Show, *The Big Picture* <http://www.thomhartmann.com/tv>, on August 28. We are hoping he's called back soon, before the election. Dennis's book was also just announced a New Mexico-Arizona Book Awards finalist in the Politics, Business, and History categories.
- Timothy Karsten, author of the forthcoming *Destination Freedom: The Way to True Affluence*, will have an article appearing in the October issue of *Green Money Journal*.
- Mercedes Kirkel, author of *Mary Magdalene Beckons*, will have an article in this month's *Sedona Journal*.
- *The Empowerment Mindset* by Calvin Helin, just released as an eBook and a paperback, is now available to major online retailers.
- The Polish and Dutch editions of Kiesha Crowther's *Message for the Tribe of Many Colors* have arrived and are beautiful, each in their own way.
- Janet Smith Warfield's *Shift* has just come under renewed contract for four more years with its Russian publisher.
- Denys Cope has gone into a third printing of her sellout book *Dying: A Natural Passage*.



TWENTY TIPS FOR PROMOTING YOUR BOOK DURING THE HOLIDAY SALES SEASON

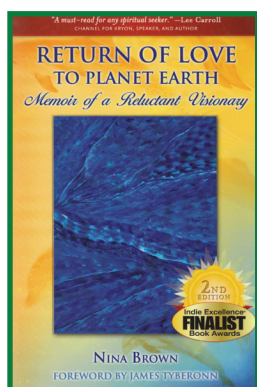
With over 700 books published in the US every day, as opposed to 15 per day only 10 years ago, how do you make your book stand out at holiday time, when the majority of book sales occur? One thing you don't want to do is focus solely on social media, which will bypass many opportunities to reach prospective buyers. Instead, to maximize your holiday sales revenue and profits strive for an assorted yet targeted promotional mix. The following tips can help—and may be put to work the rest of the year as well.

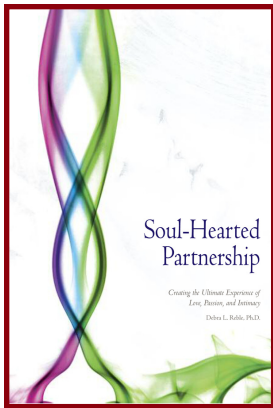
1. Identify your target audience and direct your marketing efforts to them

Define the people who are vitally interested in your book's subject matter. What is their age, gender, geographic distribution? What do they listen to? Read? Attend? Where do they go? What organizations do they belong to? Where and how do they shop—online? locally? How can you locate your target audience through special sales, catalogs, book clubs, newsletters, columnists, associations, media? Communicate your message to the relevant audience and you will sell more books.

2. Tell prospective readers what your book will do for them

Think of it this way: your readers are not buying a book, they are buying an experience, sustenance, or some educational or enlightening information. Whether you've published a novel





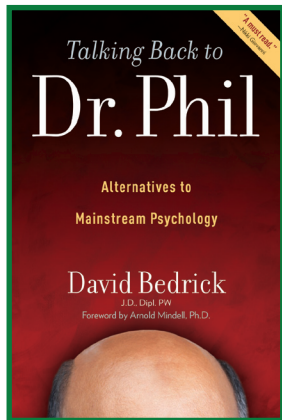
(entertainment, thrills, romantic rush) or a cookbook, make sure your press releases and promotional copy spell out how your book will benefit them.

3. *Don't leave the marketing to your distributor*

Distributors are in the business of distribution. They can give your book some limited marketing by including it in their catalog and by having their reps present it to book buyers. However, most distributors have hundreds of titles to sell, so it's up to you to make your book notable and to support its visibility with your own promotional efforts. Your distributor will thank you!

4. *Take marketing to the next level*

Whatever marketing results you've gotten, keep them working for you. Put radio interviews on your website. Mention bookstores that have acquired your book on your website and in local radio interviews. If you win an award, consider making a new cover with the award embedded on it for future printings of your book.

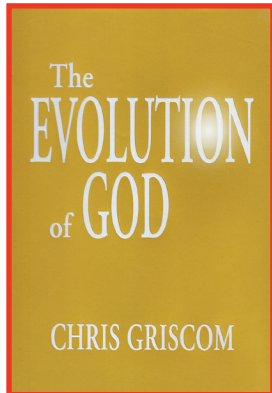


5. *Prepare a concept statement for your book*

In twenty-five words or less, what is your book about? Be succinct, provocative, yet true to the content of your book and free of flowery (or gloomy) adjectives, which are best left to reviewers. Use it in a pitch letter to radio and television interviewers and prospective buyers who must be seduced in as few words as possible. Also leave it as a voice-mail message for local librarians and specialty shop buyers.

6. *Play to your strengths*

To keep your promotional efforts cost effective, concentrate on three or four types of campaigns that you excel in or enjoy doing. Do you like giving book talks? Can you give a good radio interview? Does one of your chapters lend itself to being excerpted in a magazine? Or perhaps you'd prefer to focus on getting reviews, book awards, a write-up or mention in the local Sunday paper, blogger outreach, or other forms of print media. Whatever you decide on, go for your strong suits and sustain your efforts. Then once the holiday season is over, consider alternative promotional strategies as well, such as college adoption, co-op advertising, book clubs, bulk sales, incentives, discounts, trade shows, seminars, and workshops.



7. *Think "holiday insights"*

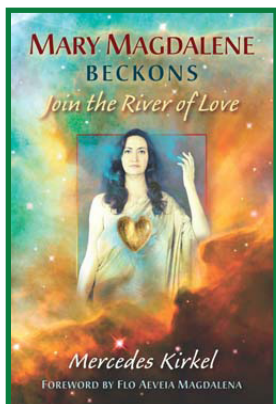
Zone in on seasonal themes that relate to your book, and use these as "hooks" for holiday sales. Alternatively, tie your book into a current events news item or human interest story, and issue a press release. Does your book address SADD? Sustainable Christmas trees? Winter crops? If so, present it now, when editors and interviewers are looking for winter stories. Any book content relevant to the season will, if pitched well, get more media exposure.

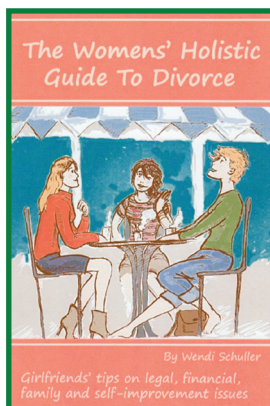
8. *Make the most of social media*

Reply to "likes" on Facebook. Blog—readers will follow your blog and refer others to it; also contribute to others' blogs. Use your website to tell readers about developments related to your book or subject matter. And use old-fashioned email to ask your friends to recommend your book to others and contribute online reviews wherever they can.

9. *Get more online reviews*

Anyone who has purchased your book and read it can review it on Amazon or BN.com. Ask nicely. Also consider a paid-for review or two from well-respected sources like Kirkus Indie (<http://www.kirkusreviews.com/indie/about>), Reader Views (<http://www.readerviews.com>), ForeWord Clarion Reviews (<http://www.forewordreviews.com/services/book-reviews/clarion-review>), Shelf Awareness (<http://www.shelf-awareness.com>) and, after the holiday season, PW Select (<http://www.publishersweekly.com/pw/diy/index.html>).





10. Book interviews with well-matched radio shows

Email relevant radio show hosts a brief pitch letter about your book (not about you). Don't tell them when you are available; instead, wait for them to suggest a date and time to you. Document all your efforts, and be sure to follow up. In our experience, about 50% of hosts respond right away and the other 50% need to be reminded but will often say yes.

11. Prepare a book sheet for media, distributors, and retailers

No one in media has time to read all the books that come their way. A book sheet—composed of a well-written synopsis accompanied by an author biography, a scan of the cover, and some of your best endorsements on one side of one sheet of an 8.5 x 11-inch paper—is all you need. Full-color color is best.

12. Keep all cover letters short

No matter how blessed you are with the gift of gab, keep your correspondence with media and retailers short and to the point. People who are going to promote your book probably receive several titles a day and have little time to read through a long letter or email. Keep your cover letter to just one or two paragraphs, attach your book sheet (see #11 above) and, if appropriate, a copy of your book.

13. Make the most of the awards you've won

At any mention of your name online and in the print media, precede it with “award-winning author”; stock up on gold foil stickers announcing the win; then affix them to all covers in your inventory and run a local or regional campaign offering autographed (and stickered) copies to bookstores and other venues, simultaneously sending a press release announcing the award to all newspapers within a 100-mile radius of your hometown. Books that are stickered are nonreturnable (good for you) and, with your autograph have increased perceived value (good sales point for the retailer). Stickered books can serve as display copies at trade shows, book talks and other appearances, while those going out to the media for reviews, articles, and features will help capture additional attention. Add “XYZ Winner” to your distributors' catalog copy, and plaster it elegantly on your website. Finally, have your graphic designer embed an image of the award in your front cover design for subsequent printings of your book (see #4 on prior page). Follow these tips even if you end up with an honorary mention.

14. Spruce up your website and use it strategically

It is not enough to simply have a website. “Surfers” will peruse your site for 10 seconds or less before deciding to stay. So give them reasons to stay, and make it easy for them to buy.

15. At your book launch or author appearances, don't just sign ... talk!

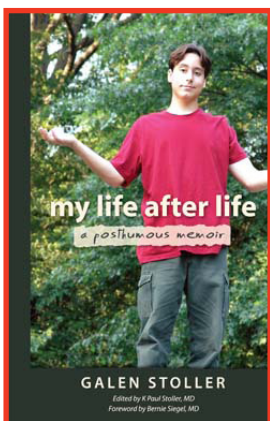
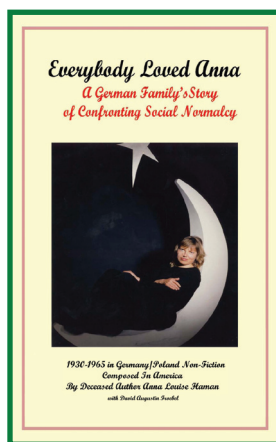
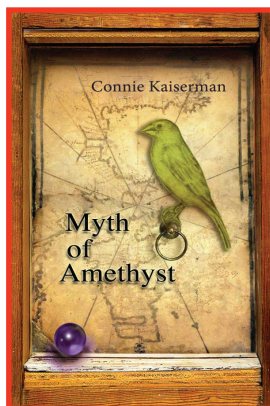
Call your book events “book talks.” Readers attend book events either because they want to meet the author or because they are interested in the subject matter. Therefore, be sure to discuss your book (maybe even what inspired you to write it), read a short excerpt from it, and invite questions or show relevant slides before sitting down to sign. A local author of a book on mariachi music had a huge turnout because she had invited a mariachi band to come play for her audience.

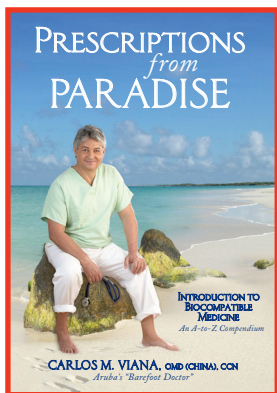
16. Use your book as a calling card

One of the best ways to make money from a book is to add value by presenting workshops and seminars or by developing, merchandising, or licensing related products. When offering holiday presentations, include a “free book” in the cost of admission. To set the tone for product development print up business cards with the cover of your book on one side and contact information, including your website, on the other.

17. Maximize your revenue through back-of-the-room sales at conferences

Conferences associated with the content of your book may be offering items for sale at the back of the room. Whether you know the presenters or not, see about including your book for sale at list





price, nonreturnable. Whereas bookstores generally take 40% of the cover price on each book sold, a person managing sales at a conference may be happy with considerably less.

18. Set up your own fleet of independent “sales reps”

Invite friends, family, and colleagues interested in earning spending money for the holidays to sell copies of your book. Each “sales rep” could be given 2 or 3 cartons of your book to sell, bring you the money, and receive a standard sales commission of 10%–15%. Then “restock” them. To further incentivize your reps, you could offer a bonus to the top seller.

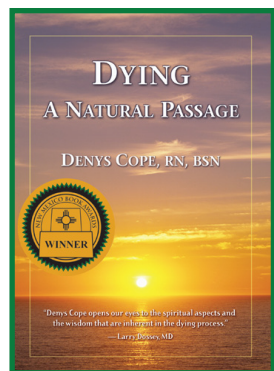
19. Reevaluate your eBook pricing

According to public perception, Kindle books should sell for considerably less than print books because about 50% of the price of a print book is for fees not associated with eBook production, including paper, printing, binding, transportation, and storage costs. The average price for a Kindle book at Amazon is \$9.47. This past spring a principal at Smashwords gave a presentation showing that authors make many more sales with an even lower Kindle price, with the most sales occurring in the \$2.00–\$2.99 range. Another marketing strategy used by relatively successful eBook authors is to have “special sales” in which eBooks are given away free for a limited time to get their sales reach started.

20. Arrange for premium sales and bulk sales

A premium is an item given to a recipient who has done something or bought something, such as membership to an organization or a contribution to a fund-raising campaign. Bulk sales involve transferring large amounts of inventory to a single buyer, often a business or corporation. When selling your book to businesses or corporations, remember that the price you charge them is negotiable, based on both the quantity of books purchased and their perceived value of how the content may be used for their own promotional purposes.

THAT’S IT FOR OCTOBER/NOVEMBER. In December, we will concentrate on eBooks – producing, promoting, and selling them. Until then, enjoy the beauty of early fall and get ready to begin promoting your book. Devote at least an hour a day to this mission. No exceptions.



BLESSINGNews features marketing, publicity, rights, eBook, sales, and distribution news plus passes along success stories—and yes, a little gossip along the way— to help all of us succeed in this ever-changing book world. Any questions you have in these arenas, please let us know and we will address them in a future issue.



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