



Inner Child Press

New  
Author  
Package

[www.innerchildpress.com](http://www.innerchildpress.com)

*"empowering the world with the Spirit of Word"*



## Inner Child Press . . . who are we ?

Inner Child Press is a Publishing Company established by Writers, for Writers. We Writers rule the roost here. We promise you that you will never get a Computer Account Technician or Hourly Employee who is disconnected from the process.

All of us have walked the path to Publishing and are intimately familiar with the challenges and concerns of Writers, New and Seasoned. We pride ourselves on our Personalized Service and “In Touch” interaction with you during your journey. Drop us a note, and have a real meaningful conversation with one of our Executives, Janet Caldwell and feel the difference between Inner Child Press and all the Rest.

Thank You

William S. Peters, Sr.  
Publisher

Inner Child Press

[www.innerchildpress.com](http://www.innerchildpress.com)  
[innerchildpress@gmail.com](mailto:innerchildpress@gmail.com)



## The Business of Books

So now you are in business for yourself ? Yes, you are now a Published Author, and that is exactly what it is, Business !

All too often, newly Published Authors are of the misconception that their work is completed once they get their book in their hand. WAKE UP CALL !!!! Trust me . . . the work has just begun.

Speak with any successful Author, and they will have more testimony than we wish to hear, about the Hardships, Trials, Tribulations and the Sacrifices that go along with “Success”. Many new Authors get stuck on their achievement of finally getting Published and their zeal is compromised. Yes . . . it “IS” a “MAJOR” achievement. WELCOME to the 1% Club of Writers. But, if you are vying for more than a collection of your offerings to be utilized as Christmas and Birthday Gifts, Door Stops, Book Ends and Paper Weights, it is time for you to get an education and finite understanding as to what will assist you in making the transition towards “Success”.

I have in the past written a few Articles that address many facets of getting prepared for this moment. There is nothing quite like experiencing the potential let down when you awaken and realize that people, including Family and Friends are not kicking down your door or FaceBook Page to get your book . . . Surprise!!!!

The process of being a productive and functionally “Selling” Author is WORK !!!

You will hear all the promises of “Next Week” or “when I get paid” . . . you might even experience hearing “Blatant Lies” and a myriad of other excuses. Use this as the fuel for your fire. To become somewhat successful does require a heightened level of “Drive”, “Enthusiasm”, “Action” and “Determination”. I call this the “D.E.A.D.” Principle . . . yes . . . I must die to all that I thought I knew about this process and “Re-Create” my “Self” into that persona I desire to be. I must not allow any thing or anyone to deter me from what it is I seek to accomplish. I will listen to every “No” and constantly and consistently seek other avenues of expression to let



people know I have said what I have come to say . . . I Am Published, and I have a Book for sale and I want you to buy it . . . NOW !

Trust me . . . you will be confronted with a significant amount of Indifference, Patronization and “No” . . . but the truth of the matter simply is, your results will mirror your Zeal, Diligence, Efforts and Marketing Creativity.

Finally . . . Remember This, You are your best Agent and Ambassador . . . and “Every Time you hear a “NO” you are getting closer to a “YES” . . .

Happy Hunting

Blessings  
Bill

‘just bill’ aka William S. Peters, Sr. is the Founder and Managing Director of Inner Child Enterprises. He is not only a Writer and Author, but also a Radio Talk Show Producer and Host, Publisher, Public Speaker and Executive for a Privately held Music Production Concern, Magazine and Newspaper, amongst many other things.

To learn more about ‘just bill’ and Inner Child visit the following Sites . . .

Publishing : <http://www.innerchildpress.com/>  
Inner Child : <http://www.iaminnerchild.com>  
Social Site : <http://www.innerchild.ning.com>  
Personal : <http://iamjustbill.com/>



## **You and your Book**

The natural proclivity to Authoring a Book is to share your writing and be read by a broader audience. This can be achieved in a few ways. You can Sell your Books, Give them away or a combination of the two. The latter is usually the path most authors feel compelled to travel.

Most of us Publish with subverted aspirations to sell a lot of books. Somewhere along the line, being Creative Oriented Individuals, there is a disconnect with the rudiments of the Commercial aspects of promoting your offering. Following are some TIPS and Suggestions of some of the things we can do as Authors to bring us closer to the actualization of our “Not So Secret” desires.

### **Becoming a Celebrity**

Many of us have dreamed of such things as selling a Million Books, and doing the Talk Show Circuit on National and International Television, making the New York Times Best Seller List . . . haven't we ? That is very healthy i think. We must have Goals. My only suggestion is to make them Reasonable and Attainable ! This is not to say that such lofty ideals are not, but i believe in *Baby Steps* first and then graduating to the “Leaps and Bounds” *Celebrity* often brings. So where does the Unknown New Author start? Simple . . . you start with what is known. You start the process at Home ! Where you live there are Local Newspapers of all types, Cable Television Stations, Churches, Social Clubs, Schools, Universities, Libraries. Stop in, introduce yourself and let people know who you are, what you do and what you write about, After all, no one will know anything about you, if you . . .yes, **YOU** do not tell them! As i said in a previous article, “Solicit Help”! Put your self together a Team of Influential Local Persons who are willing to assist you in the accomplishment of your goals. Let everyone know to let everyone they know “Who You Are” . . . *Celebrity Sells* !

### **Opportunity**

Be prepared !!! Opportunities squandered or missed rarely come back to give you a 2<sup>nd</sup> chance. One of the things we as writers do, is we never go anywhere without writing paraphernalia . . .or at least we shouldn't! Now that you are an Author, the same should apply with your Books. Never . . . Never leave the house without a few in your Bag. Again . . . you never know when opportunity shall meet you upon the road you travel . . . **BE PREPARED !**

### **Teach**

Never underestimate the value of Workshops! Volunteer your services at those same Organizations. Teach others to do what you have done . . . Write and get Published. Teach them about your Creative Insights or your



Skill-set as embodied in your Book. If your audience are Children, send them home with Homework and a nice little Flyer informing their Parents about WHO YOU ARE ! . . . Powerful Stuff Here!

### **Fund Raising**

You can also be a big help in your Community Based Organizations and Schools by not only donating your Time and Skills, but also your Books, or you can offer them at discounts for special projects. Raffle a few of your Books off for a Good Cause. Get Creative ! Be Seen !

**In conclusion**, what sells Books is You .. the Author. If the Public at large sees you as “Bigger Than Life” they will want to know why. This translates into Celebrity and thus into Book Sales. Join the Library. Offer Free Readings, and always have some Books for sale with you. Promote . . . Promote . . . Promote!!!

Selling books is not an easy task, but it can be a lot of fun. Many Authors have lost their zeal to promote their abilities and their works. Don't become that Proverbial Prune who once was the Plum. Get out there and have fun . . . live the Dream !

Blessings

Bill

Inner Child Press

‘just bill’ aka William S. Peters, Sr. is the Founder and Managing Director of Inner Child Enterprises. He is not only a Writer / Author of many Books, but also a Radio Talk Show Producer and Host, Publisher, Public Speaker and Executive for a Privately held Music Production Concern amongst many other things.

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Inner Child : <http://www.iaminnerchild.com>

Social Site : <http://www.innerchild.ning.com>

Personal : <http://iamjustbill.com/>



# Preparing Your Manuscript



## Things we Publishers Love about Writers (a Sarcastic Examination of Submissions / Manuscripts)

All Caps Writing

Text Dancing across the page

Indents, Tabs

Double Spacing

Shading Text

Coloring Text

Underlines

Bold Text

Excessive Font Sizes

Excessive Punctuation Marks

The Use of Spell Check

All the Pretty unreadable Fonts

the blatant neglect of the basic rules of writing & grammar

the missing hyphens and other definitive punctuation marks

redundancy

Amateur Book Formatters

all the Off the Wall Creative Stuff you do

YOU MAKE OUR JOB SO MUCH MORE ENJOYABLE, FOR WHEN WE ARE FINISHED MAKING ALL THE NECESSARY FORMATTING ADJUSTMENTS WE DO REALIZE THAT WE HAVE EARNED THE MILLIONS OF DOLLARS WE ARE GETTING PAID TO UNDERSTAND JUST WHAT THE \*\*\*\* YOU WERE TRYING TO SAY.



## Submissions Check List

### Manuscript : Single Document

Word Doc

Open Office : Free Download (<http://www.openoffice.com/>)

RTF

### Other Materials Required / Optional

Title of Work

3 Pictures of Author (JPEG, GIF, PNG)

Preface ( from Author as to purpose and expectation of Book Contents)

Foreword (3<sup>rd</sup> Party)

Dedication

About the Author

Acknowledgements (Optional)

Achievements (Optional)

Web Links (Optional)

Endorsements (Optional)

**NOTE :** Read Your Manuscript over ... thoroughly! Ask others to do so as well. Seek expressive clarity. Make sure your work represents you and your intent in the best possible light. You are magnificent, but no one will know if you do not shine.



# Publishing Services Packages

[www.innerchildpress.com](http://www.innerchildpress.com)

*"empowering the world with the Spirit of Word"*



## **The Carl Sagan Package**

**\$ 4,000.00**

### **Expanded Service Package**

#### **Production**

**Book Design**

**Manuscript Layout & Formatting**

**Editing Services (Poetry Only)**

**Custom Book Cover Design**

**ISBN Number Dedicated**

**U.S. Copyright Office Registration**

**Print Publish : Perfect Bond**

**Print Publish : Hard Cover**

**E Book Conversion and Distribution**

#### **Publicity**

**Page Feature 180 Days on Inner Child Press Web Site**

**Catalog Listing with Publisher**

**Press Release**

**Radio Interview (2 Hours)**



### Product

100 Personal Copies of Book (Perfect Bond)

50 Personal Copies of Book (Hard Cover)

250 Custom Book Markers

Personal Electronic Press Kit

Book Snippet (a Book Teaser)

5 Custom Personal Posters

250 Custom Business Cards

### Distribution

Amazon Listing

Amazon Partners Listing

Expanded Distribution

Amazon Kindle Listing

Expanded E Distribution ( Sony Reader, iTunes, Nook, and more)

Inner Child Press Listing

Inner Child Partners Listing

**FREE WEB SITE**

**PUBLISH in 90 Days**



## **Celestial Package**

**\$ 2,500.00**

### **Full Service Package**

#### **Production**

**Book Design**

**Manuscript Layout & Formatting**

**Editing Services (Poetry Only)**

**Custom Book Cover Design**

**ISBN Number Dedicated**

**U.S. Copyright Office Registration**

**Print Publish : Perfect Bond**

**Print Publish : Hard Cover**

**E Book Conversion and Distribution**

#### **Publicity**

**Page Feature 180 Days on Inner Child Press Web Site**

**Catalog Listing with Publisher**

**Press Release**

**Radio Interview (2 Hours)**



### Product

50 Personal Copies of Book (Perfect Bond)

25 Personal Copies of Book (Hard Cover)

100 Custom Book Markers

Personal Electronic Press Kit

### Distribution

Amazon Listing

Amazon Partners Listing

Expanded Distribution

Amazon Kindle Listing

Expanded E Distribution ( Sony Reader, iTunes, Nook, and more)

Inner Child Press Listing

Inner Child Partners Listing

**FREE WEB SITE**

**PUBLISH in 90 Days**



## **Cosmic Package**

**\$ 1,500.00**

### **Full Service Package**

**Book Design**

**Manuscript Layout & Formatting**

**Editing Services (Poetry Only)**

**Custom Book Cover Design**

**ISBN Number Dedicated**

**U.S. Copyright Office Registration**

**Print Publish : Perfect Bond**

**E Book Conversion and Distribution**

**Page Feature 90 Days on Inner Child Press Web Site**

**Catalog Listing with Publisher**

**30 Personal Copies of Book**

**Amazon Listing**

**Amazon Partners Listing**

**Expanded Distribution**

**Amazon Kindle Listing**

**Expanded E Distribution ( Sony Reader, iTunes, Nook, and more)**

**Inner Child Press Listing**

**Inner Child Partners Listing**

**FREE WEB SITE**

**PUBLISH in 90 Days**

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## **Universal Package**

**\$ 1,000.00**

### **Combo Publish Deluxe with E Book**

**Book Design**

**Manuscript Layout & Formatting**

**Custom Cover Design**

**ISBN Number Dedicated**

**U.S. Copyright Office Registration**

**Print Publish : Perfect Bond**

**E Book Conversion and Distribution**

**Page Feature 90 Days on Inner Child Press Web Site**

**Catalog Listing with Publisher**

**20 Personal Copies of Book**

**Amazon Listing**

**Amazon Partners Listing**

**Expanded Distribution**

**Amazon Kindle Listing**

**Expanded E Distribution ( Sony Reader, iTunes, Nook, and more)**

**Inner Child Press Listing**

**Inner Child Partners Listing**

**PUBLISH in 90 Days**

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## **Earth and Heaven Package**

**\$ 750.00**

### **Combo Publish with E Book Distribution**

**Book Design**

**Manuscript Layout & Formatting**

**Cover Design : Standard**

**ISBN Number Dedicated**

**U.S. Copyright Office Registration**

**Print Publish : Perfect Bond**

**E Book Conversion and Distribution**

**Page Feature 90 Days on Inner Child Press Web Site**

**Catalog Listing with Publisher**

**10 Personal Copies of Book**

**Amazon Listing**

**Amazon Partners Listing**

**Amazon Kindle Listing**

**Expanded E Distribution ( Sony Reader, iTunes, Nook, and more)**

**Inner Child Press Listing**

**Inner Child Partners Listing**

**PUBLISH in 90 Days**

[www.innerchildpress.com](http://www.innerchildpress.com)

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## Heavenly Package

\$ 500.00

### Print Distribution Only

**Book Design**

**Manuscript Layout & Formatting**

**Cover Design : Standard**

**ISBN Number Dedicated**

**U.S. Copyright Office Registration**

**Print Publish : Perfect Bond**

**Page Feature 90 Days on Inner Child Press Web Site**

**Catalog Listing with Publisher**

**5 Personal Copies of Book**

**Amazon Listing**

**Amazon Partners Listing**

**Inner Child Press Listing**

**Inner Child Partners Listing**

**PUBLISH in 90 Days**

[www.innerchildpress.com](http://www.innerchildpress.com)

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## **Earth Package**

**\$ 400.00**

### **E Book Distribution Only**

**Book Design**

**Manuscript Layout & Formatting**

**Cover Design : Standard**

**ISBN Number Dedicated**

**U.S. Copyright Office Registration**

**E Book Conversion and Distribution**

**Page Feature 90 Days on Inner Child Press Web Site**

**Catalog Listing with Publisher**

**Amazon Kindle Listing**

**Expanded E Distribution ( Sony Reader, iTunes, Nook, and more)**

**Inner Child Press Listing**

**Inner Child Partners Listing**

**PUBLISH in 90 Days**



## Additional Services

<b>Custom Book Markers</b>	starting at	<b>19.99</b>
<b>Electronic Press Kits</b>	starting at	<b>199.00</b>
<b>Book Snippet (Book Teasers)</b>	starting at	<b>159.00</b>
<b>Custom Promotional Posters</b>	<b>Market Pricing</b>	
<b>Custom Promotional Business Cards</b>	<b>Market Pricing</b>	
<b>Editing Services</b>	<b>Priced per Market</b>	
<b>E Book Conversions</b>	starting at	<b>\$ 199.00</b>
<b>Custom Cover Designs</b>	starting at	<b>\$ 99.00</b>
<b>Consultation</b>	per call	<b>\$ 25.00</b>
<b>Additional Drafts / Proofs</b>	per	<b>\$ 50.00</b>
<b>Personal Web Sites</b>	starting at	<b>\$ 99.00</b>
<b>Blog Site Set Ups with Dedicated E Mail</b>	starting at	<b>\$ 99.00</b>
<b>Video Book Trailers</b>	starting at	<b>\$ 99.00</b>
<i>Ask about our Radio Show Features</i>	<i>as low as</i>	<b>\$50.00 per Hour</b>



## Submissions Check List

### **Manuscript : Single Document**

**Word Doc**

**Open Office : Free Download (<http://www.openoffice.com/>)**

**RTF**

### **Other Materials Required**

**Title of Work**

**3 Pictures of Author (JPEG, GIF PNG)**

**Preface ( from Author as to purpose and expectation of Book Contents)**

**Foreword (3<sup>rd</sup> Party)**

**Dedication**

**About the Author**

**Acknowledgements (Optional)**

**Achievements (Optional)**

**Web Links (Optional)**

**Endorsements (Optional)**



## Copyright, Registration

Your blood, sweat and tears have gone into creating your book, music or film - now how can you be sure your work is protected through copyright? Copyright is a subject that usually creates many questions among independent authors, filmmakers and musicians. Perhaps one of the reasons copyright is so difficult to fully comprehend is because there is not one answer that works for everyone. Every artist's situation is different, and copyright laws and registrations can be complex. As a self-published artist, it's up to you to ensure you are protected as you desire.

A basic understanding of copyright is important as you decide what level of copyright protection is right for you. Within the United States, copyright laws are determined by the U.S. government; if you wish to register your work in another country, connect with the applicable government to obtain additional copyright information.

The following frequently asked questions, pulled directly from [www.copyright.gov/help/faq](http://www.copyright.gov/help/faq), pertain to U.S. Copyright law:

### **What is copyright?**

Copyright is a form of protection grounded in the U.S. Constitution and granted by law for original works of authorship fixed in a tangible medium of expression. Copyright covers both published and unpublished works.

### **What does copyright protect?**

Copyright, a form of intellectual property law, protects original works of authorship including literary, dramatic, musical, and artistic works, such as poetry, novels, movies, songs, computer software, and architecture. Copyright does not protect facts, ideas, systems, or methods of operation, although it may protect the way these things are expressed. See Circular 1, *Copyright Basics*, section "[What Works Are Protected](#)."

### **When is my work protected?**

Your work is under copyright protection the moment it is created and fixed in a tangible form that it is perceptible either directly or with the aid of a machine or device.

### **Do I have to register with your office to be protected?**

No. In general, registration is voluntary. Copyright exists from the moment the work is created. You will have to register, however, if you wish to bring a lawsuit for infringement of a U.S. work. See Circular 1, *Copyright Basics*, section "[Copyright Registration](#)."

These four frequently asked questions are just the tip of the iceberg. To learn about copyright and copyright registration, and for the most up to date information, please visit [www.copyright.gov/help/faq/](http://www.copyright.gov/help/faq/).



# Marketing Information Section



## 10 Ways to Market Your Book

The list below briefly describes 10 effective ways to promote - and sell more of - your books. You'll find that these are not one-time activities, but instead require regular engagement and effort. Because of this, it's important to not expect immediate results, since long-term success is the result of creative and persistent promotion.

### 1. Social Networking

A social network facilitates regular communication between individuals who are connected by friendship or common interest. You can use these networks to enhance your writing, writing career, personal network, and sales. The key is to use all appropriate functions of a given social network for maximum benefit. For example, [Facebook](#) allows you to create a profile, join groups of people with similar interests, discuss your personal interests, and communicate with friends. Similar general-interest networks are [Twitter](#), [MySpace](#), and [YouTube](#), each with different functions and advantages. These channels thrive on authentic social interactions, so be careful not to overtly sell your content to avoid alienating the connections you make. For example, rather than posting multiple messages about your book being available for sale, try to contribute meaningful dialogue in conversations about relevant topics. This will help position you as an expert, which will help build your author brand. Write fiction? Try creating a [Facebook](#) or [Twitter](#) account for your protagonist and hold conversations in the voice of that character.

There are also networks designed to connect business professionals such as [LinkedIn](#), [Plaxo](#), [Ryze](#), and most recently, [BranchOut](#) (a Facebook/LinkedIn hybrid). You can target some networks based on the content of your book. For example, if you want to reach mothers, use [CafeMom](#). To communicate with other authors and/or avid readers, try [Shelfari](#) or [weRead](#) where you can rate, review, and discuss your book, as well as books by other authors. Use [Meetup](#) to find and join in-person groups united by a common interest such as politics, books, games, movies, health, pets, careers, or hobbies. Sites like [Pinterest](#), [Delicious](#) and [Digg](#) are social bookmarking services for storing, sharing, and discovering popular content. Find and use the best ones for your book and objectives.

### 2. Personal Networking

Networking is an organized method of creating links from the people you know to the people they know, allowing you to gain and use an ever-expanding base of contacts. It is the personal process of connecting with others to exchange information, advice, contacts, and support. Network at bookstore events, trade shows, conferences, writing groups, publishing association meetings, and anywhere you connect with people personally.

Your author biography may give you ideas of people to contact based on your networks, achievements, and interests. If you are not familiar with networking, start with people you know: friends, family, co-workers, alumni, and neighbors. Then move on to less-familiar people. Again, avoid overtly selling to people in your network; instead, ask them for referrals and to spread the word about your book. When



personally networking, begin by introducing yourself and mentioning who referred you. Give your 30-second summary to provide an adequate frame of reference for the individual to give his or her recommendations. Ask pertinent questions, listen responsively and take notes. Once you have all the data you need, summarize the main points and find out how you may reciprocate. Be sure to ask whether or not you may use your contact person as a reference.

### **3. Create a Website that is Functional, Easy to Navigate and Active**

Doing business in today's internet society requires a website. It is your online brochure describing you and your book in your terms, building your credibility as the author. Websites can and should be updated frequently, so it's a good idea to link your blog (see #8 below) to your site. Your website can also be your storefront through which you can sell your book 24/7. You can even link to your CreateSpace eStore so you don't have to fulfill orders on your own. A well-designed website instills confidence in your business as an independent author.

First, reserve a domain name that includes your name and/or the title of your book (sites like [GoDaddy.com](http://GoDaddy.com) will host and design your site for you). Design your site to build your credibility and sell your books; show your book's cover and describe how it will benefit readers. If you write fiction, be sure to describe your plot in compelling terms (Read [How to Write an Effective Book Description](#)). Your website should make it easy to buy your book by providing links to retail outlets. You may also choose to sell your book directly on your site and offer incentives such as free shipping, a limited-time offer or a special price for an autographed book. A website is also a great place to showcase your bio, reviews, endorsements, and testimonials.

### **4. Basic Publicity**

Publicity - also known as public relations (PR) - entails informing people about you and your book and encouraging word-of-mouth promotions. When planning your outreach, think about your target readers. What media do they watch, listen to, or read? You can reach a large number of people in a short period of time through broadcast appearances on TV and radio shows, print, and online media. Publicity is typically free and targeted to journalists, editors, and producers at media outlets. Media personnel are always looking for a story, so you and your book could potentially provide them with story ideas, interviews, background information, and other material. Read [How to Give a Great Interview](#).

The basic element of publicity is the press release, a brief description that presents the most newsworthy aspect of your book - or the "hook" - in an interesting way. A good press release uses an attention-grabbing headline and lead paragraph. It is also free of overt commercialism. Subsequent paragraphs include background information, spokesperson quotations, and other information that helps put the newsworthiness of the story in perspective. Other forms of publicity include giving testimonials and endorsements; writing articles for print and online media and submitting letters to editors; sending a newsletter; and submitting your book for reviews.



## 5. Advanced Media Relations

After becoming comfortable with basic publicity, you can begin more concerted and targeted efforts to reach media. Create an informative press kit that has information about your book and why it is important to the outlet's audience. Include testimonials and a list of the topics you can discuss. When targeting press, it's often beneficial to start locally and then expand. For broadcast interviews, use the vocabulary of the audience. Avoid "ums" and telling the audience how they can benefit from your content by overtly selling your book. Second, project your voice at a steady volume and at a good pace, and enunciate properly. Finally, look the part of a successful author by dressing professionally and using body language and posture effectively.

Print and online media exposure is equally important, particularly if you do not like on-air performances. This includes newspapers, magazine, ezines, newsletters, and trade journals, most of which have well-trafficked websites. Approach journalists the same as you would approach producers with a press kit written to the needs of their readers. Contact them to review your book, suggest a story or interview on you and your book, or offer to contribute content to them. Use a targeted approach, starting with the media most likely to reach your key buyers. Follow up consistently and professionally.

## 6. Direct Marketing

Direct marketing is a form of communication that reaches a targeted audience directly through one or more channels. Examples include email, direct mail, catalogs, and promotional letters. Postcards and bookmarks can also be effective since the message is seen immediately without opening an envelope or email. In all cases, direct marketing materials can be sent to a targeted list of potential buyers, and responses can be measured.

In both email and postal-direct marketing, target audiences are a key factor. You can purchase a targeted list for postal mail and an opt-in (meaning the recipient has agreed to have the email sent) list for email marketing. Or build your own list by asking people on your site to sign-up to receive a newsletter or special promotions from you. It's important to make sure your direct marketing pieces stand out and grab the recipient's attention. In email, the subject line is critical. Similarly, you can write a teaser on an envelope to entice the recipient to open the envelope. In postal mail, send a cover letter, sales piece, and some means for the recipient to respond such as a business reply card (BRC). Make some offer that will get the recipient to act quickly, such as directing them to your website to see a sample chapter or offering a free gift or autographed copy with a response by a certain date. The options are unlimited, so you can test lots of different ideas to see which ones receive the best response.

## 7. Personal Marketing

When you have a highly targeted audience, you can reach them through personal communication. The major benefit of personal marketing is that you get immediate feedback as to how well your message is getting through. It will also give you an opportunity to answer questions and close sales. When you're selling your books, you're also selling yourself as an author, so personal marketing is a great way to build your authentic author brand with face-to-face communications. Examples of personal marketing initiatives



are bookstore events, launch parties, direct selling, book tours, speaking events, and personal presentations at libraries.

Many of the same techniques for live publicity events apply to speaking events. Practice projecting your words and using your body language. While you'd use professional selling techniques when direct selling, be sure not to come off too "commercial" during other speaking events, book tours, or bookstore appearances. At these, you should discuss how your content can help and/or entertain the people in the audience.

## 8. Blogging

A blog (short for web log) is an online form of regular commentary maintained by an individual on a particular topic or cause. Most blogs are interactive, allowing visitors to leave comments. A typical blog is usually a text post, but they often contain images, embedded video, podcast installments, and links to other blogs or websites. There are several different forms of blogging, including microblogging, which consists of very short posts (ex. Twitter's 140-character posts), podcasts (audio blogs), and vlogs (video blogs). Read [Why You Need an Author Blog](#).

You can use your blog to build your platform, exposure, and credibility as an expert on your topic. Keep it authentic, post to it regularly and respond to visitor comments quickly and professionally. If you cannot commit to writing a regular blog, consider creating occasional content for other blogs which pertain to the topic of your book. Reach out to similar bloggers for guest blog opportunities, and invite them to be a guest on your blog, as well. To get started blogging, consider using a template provided by services like [Wordpress](#) or [Blogger](#), and feature your blog on your website.

## 9. Awards

There are many award competitions for most kinds of books. Awards can focus on your book's design, content, marketing, production quality, and even editing. There are awards for a variety of genres, including business, inspirational, fiction, and children's books. Winning (or being nominated for) an award has many benefits, such as increased exposure, greater credibility, and potential for testimonials and sales. An element of personal satisfaction comes with getting awards, too.

When you win an award, make the most out of it! Feature the awards in your literature, email signature, business cards, postcards, website, and letterhead. Describe your awards in your press kits and include them in press releases or any display materials for in-person events. Even if you don't win, you can always highlight that you were nominated or achieved another level of acknowledgment from the organization distributing the award.

## 10. Trade Shows/Fairs/Events

A trade show or fair is an event where sellers display their products to a group of corresponding buyers over a period of several days. They can be local, regional, national, or international events. One of the biggest in the U.S. publishing industry is [Book Expo America \(BEA\)](#), usually held mid-year in New York



City, but you might consider attending a show targeted at your book's specific subject (for example, if your book is about automotive repair, consider attending a car show). Your town also probably has local events that would be appropriate for certain types of books. For a book on careers, you could attend a job fair, or a book on crafts or cooking might be appropriate to display at a local country fair or farmer's market. Trade shows and fairs give you the chance to network with people in the industry or potential readers, generate sales leads, close sales, research trends, build relationships, examine direct sales opportunities, generate publicity, and/or launch a new title.

When you find the best shows or fairs in which to participate, attend them first as a visitor before you commit the time and money to exhibit. For trade shows, if you decide to purchase floor space and display, get the exhibitor's manual and follow its guidelines carefully. Create an exhibit that will make attendees stop and look, with professionally produced graphics in a single, consistent theme. Try a raffle or a game to draw participation and attention to your display. After the event, follow up with the contacts you made and send all the samples and literature that you promised to send. Whether you're attending or exhibiting, you'll need some help getting the word out and managing your presence, so consider enlisting the assistance of a friend or family member.



*Brian Jud is an author, book-marketing consultant, seminar leader, television host and president of Book Marketing Works, LLC. Brian is the author of *How to Make Real Money Selling Books (Without Worrying About Returns)*, *Beyond the Bookstore* (a Publishers Weekly® book) and eight titles on book-marketing topics. Brian is the host of the television series *The Book Authority* and was an adjunct lecturer of marketing courses for graduate and undergraduate students at the University of Hartford and the University of Connecticut. Brian has a BS degree in marketing from the University of Cincinnati and an MBA in marketing from Xavier University.*



## 3 Reasons Why Your Book Ain't Selling

by Pam Perry

I've been getting asked the same questions over and over again lately, and so I thought I'd answer all of those questions with this article. The basic gist of what people are asking me is this: **"why aren't my books selling and how can I get out there so I can speak and sell my books?"** None of these individuals are my PR coaching clients, they're just folks who have published and now wonder why they are not selling this book like a PR Rock Star.

**So here are the top 3 reasons why you're not selling your book:**

### **1) You never got around to establishing yourself as an author.**

The promotion of the book starts BEFORE the book is out! I say that all the time. But, the overwhelming majority of people who publish never really take the time to build a platform. You need to build up an audience of people who would want to buy their book. Having 1,000+ "friends" on Facebook is not a readership. Most people create a book and think everyone would want to buy it and have them come speak about it once it rolls off the presses. And what happens when they publish the book and announce it to the world, the same result is the same -- they sell about 200 copies to their friends and family.

### **2) You didn't market your Book.**

You've just finished your first book and published it. Whew! Now it's time to sit back, relax and watch the sales roll in. Right? Wrong! Nothing could be further from the truth. Getting your book published is about 10% of the work. The 90% of the work involves around getting the word out and generating sales. This is where most people who get around to publishing their book typically fail. They see that they still have some more work to do, and quit. It just seems way too hard.

### **3) You didn't invest in any marketing support, buy a "how to" kit or get a coach**

I'm not here to try to sell you anything, so let's get that out of the way. But what I will tell you is that those who succeed are those who are prepared. And preparation involves GETTING INFORMATION AND TALKING WITH THE RIGHT PEOPLE. A lot of first time authors make mistakes - costly mistakes. How do I know this? Because I see it. They come to me - crying and upset. They didn't have any help when they were publishing and had to figure this all out on their own. They spent a lot of money trying to figure it all out and got very confused - and frustrated.



**Here's what you need to understand.** Without any advice or guidance, you're dooming yourself to learning by trial-and-error. That can be both costly and very time consuming. Don't make that mistake.

**Here's the bottom line.** I truly believe you can become a successful author. You need to set a goal for yourself, get some information from a professional coach and stick with it. Do what they instruct you to do. Trust me, you'll be incredibly happy if you follow my advice.

For more information about how to shortcut your way to success as an author, visit the website <http://www.pamperrypr.com>

READ the information, click every link and join The Chocolate Pages Network [www.ChocolatePagesNetwork.com](http://www.ChocolatePagesNetwork.com)



## Interactive Promotional Packages

### Platinum

EPK	Custom Electronic Press Kit
Book Trailer	Custom Video Presentation ( 2 to 3 minutes)
Book Snippet	Electronic Book Sampling
Custom Designed Book Markers	100
Tri-Fold Brochures, Custom	50
Business Cards, Custom	250
Posters, Custom Designed	10
Galley of Book Cover, Frame Quality	3 (Front, Front/Back, Front with Author Picture)
Free Dedicated Email	Author or Book Dedicated
Free Dedicated YouTube Channel	Author or Book Dedicated
FaceBook	Author / Book Fan Page
Twitter	Author / Book Account
LinkedIn	Author Account
Google Plus	Author Account
AMAZON	Author Page
Interview Print	Web Based Q & A
Interview Audio	Radio 2 Hours (Recorded and Archived)

**\$ 1,299.00**



## Gold Package Mid Range

EPK	Custom Electronic Press Kit
Book Trailer	Custom Video Presentation ( 2 to 3 minutes)
Custom Designed Book Markers	50
Tri-Fold Brochures, Custom	25
Business Cards, Custom	100
Posters, Custom Designed	5
Galley of Book Cover, Frame Quality	1 (Front, Front/Back, Front with Author Picture)
Free Dedicated Email	Author or Book Dedicated
Free Dedicated YouTube Channel	Author or Book Dedicated
FaceBook	Author / Book Fan Page
Twitter	Author / Book Account
LinkedIn	Author Account
Google Plus	Author Account
AMAZON	Author Page
Interview Print	Web Based Q & A
Interview Audio	Radio 1 Hour (Recorded and Archived)

**\$ 899.00**



## Silver Basic Package

EPK	Custom Electronic Press Kit
Custom Designed Book Markers	25
Business Cards, Custom	100
Posters, Custom Designed	3
Galley of Book Cover, Frame Quality	1 (Front, Front/Back, Front with Author Picture)
Free Dedicated Email	Author or Book Dedicated
FaceBook	Author / Book Fan Page
Twitter	Author / Book Account
LinkedIn	Author Account
Google Plus	Author Account
AMAZON	Author Page
Interview Print	Web Based Q & A

**\$ 599.00**



## Other Service Options

Web Site	Custom	99.00 up
Domain Registration		25.00
Web Hosting		150.00
 BLOG	 Custom	 99.00
FaceBook	Author / Book Fan Page Linked	129.00
FaceBook Ads	Target Marketing	Market Sensitive
Twitter	Author / Book Account	99.00
LinkedIn	Author Account	99.00
Google Plus	Author Account	99.00
AMAZON	Author Page	99.00
Inner Child Magazine	Feature Page	199.00 annually
Wikipedia	Web Based Author Biography	199.00
 Book Markers (25)	 Custom	 19.99 up
Brochures (25)	Custom	39.99 up
Posters (3)	Custom	69.99
Book Display Stand	Custom	59.99
Business Cards (100)	Custom	29.99
Galley Book Cover	(Front, Front/Back, Front w/ Author Picture)	19.99
 Calendars	 Custom	 Market per Design
Coffee Mugs	Custom	as low as 3.99 per
Business Card Magnet	Custom	19.99 Dz
Business Card Holder	Monogrammed	9.99 up
Key Chains (25)	Custom	39.99 up
T Shirts	Custom	14.99 up
Polo Shirts	Custom	25.99 up
Carry All Book Bags	Custom	19.99 up
Baseball Caps	Custom	14.99 up
Jackets	Custom	29.99 up
 Interview Print	 Web Based Q & A	 79.00
Interview Audio / Radio	Radio 1 Hour (Recorded and Archived)	50.00 per hour

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all about

*Writing*



## The Ultimate Guide to Writing Better Than You Normally Do

by Colin Nissan

### WRITE EVERY DAY

Writing is a muscle. Smaller than a hamstring and slightly bigger than a bicep, and it needs to be exercised to get stronger. Think of your words as reps, your paragraphs as sets, your pages as daily workouts. Think of your laptop as a machine like the one at the gym where you open and close your inner thighs in front of everyone, exposing both your insecurities and your genitals. Because that is what writing is all about.

### DON'T PROCRASTINATE

Procrastination is an alluring siren taunting you to Google the country where Balki from Perfect Strangers was from, and to arrange sticky notes on your dog in the shape of hilarious dog shorts. A wicked temptress beckoning you to watch your children, and take showers. Well, it's time to look procrastination in the eye and tell that seafaring wench, "Sorry not today, today I write."

### FIGHT THROUGH WRITER'S BLOCK

The blank white page. El Diablo Blanco. El Pollo Loco. Whatever you choose to call it, staring into the abyss in search of an idea can be terrifying. But ask yourself this; was Picasso intimidated by the blank canvas? Was Mozart intimidated by the blank sheet music? Was Edison intimidated by the blank lightbulb? If you're still blocked up, ask yourself more questions, like; Why did I quit my job at TJ Maxx to write full-time? Can/should I eat this entire box of Apple Jacks? Is *The Price is Right* on at 10 or 11?

### LEARN FROM THE MASTERS

Mark Twain once said, "Show, don't tell." This is an incredibly important lesson for writers to remember; never get such a giant head that you feel entitled to throw around obscure phrases like "Show, don't tell." Thanks for nothing, Mr. Cryptic.

### FIND YOUR MUSE

Finding a really good muse these days isn't easy, so plan on going through quite a few before landing on a winner. Beware of muses who promise unrealistic timelines for your projects or who wear wizard clothes.



When honing in on a promising new muse, also be on the lookout for other writers attempting to swoop in and muse-block you. Just be patient in your search, because the right muse/human relationship can last a lifetime.

## **HONE YOUR CRAFT**

There are two things more difficult than writing. The first is editing, the second is expert level Sudoku where there's literally two goddamned squares filled in. While editing is a grueling process, if you really work hard at it, in the end you may find that your piece has fewer words than it did before. Which, is great. Perhaps George Bernard Shaw said it best when upon sending a letter to a close friend, he wrote, "I'm sorry this letter is so long, I didn't have time to make it shorter." No quote better illustrates the point that writers are very busy.

## **ASK FOR FEEDBACK**

It's so easy to hide in your little bubble, typing your little words with your little fingers on your little laptop from the comfort of your tiny chair in your miniature little house. I'm taking this tone to illustrate the importance of developing a thick skin. Remember, the only kind of criticism that doesn't make you a better writer is dishonest criticism. That, and someone telling you that you have weird shoulders.

## **READ, READ, READ**

It's no secret that great writers are great readers, and that if you can't read, your writing will often suffer. Similarly, if you can read but have to move your lips to get through the longer words, you'll still be a pretty bad writer. Also, if you pronounce "espresso" like "expresso."

## **STUDY THE RULES, THEN BREAK THEM**

Part of finding your own voice as a writer is finding your own grammar. Don't spend your career lost in a sea of copycats when you can establish your own set of rules. If everyone's putting periods at the end of their sentences, put yours in the middle of words. Will it be incredibly difficult to read? Yes it will. Will it set you on the path to becoming a literary pioneer? Tough to say, but you're kind of out of options at this point.

## **KEEP IT TOGETHER**

A writer's brain is full of little gifts, like a piñata at a birthday party. It's also full of demons, like a piñata at a birthday party in a mental hospital. The truth is, it's demons that keep a tortured writer's spirit alive, not Tootsie Rolls. Sure they'll give you a tiny burst of energy, but they won't do squat for your writing. So treat your demons with the respect they deserve, and with enough prescriptions to keep you wearing pants.





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and let us empower the World  
with the Spirit of Word

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