

HOW TO PROMOTE YOUR OWN BOOK

Presented by Cherrie Woods / Eclecticpr.com

AGENDA

- Introductions
- The Book World-Stats and Facts
- What is Public Relations (PR)?
- PR Toolkit – bio, synopsis, headshot, book cover
- Book Cover Exercise
- Social Media
- Tactics for Nonfiction Book Sales
- Building a PR Strategy
- PR Tips during COVID-19
- My Services
- Q & A

CHERRIE WOODS – a little bit about me

- 16-years plus in communications
- Worked with arts and culture organizations, government agencies and a PR agency
- 6 years as a Book Publicist, Workshop Facilitator, PR Consultant
- Member of Black Writers Guild of Maryland
- V.P. of Maryland Writers Assoc. (South Baltimore Chapter)
- Author of two self-published books

MY INTRODUCTION...cont'd

- Gemini
- Love to travel – bus, train, air
- Love Caribbean food
- Divorced, no children
- Age range (45 – 60)
- I enjoy working out
- Spiritual

W T M I !

Way too much information!

- There is never *too much information* you can learn about your readers/customers. It helps to know how and where to direct your PR efforts
- Begin to note all information
- **Demographics:** marital status, age, race, sex, etc.
- **Psychographics:** interests, attitudes, and opinions

WHO'S ON ZOOM?

- Name / Location
- Do you have a published book?
- What genre is your book - fiction/nonfiction/poetry?
- What subgenre – romance, children's fiction, sci-fi, young adult (YA), etc.
- What key information would you'd like to learn today?

WHY HAVE YOU DECIDED TO WRITE A BOOK?

- Because you have something to share
- To build your existing brand or establish a brand
- As a source of income

Ref. Chapter 1-*Where Do I Start? 10 PR Questions and Answers to Guide Self-published Authors*

STATS AND FACTS

- Between 600,000 and 1,000,000 books are published yearly in the U.S. About 50,000 are self-published (*Forbes.com*)
- \$2.99 and \$3.99 are the best pricing for most e-books
- Series books outsell stand-alone books
- Pre-orders give authors a sales advantage
- Non-fiction earns more at higher prices. Non-fiction buyers are less price sensitive
- 73% of Americans have read a book in any format in the last year (2016), 65% read a print book, 28% read an ebook, and 14% listened to an audio book. (Pew Research Center)
- Americans read, on average, 12 books a year, yet the median number is 4 books a year.
- Americans read mystery, thriller, and crime much more than any other category. The second category is history, followed by (in descending order) memoir, romance, cookbooks/food writing, science fiction, fantasy, and classics/literature.

AUDIO BOOKS – A NEW AVENUE FOR BOOKS

- Last year audiobook sales increased by 16% in the U.S. and generated over \$1.2 billion dollars in revenue
- 57% of frequent audiobooks listeners are under the age of 45

- Most people listen to audiobooks in their car/during COVID - on SMART devices while walking, exercising, running.
- Average cost for an audiobook \$15 - \$25 (for 5-10 hrs)
- Average cost to produce an audio book is \$100/hr. / 9300 wds = 1 hr.
- Top 5 genres – Mystery and Suspense, Bestsellers, Sci-Fi and Fantasy, History, Business and Self-Improvement

WHAT IS PUBLIC RELATIONS?

- Public Relations (PR) is a practice (like law) with 12 disciplines
- PR helps build mutually beneficial relationships between an organization, business or author and their publics
- Authors typically utilize 4 of the disciplines:
 1. Media Relations (publicity), 2.Events 3.Social Media, 4.Branding (logo, business cards, website, merchandise, book cover)

DISCUSSION

Who is your public/your readers?

SAMPLE BIO FOR PR

Memoir Author

Julie MacNeil is a popular speaker, author, world traveler, and alpha-1 antitrypsin advocate who lives in the heart of the Rocky Mountains. Always up for adventure, she has had over 60 jobs throughout her varied career. She's been a financial planner for 14 years and is now the owner of MacNeil Financial Services. She really enjoys helping her clients plan for their retirement and inspiring others to follow their dreams. – **70 wds**

MEMOIR BOOK SYNOPSIS FOR PR

About *The 50-Year Secret*

As an adopted child, Julie MacNeil always wondered about the parents who gave her up. After overcoming a challenging childhood and surviving two tumultuous marriages, a chance DNA test revealed an incredibly rare and life-threatening liver-lung disease called alpha-1 antitrypsin deficiency. Julie then embarked on a difficult journey to find her birth family. Her goal was to warn them about the disease, which is highly genetic and often undiagnosed. What followed was a miraculous sequence of events and a remarkable homecoming. – **81 WDS**

YOUR BOOK WILL BE JUDGED BY ITS COVER

- It is very important to remember your book cover is for your readers not for you!
- Most self-published authors get a C or D for their book covers!
- Go to library, bookstores (online and offline) observe at least 3 books in your genre to see which ones attract you. Then try to do something similar.
- Imitate don't duplicate!

BOOK COVER EXERCISE REVIEW

YOUR BOOK WILL BE JUDGED BY ITS COVER

- Hire a graphic designer if you're not good at graphic design!
- Make sure your book cover has enough punch to stand out among other books. Is it clean, neat and crisp yet interesting?
- Ensure that the image online is a hi-res image
- If you absolutely have no funds, use fonts (letters)

AFFORDABLE GRAPHIC DESIGN

- Go online to portfolio sites like fiverr.com
- If you like an author's book cover, ask them who designed it
- Canva graphic-design tool – to help you design your own book cover

SOCIAL MEDIA CHANNELS

- What works for you?
- Consistency and good content
- At least two social media channels
- I prefer the big 5 – LinkedIn, Facebook, Twitter, Youtube, Instagram
- Depends on your target market
- If on FB - create a separate author page

TACTICS FOR NONFICTION BOOK SALES

- Join private FB author/writing groups pages – great source for events/interviews opportunities
- Attend conferences (online conferences are free to inexpensive)
- Submit interest for library conference events as either a panelist or vendor
- Become an expert in your book topic/offer workshops or consultations
- Join professional writing associations – great networking

DEVELOPING A PR STRATEGY – STEPS

- Determine your goals/objectives (sell a certain number of books, secure a certain number of interviews)

- Make sure your goals are measurable
- Identify your target public/readers
- Determine your tactics (e.g. write a press release, create an event, send an e-newsletter, attend events/conferences, join a professional organization, etc.)
- Create a time frame (3 months, 6 months, 1 year)

SUMMARY

- Be clear on what you want from your book – branding, income, just sharing
- Have your PR toolkit available at all times
- Ensure you are on at least two social media channels - if FB is one/create a FB author page
- Develop a PR/Marketing Plan/Strategy
- Keep in mind the new challenges during the pandemic
- Be creative in how you get attention for your book!

MY PR SERVICES

- PUBLICITY CAMPAIGN PACKAGES (Basic and Advanced)
- Design: Websites, Book Covers, FB Covers
- Format E-Books
- Write PR Author Bios/Book Synopsis
- Write Marketing/Publicity Plans
- Online Author Workshops for 1 or more

PLEASE EMAIL FEEDBACK RE: WORKSHOP TO INFO@ECLECTICPR.COM

1. How was the workshop? Good, Very Good, Excellent
2. Did you learn anything new at the workshop?
3. Please share 1 or 2 sentences about the workshop.

ALL ATTENDEES RECEIVE A 10% OFF ANY OF MY PR SERVICES UNTIL APRIL 16, 2021!