

The background is a light blue gradient with several realistic water droplets of various sizes scattered across it. The droplets have highlights and shadows, giving them a three-dimensional appearance. The main title is centered in the upper half of the image.

# MARKETING YOUR WORK

THE PROS AND CONS TO VARIOUS APPROACHES

# INTRODUCTION

→ DO BOOKS SELL THEMSELVES? → **ABSOLUTELY NOT!**

→ ANTICIPATE SPENDING **MORE** TIME MARKETING THAN WRITING.

BEGINNING WRITERS SHOULD SPEND MORE TIME MARKETING.

EXPECT TO WRITE MAYBE 20% OF THE TIME IF YOU WANT TO MAKE A LIVING WRITING.

TO SURVIVE AS A WRITER, SEVERAL BOOKS (OR BLOGS) MUST EXIST.

→ MANY AUTHORS STUMBLE OVER THIS CRITICAL STEP.

→ TO BE A SUCCESSFUL WRITER, YOU MUST GENERATE A FOLLOWING.

→ THE NEXT SET OF PAGES DISCUSS PROS/CONS OF VARIOUS APPROACHES.

# WEBSITE

## → WEBSITE PROS

ECONOMICAL --- DOMAIN PRICE TAG ONLY.

IT'S POSSIBLE TO GENERATE ADVERTISING FUNDS.

SOME AUTHORS DIRECTLY SELL THEIR OWN WORK ON-LINE.

POSSIBLE TO GENERATE A READERS LIST WITH FREE GIVEAWAYS.

## → WEBSITE CONS

IT IS ALMOST A GIVEN THAT YOU'LL HAVE A WEBSITE.

TO MAINTAIN INTEREST, YOU MUST CONSTANTLY UPDATE YOUR WEBSITE.

A NEWSLETTER IS ALMOST EXPECTED.

ANNOYING E-MAIL CONTACTS FROM PEOPLE WHO CAN "HELP WITH YOUR WEBSITE"

YOU'LL NEED TO LEARN YOUR PROVIDER'S WEBSITE LANGUAGE.

UNLESS YOU ARE DIRECTLY SELLING, IT IS DIFFICULT TO QUANTIFY WEBSITE VALUE.

# BLOGGING

## → BLOGGING PROS

ECONOMICAL --- DOMAIN PRICE TAG ONLY.

IT'S POSSIBLE TO GENERATE ADVERTISING FUNDS.

A GOOD WAY TO GROW A FOLLOWING.

SOME PEOPLE MAKE GOOD BUCKS AT BLOGGING ALONE.

## → BLOGGING CONS

THERE'S LOTS OF BLOGGING COMPETITION, UNLESS YOU ARE AN AUTHORITY FIGURE.

IT IS A CHORE. UPDATES ARE ANTICIPATED ON A REGULAR BASIS.

ANNOYING CONTACTS FROM PEOPLE WHO CAN "HELP WITH YOUR WEBSITE"

YOU'LL NEED TO LEARN YOUR PROVIDER'S WEBSITE LANGUAGE.

UNLESS YOU ARE DIRECTLY SELLING, IT IS DIFFICULT TO QUANTIFY BLOGGING'S VALUE.

# INTERNET PRESENCES

→ PURE DISCUSSION

FACEBOOK

TWITTER

GOODREADS

AMAZON

OTHERS?

# GIVEAWAYS

## → GIVEAWAY PROS

DEPENDING UPON THE PLATFORM THERE MAY NOT BE A FEE.

HONEST REVIEWS FROM INDEPENDENT READERS. A BIG POSITIVE.

GIVEAWAYS GENERATE A BUZZ.

## → GIVEAWAY CONS

WINNERS/READERS MAY NOT PROVIDE ANY REVIEWS.

HARSH NEGATIVE REVIEWS DO OCCUR.

IF YOU'RE GOING WITH FREE PAPERBACKS, MAILING COSTS EXIST.

# NEWSPAPER STORIES

## → NEWSPAPER PROS

LOCAL PAPERS WILL USUALLY PLUG LOCAL AUTHORS.

THERE IS ESSENTIALLY NO COST.

THE NEWS MAY CARRY OUTSIDE OF YOUR AREA.

A POSITIVE ARTICLE CAN GENERATE A BUZZ.

POSSIBLE TO ADD LINKS TO WEBSITE GOING TO ON-LINE PAPERS.

## → NEWSPAPER CONS

HOPEFULLY, YOU DON'T SAY OR DO ANYTHING STUPID.

DIFFICULT TO FULLY QUANTIFY THIS APPROACH.

IT MAY TAKE SEVERAL ATTEMPTS TO GET THEIR ATTENTION.

# CONTESTS/AWARDS

## → PROS

IF YOU WIN OR PLACE WELL, YOU'RE VALIDATING YOUR CAUSE.

YOU MAY MAKE SOME EXTRA BUCKS.

NOTE SUCCESSES ON YOUR WEBSITE / WRITER'S RESUME

## → CONS

IF THERE IS AN ENTRANCE FEE, IS IT WORTH IT?

BE LEERY OF HIGH ENTRANCE FEES



# BOOK SIGNINGS

## → PROS

IF ADVERTISED WELL OR WITH THE RIGHT BACKER, \$ IS POSSIBLE.

A GOOD WAY FOR READERS TO MEET YOU.

POSSIBLE TO TEAM UP / LEARN FROM VETERAN WRITERS.

## → CONS

SIGNINGS CAN BE A TOTAL BUST.

DIFFICULT FOR NEW WRITERS.

UNSEEN ENTRANCE FEES.

YOU'LL NEED A CREDIT CARD READER

# BOOK/PUBLISHING SHOWS

## → PROS

IT IS POSSIBLE THAT YOUR BOOK/ITEM WILL STAND OUT.

A GOOD WAY TO MEET PROSPECTIVE PUBLISHERS.

POSSIBLE TO GET ADVICE FROM MORE VETERAN WRITERS.

SALES.

## → CONS

EXPENSIVE.

DIFFICULT TO STAND OUT---OFTEN MANY GENRES ARE PRESENT.

BE LEERY OF COMPANIES OFFERING TO REPRESENT YOU.

# CONFERENCE TABLE/BOOTH

## → PROS

YOUR GENRE AUDIENCE IS ALL AROUND YOU.

HIGH LIKELIHOOD OF SELLING SOME BOOKS/WARES.

YOU MAY MEET PEOPLE WHO CAN HELP YOU IN THE FUTURE.

A GOOD PLACE TO BE NOTICED.

## → CONS

THERE WILL BE A DESK/BOOTH FEE.

TRAVEL EXPENSES.

YOU'LL HAVE TO DEAL WITH WEIRD/UNUSUAL PEOPLE.

IT CAN BE VERY BORING / WEEKENDS ARE SHOT.

YOU'LL NEED A CREDIT CARD READER

# PODCASTS

## → PROS

GOOD OUTREACH IS POSSIBLE WITH THE RIGHT POD-CAST.

HIGH RANKING ON BUZZ GENERATION.

GET NOTICED

RELATIVELY INEXPENSIVE

## → CONS

IT MAY BE DIFFICULT TO LINE UP WITH A PODCASTER

HARD TO QUANTIFY PAYBACK.

AVOID SAYING ANYTHING CONTROVERSIAL

# STRAIGHT OUT ADVERTIZING

## → PROS

IF DONE CORRECTLY, YOU WILL REACH YOUR AUDIENCE.

AMAZON / BOOKBUB.

## → CONS

HIGHER ENTRANCE FEE

IF YOU DON'T ADVERTIZE WELL, YOU WILL LOSE MONEY.

BOOKBUB IS PICKY, BUT A GREAT RESOURCE

# VIDEO OPTION

## → PROS

IF ENTERTAINING, YOU CAN GET GENERATE HITS.

MAY IMPROVE WEBSITE.

## → CONS

IT CAN BE EXPENSIVE.

LOTS OF TIME AND ENERGY REQUIRED.

VIDEOS MAY NOT ATTRACT READERS.

DEALING WITH CON PEOPLE.

# GET PLUGGED

## REACH OUT TO WELL KNOWN AUTHORS/CELEBRITIES

### → PROS

IF SELECTED AND PLUGGED, YOU WILL GET MAJOR HITS.

### → CONS

BIG CAMPAIGN TO FIND WILLING PLUGGERS

YOU MUST SELECT CELEBRITY TYPES WHO MAY BE INTERESTED.

NOT MANY AUTHORS/CELEBRITIES WILL ANSWER

VERY TIME CONSUMING.

# ADDITIONAL PR/MEDIA CAMPAIGNS

## → PROS

GOOD OUTREACH IS POSSIBLE.

HIGH RANKING ON BUZZ GENERATION.

GET NOTICED

## → CONS

EXTREMELY EXPENSIVE

HARD TO QUANTIFY PAYBACK.



# SMALL BOOKSTORES

## → PROS

SMALL BOOKSTORES OFTEN PROMOTE LOCAL AUTHORS.  
YOU MAY MAKE SOME SALES

## → CONS

IF YOU'RE ON AMAZON, YOU MAY HAVE TO SERVICE THE BOOKSTORE  
ANTICIPATE A LOT OF NEGATIVE RESPONSES.

## → HAGERSTOWN REGION

CURIOUS IGUANA

TURN THE PAGE

WEE SCOTT BOOK SHOPPE

# FOR PROFIT WRITING

## → PROS

GHOSTWRITING

EDITING

ASSISTING NEW WRITERS WITH

COVERS

BLURBS

SYNOPSIS

THIS CAN BE A GOOD WAY TO MAKE EXTRA STASH

## → CONS

GETTING NOTICED

NASTY FEEDBACK

MAKE SURE YOU GET PAID UP FRONT

# GENERAL ADVICE

- 1.) PUBLISHERS ARE LAZY: THEY WANT A SURE THING / SAFE BET.
- 2.) IF YOU HAVE AN AUDIENCE, YOU ARE MORE LIKELY TO GET NORMALLY PUBLISHED
- 3.) THE MOST IMPORTANT THINGS TO DO AS A WORKING WRITER:
  - A.) BUILD YOUR FOLLOWING / AUDIENCE
  - B.) GET THUMBS UPS ON YOUR BLOGS
  - C.) GET YOUR WORK REVIEWED (GOOD OR BAD ARE BOTH HELPFUL)
  - D.) KEEP TRYING DIFFERENT MARKETING METHODS AND ADAPTING
  - E.) PRACTICE THE CRAFT
    - 1.) INDIVIDUAL PRACTICE.
    - 2.) ASSIST OTHERS
    - 3.) ATTEND CONFERENCES/SHOWS THAT WILL BENEFIT YOU.