

# SMITH PUBLICITY'S *POWERFUL*

(and sometimes unusual!)

## Book Marketing Tips and Insights



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## **Becoming a TED/TEDX Talk Presenter: Tips for Authors Speaking Opportunities with TEDX**

A Smith Publicity long-term client was a highly successful business professional and author. She was the COO of a Fortune 200 company and sits on the boards of several organizations including one of the world's leading telecommunications companies. Over the course of her book publicity campaign, we secured a number of high profile media placements across national print and broadcast outlets, as well as targeted trade publications. Attracting speaking engagements was also one of her goals. Therefore, along with our publicity efforts, she also worked with an expert who successfully pitched her for a local TEDx talk. I asked her if I could share the path she took to secure this prestigious speaking engagement.

Below are her insights, plus information compiled from TED, to help authors and experts become presenters. Being selected as a "TED Talk" speaker is an honor and often opens doors to new opportunities and builds credibility. We use the link of her TEDx talk in our publicity pitches to the media.

### **What is a TED Talk?**

According to their website:

- TED is a nonprofit devoted to "ideas worth spreading." It started out in 1984 as a conference bringing together people from three worlds: **T**echnology, **E**ntertainment, **D**esign.
- TED conferences bring together the world's most fascinating thinkers and doers, who are challenged to give the talk of their lives (in 18 minutes or less).
- On TED.com, the best talks and performances from TED and partners are available to the world, for free.
- TEDx was created in the spirit of TED's mission, "ideas worth spreading." The (TEDx) program is designed to give communities, organizations and individuals the opportunity to stimulate dialogue through TED-like experiences at the local level.
- Famous TED Talk presenters include Al Gore, Steve Jobs, Elizabeth Gilbert, Bill

Gates, and Tony Robbins. Others presenters, while not household names, are innovators and leaders in their fields and definitely people to watch.

### **The Overall TEDx Process**

The author wanted to be presented as a speaker candidate to her local TEDx. She found the TEDx coordinators young and dynamic, and the process from initial pitching of an idea to the final “yes” a bit of a meandering journey.

Her several month progression included submitting a written proposal, follow up telephone calls, updating the original proposal, presenting the topic, and then telephone and in-person rehearsals. This was *not* a straightforward process. As we experience with publicity, this task needed a dynamic positioning strategy, combined with patient and persistent follow up.

### **Three Essential Tips to Positioning a Speaker for a TEDx Event**

To begin the journey, [here is the link](#) to find and contact local TEDx organizers. Based on our client’s experience, here are the three important answers TEDx looked for in choosing a speaker and presentation topic:

1. What is your ONE big idea?
2. What are you going to share that will SURPRISE your audience?
3. What is the CULTURAL SHIFT?

TEDx wants speakers who are creating a cultural shift in their fields and causing people to change the way they approach a problem, topic or solution.

### **How TEDx Organizers Identify Potential Speakers**

TED Talks guides organizers on how to select TEDx speakers. Advice from the TEDx website:

- Seek out extraordinary voices in your local community who have a unique story or an

unusual perspective—and who can convey it in a dynamic way

- Local voices that few have heard before
- People who can present their field in a new light
- Perspectives that the global TED community may not have access to
- Diverse demographics, ethnicities, backgrounds, subject matter

Becoming a TED Talk presenter brings serious credentials to any personal brand, and is often a goal for business and other non-fiction authors looking to build their platform as a thought leader. For those starting out, it may make sense to begin with a local TEDx program. One final tip, whether presenting at a TED event or any other venue, TED offers a Speaker Guide with tips to help prepare and present a “great” talk.

## How to Use Your Book as a Marketing Tool

What is 6" by 9", usually weighs about one pound, and gives business professionals a serious edge over their competition? A book.

In a sea of marketing material that *tells* what a business can do, a book serves as the *proof* of that work. Most importantly, executives, consultants, and experts in various fields of business who compile their knowledge, experiences, and results into a book not only expand their networks and résumés, they gain one key component to success: credibility.

Credibility—especially for those in consulting and service industries—is crucial to marketing a business, and being a published author establishes a person as someone who has reached a certain level of expertise. Every reader becomes a potential client as they learn more about the author's philosophies, thought process, results, and more. Industry peers recognize the author as a leading voice in their field.

Who can benefit from using a book as a marketing tool?

- Consultants, specializing in virtually all trades
- Service-providing business owners, from insurance companies and home security experts to psychologists and financial planners
- Self-help professionals, life coaches, and motivational speakers
- Non-profit organization leaders

Publishing a book is the first element of the book-as-a-marketing-tool strategy, but the book doesn't do much good if no one knows about it. Media attention around the book is the second crucial element. When a businessperson becomes an author and executes a [marketing campaign](#) for their book, they attract media attention. Potential placements range from expert commentary in major news outlets, to interviews on podcasts, radio, and television, to becoming a regular contributor for industry-specific publications, and more. As a result, when a prospective customer visits a company website and sees that the company or executives have been featured across various media channels, it shows them that the company is trusted.

But traditional media coverage isn't where the opportunities end. Today's professionals find their author status helps them secure more speaking opportunities and even coveted TED talks.

So, how difficult is it to get started? At one point in time, publishing a book was an exceedingly lengthy and difficult endeavor, with a relative handful of gatekeepers determining what books were worthy of publication. But publishing has been democratized. Anyone can publish a book and share their message with the public. Publishing options are vast and cost-effective thanks to avenues like self-publishing and print-on-demand. For as little as \$1,000, an author can have a professionally designed and produced book.

“There are more avenues open to authors now and more publishing opportunities to get their expertise out there,” says Mike Onorato, Vice President of Publicity at Smith Publicity. “If you have a credible perspective that can add value to someone in their professional life, the various publishing options available to you now can help bring your voice forth.”

The bottom line: success hinges on credibility, and authoring a book can greatly enhance that credibility. But for this strategy to be effective, people need to see the book, so make the most of your investment by [marketing your book](#). Use it to secure media placements, speaking engagements, and other opportunities, which will ultimately place you front and center in front of the eyes that matter most: your customers.

Says Onorato, “Simply put: books open doors and create opportunities.”



## 10 Virtual Media Interview Tips for Authors and Thought-Leaders

Though the Covid-19 pandemic has certainly prompted many changes in the way we communicate and conduct book publicity campaigns, virtual media interviews were happening long before stay-at-home orders forced TV studios to adapt. Replacing the old studio remote interview, we increasingly saw foreign news correspondents reporting via Skype, and it wasn't uncommon for authors and experts to be interviewed via video-conferencing platforms. It's easy to see why: travel costs eliminated, studio expenses reduced, and convenience for everyone involved.

Moving forward, as video interviews likely become commonplace, it's crucial for authors, experts and thought-leaders to understand how to be the best guest possible during a virtual media interview. A great virtual interview can propel a book marketing campaign to new levels of success, as you'll be able to show other shows how good you are "on air."

Here are some key tips to be the best virtual guest:

1. **Maximize audio quality.** Headsets or earphones with a microphone always produce better audio quality.
2. **Keep your computer [and other electronic devices] quiet!** Make sure to enable "do not disturb" on your computer so the dings and pings of email and other notifications aren't heard. Close all other computer applications so that the videoconferencing platform is the only one running. And don't forget to silence your phone, Apple watch and other personal electronics.
3. **Familiarize yourself with the media's preferred videoconferencing app.** Skype and Zoom may be two of the most popular video platforms but they are not the only ones media are relying on. Download the media's preferred videoconference service as soon as you have your interview details and be sure to familiarize yourself with the platform's capabilities, test the audio and video, and hold a test call prior to sitting down for your interview.

4. **Your webcam is your only focus.** It's tempting to look at yourself or other things on your screen during an interview. Don't! Focus your eyes only on your webcam. Looking away from it is akin to being on TV and not looking at the host.
5. **Stay plugged in.** Don't do interviews with your laptop or tablet running on battery; it's just not worth the risk of disappearing during an interview because your battery dies, or having to fumble to plug in your computer while being interviewed.
6. **Stay in front of the lights.** Simple rule: Lighting directed toward you is good, lights or windows behind you are not.
7. **Silence!** Make no mistake, absolute silence in your home during an interview is essential. There should be not talking, pet sounds, TVs or noisy appliances in the background. If you have young children, be sure to have another adult entertaining them during the interview... preferably outside!
8. **Own the Internet.** Virtual media interviews require consistent, strong Internet connections. When being interviewed, tell everyone else in your home to get offline completely! They should not just be off heavy streaming platforms like Netflix or online games, but off of everything to ensure you have the best possible connection.
9. **Don't cut your head off.** Keep your webcam at eye level. You don't want your camera pointed up so you look like you're looking down, or pointed too low so you lose your forehead. You want to be as centered as possible with as little space between as possible between the of your head and the top of the screen.
10. **Be wary of the "hot mic."** As soon as the show you're appearing on begins, pay attention and be ready to be interviewed. Don't talk, brush your hair or do anything else. "Live times" can be fluid on programs, and you could be on camera before you know it.

## **Preparing for Success:**

### **7 Facts About Book Marketing Campaigns Every Author MUST Know**

Congratulations! You've finished your manuscript, turned it into your editor or self-published your book and now you're done and ready for media to come knocking and the sales to start, right? Wrong. Writing a book is just the first part. Now comes the fun! Marketing and promoting your book. But not knowing what's in store for you can be a daunting challenge. So here are seven facts about book marketing campaigns – some of which may surprise you – you should know and be ready for. As the author of the book, you know the content the best so you're an integral part of its success. You won't need to master all of them, but you should know and be aware of all of them.

1. **Writing** – You'll need to write original content based on the book that can be pitched exclusively to print and online media. Excerpts can be used in a pinch, but writing a byline or thought leadership piece specific to a target media outlet is very effective. Not only does it showcase your credibility and the subject matter you're writing about, but it's also great for SEO when media search of your name.

2. **Platform** – Platform, platform, platform. You ideally want to cultivate your author platform months in advance of your book launch. That means establishing your social media platforms, using them and updating them regularly, blogging and using email lists and reaching out to any network you may have to make them aware of the book. You'll want to contact your network prior to release, once it's out and again after it's been out; multiple touch-points at multiple times. And it's imperative that you provide a call-to-action – whether that is encouraging pre-orders, purchases or reviews. Tell them what to do!

3. **Social Media** – Three-to-six months before you have a finished book, you want to either create or refine your social media platforms. You don't need to be on every platform. We suggest picking two at first and spending time to populate and engage. As a guideline, Twitter is good for most genres. Instagram is a MUST for fiction and LinkedIn is recommended for business and leadership. You'll need to be active on your platforms –

especially when the book is out. Engage with other authors and influencers in your subject area. Social is a great vehicle to communicate with the audience you want to reach.

4. **Invest** – You’ll need to invest in a web designer (if you don’t have a website), a social media person (if you don’t have the time) and an article writer/content generator (if you’re unable.) These are all key activities that will need to happen once your book is out and if you are unwilling or unable to do them, you should consider investing in someone who can assist.

5. **Partner** – Partner with a book publicist to help get the word out – there are thousands of books published every day. So how can you help your book stand out? One of the ways is to partner with a publicist to help with press materials, messaging and media outreach. A publicist can help you reach your target audience, help drive sales and build buzz and attention for your book.

6. **Amazon Optimization** – If you’re self-published, you need to take the time to get your Amazon page in order. Make sure you have a short but concise book description and it’s paramount you have an author bio and photo (claimed through your Author Central page) and you add categories where your book can be discovered. Videos are a nice addition to your Amazon page. Record a short (15-30) second video about the book and what you hope readers take away from it.

7. **Get your website ready** – Last, but certainly NOT least. Make sure your website is ready. You’ll want a tab dedicated to the book. If your book isn’t published yet, make sure a preorder link/info including date is prominent on your page. And keep it updated with blog posts or any other assets so the site is fresh and can be used. Always keep SEO in mind with your website. Using keywords with high search volumes will help people find your website and, as a result, your book.

Don’t panic. You got this! You’ve done the hardest thing and that’s writing the book.

Marketing your book is FUN, but you’ll need to go into this phase with eyes wide open.

## **Effective Ways to Promote Your Book Virtually**

A book is so many things to an author; perhaps above all, it's a tangible dream—one that likely took years of dedication to come to fruition. Now that your book is finally finished and ready to launch, what will marketing it look like in these ever-changing times? It's no secret that 2020's pandemic changed the way the book world operates. How, exactly, have these shifts in our society affected how to promote your book and how will they affect the future?

While times are different, so are current book promotion strategies. Rather than looking at these modifications to the original plan as challenges, it's beneficial to view them as opportunities to introduce your book to the world in new and exciting ways. In fact, it's very possible that many of the alterations being made to old marketing tactics will become part of our "new normal." In reality, the changes we're forced to make in book marketing now will ultimately be valuable additions to traditional promotion in the future.

Let's explore some of the new developments we're seeing and fresh offerings being included in book promotion services, as well as effective alternatives to the tried and true strategies we are used to seeing and using.

### **Swapping Physical Books for Digital Copies**

One of the first things you will want to do when preparing to send your book to potential reviewers – whether a trade publication or an online influencer – is to make sure you have a digital version of your book ready to share. Since the vast majority of offices are likely to go virtual at times, if they aren't already, hard copies of books sent to physical mailing addresses may very well be overlooked or never even received. Outlets from the major trades, to magazines and newspapers, to broadcast and beyond are all requesting digital copies of books as part of their submission processes.

Making sure you have a working digital file on hand will greatly increase your chances of your book being seen and considered. Of course, there are still select outlets that will prefer a hard copy, so it's a good idea to have those on hand, too. But with reviewers working from home, major delays in shipping, and more, digital is the way to go during these times.

## **Moving Your In-Person Events Online**

In-person book events, including readings, signings, speaking or teaching opportunities, launch parties, etc., are on hold during challenging times, and may go on hold again in the future. If this happens: pivot and move your pre-planned event online! Despite current circumstances, there are still so many powerful ways to connect with audiences.

If you're a children's author who was looking forward to school visits and library or bookstore storytimes, consider working with your existing contacts to join virtual classrooms or to launch an online event via Zoom or another preferred platform. Don't forget to also harness the power of social media. For instance, you can host live story-times on your Facebook page and invite your followers to events that you set up. Grow your networks by cross-promoting your planned events. If you're a business author who was set to present at a conference or as part of a panel, consider hosting a webinar or being part of a virtual panel.

Whether you set your events up independently or partner with a bookstore, school, organization, or other entity, social distancing does not need to prevent you from connecting with potential readers and letting them know about your new book.

## **Preparing for Virtual Interviews**

Congratulations! You scored a broadcast interview to share more about your book, weigh in on current topics, share resources, and more. Since you won't be heading into a studio to record in-person, you will likely be asked to utilize either Skype or Zoom for your upcoming interview. *Now* is the time to make sure you have accounts set up to experiment using these platforms, and to even do a few "practice runs" with family, friends, or your publicist to make sure all is in working order.

When the time comes for the interview, remember the obvious: even though you are not face-to-face with your interviewer, you are still highly visible! Dress neatly as though you would if you were in-studio, and make sure the spot you've chosen to do the interview is as quiet and free of background noise and distractions as possible. A neutral backdrop is best... no busy backgrounds or messy shelves. Make sure you have any props you'll need (don't forget the most important one: your book!) on hand before the interview is set to begin, and that you or your publicist has forwarded any digital files—like photos—to the producer in advance.

## Getting Creative

The good news about promoting your book in uncharted waters is, in many ways, you get to create your own path. There are more ways now than ever to set *your* book apart from others. Maybe it's your uncanny ability to get people talking on your social media pages, vivid illustrations or a moving excerpt that will capture the hearts and attention of your audience when shared across digital outlets, your important voice on television or radio, or a digital music playlist that perfectly complements your book.

When considering how to promote a book amidst current conditions, remember all of the tools we have at our fingertips. So much of our world, so many of our connections, and countless opportunities are already online: now is your chance to take your book, which you have worked so hard on, and meet them there.

## 10 Tips to Boost Holiday Book Sales

The holidays are a great time for authors to increase book sales. According to shopping data, over 40% of shoppers buy books/DVDs/video games during the holidays. Books are ideal, easy to find and order, low-cost gifts. Here are some tips to help your book get noticed.

- 1. Develop an elevator pitch for your book.** Capture the essence of your book in one or two short sentences. Think of your book in terms of a movie trailer. This description is essential for all marketing. Here are examples for some holiday movies:

An affable underachiever finds out he's fathered 533 children through anonymous donations to a fertility clinic 20 years ago. Now he must decide whether or not to come forward when 142 of them file a lawsuit to reveal his identity. (*Delivery Man*)

Fearless optimist Anna teams up with Kristoff in an epic journey, encountering Everest- like conditions, and a hilarious snowman named Olaf in a race to find Anna's sister Elsa, whose icy powers have trapped the kingdom in eternal winter. (*Frozen*)

A chronicle of Nelson Mandela's life journey from his childhood in a rural village through to his inauguration as the first democratically elected president of South Africa. (*Mandela: Long Walk to Freedom*)

For inspiration, visit <http://www.imdb.com>

- 2. Gift Guides.** While magazine gift guides are busy collecting titles in August, there are still some great places in November—especially online and newspaper outlets—to present your book as a gift. Research local media outlets, which are always more inclined



to cover a local author, and targeted online news outlets, and bloggers. Tips for bloggers—if your book is a great gift for a daughter to purchase for her father, reach out to bloggers targeting the buyer (daughter) too. If you don't have a publicist with contacts and media lists, create your own list by visiting media outlets/blogs and collect contact names and email addresses.

**3. Contacting Media and Bloggers.** When presenting your book to others to consider for a holiday recommendation, start communication by email. Be short and sweet; bullet points work well. Do not send any attachments unless asked. In your email, present:

- A short sentence showing you are a fan or know their blog and know them as professional writers or journalists, etc. (personalizing it is great... “I enjoyed reading your piece about veterans of World War II meeting for the first time this past Veteran’s Day. I recently published a book set in World War II...),
- Your elevator pitch,
- Who the perfect people are to receive your book as a gift,
- Price (especially if you are offering a holiday special price for your book),
- Holiday specials or incentives—if you sell the book from your website, offer signed copies, etc.
- Formats available (hardcover, ebook, etc.),
- Links to purchase your book from major retail sites (Amazon, Barnes & Noble), and your website if you are selling your book there,
- Short author bio, condensed clips of reviews, testimonials, or awards, author website,
- Email address, telephone number and note (early in the email) if you are a local author, and
- An offer to send a review copy or PDF of your book.

**4. Make it Personal.** On your website and in any interactions with media or potential book

buyers, offer to gift wrap and sign personalize copies for holiday gifts.

5. **Charity.** Over the holidays, choose a favorite charity and share a portion of your holiday sales. Let people know! Buyers will have an added reason to feel good about buying your book.
6. **Price.** In your “pitch” to media, bloggers, buyers, accentuate your price point: “Great Gifts for Teens under \$20,” for example.
7. **Limited-time Gift Giving.** With a deadline for holiday shopping, consider offering something along with your book available only during the holiday sale. If it’s a book for mothers on dealing with stress, add a sampling of teas (be creative!).
8. **Ebooks.** If your book is available as an ebook, offer a discount for a limited time during the holidays.
9. **Social Media/Author Newsletter.** If you are active on Facebook, Goodreads, Twitter, Google+, your blog, and other social platforms, or have collected names for an author newsletter, show your holiday spirit with inspirational messages, especially as they relate to your topic/audience! Create a special holiday gift message on each platform, incorporating information from above (charity, special price, target audience, limited time offer, personalization, etc.). This may spark past buyers to purchase your book as a gift.
10. **Local Events.** Check your library, civic organizations, religious community, and schools to find relevant holiday events where you and your book would be a welcome addition. Offer to sign books in person with gift bags!

Most of all, have fun and enjoy the holiday spirit by connecting with new readers and fans! Make Your Book Jump Off the Shelf!

## 12 Initiatives to Spark Book Sales and Make the Most Out of a PR Campaign

Even household, celebrity authors are sometimes not immune to book sales woes. So what can “the unknowns” – authors with absolutely no name recognition - do to sell books?

For most authors, book sales are an important part of why they write a book. They want to entertain, educate, inspire or simply share their artistic work—and perhaps make money from the venture. For authors who are using their “book as a business card” to increase their name as an expert in their field or to attract new opportunities, book sales are typically a lower priority as they want to make money from consulting projects, speaking engagements, etc.

Book publicity, by definition, is using the media to create attention for the title, topic and author in the form of an interview, article, feature story, blog post, review, recommendation, and so on. Publicity is one initiative an author/publisher undertakes to help create awareness about a title. However, publicity alone is one small part of a bigger strategic plan necessary to give a book and author a better chance for significant sales.

A book publicist can present a book to a producer, editor or blogger, but if they are not interested in it, there is little a publicist can do to entice coverage. Furthermore, even if a book does get coverage it is still up to the audience if they are interested in purchasing the book.

While book publicity plays an important role in creating awareness (even Steven King and John Grisham do publicity for new books) there are several factors outside of a publicist’s role that positively or negatively impact book sales. In order to have the best possible chance of attracting media attention and potential book buyers, authors/publishers need to consider doing the following to set books up for the greatest chance of success.

- **A quality book, written by a credentialed author (essential for non-fiction) with a topic that will be of interest in the current market.** No one can predict book sales or the media’s reaction to a book, especially for a first time author. The expression “write about what you know” is crucial. It will add credibility to the project.

- **Professional help.** Books need to be professionally designed (cover and inside layout) and professionally edited, with well-written front and back cover copy. People *do* judge a book by its cover. A publicist's job is presenting books to targeted media, but it will be the book, its message or story, and the author's credentials that ultimately make or break the chances for coverage.
- **Complete Amazon, Barnes & Noble, etc. retail listings.** Minimally, every book retail description should include a book cover, "look inside" (Amazon) or "read instantly" (B&N) feature, detailed author page with website, social media handles, author photo, detailed book description, author bio, all tagged properly in the right genre, and reviews even from friends and family to start. Again, there is often only one time to make a good first impression
- **Engage the services of a book distribution firm.** Book distribution companies try to get books on the shelves of independent bookstores, plus larger retail outlets such as Barnes & Noble, Target, Wal-Mart, Costco, etc. The more visible a book is, the more potential buyers will see it. Minimally, books should be available to be ordered in any brick and mortar bookstore. Note: Having a publicity plan in place makes a book more appealing to distribution companies considering taking on a title.
- **Pricing strategy, especially for e-books.** Often authors/publishers offer free or inexpensively priced e-books to help create viral word of mouth buzz and recommendations. This is an especially good strategy for a series/trilogy—offer the first book for free or very low price to get the reader hooked for the next.
- **Well thought out social media plan.** Ideally, before publicity begins, authors already have established meaningful connections and given audiences relevant content, not overselling/pushing their book. Strategy and fan base building should begin well before a book is published, with the author interacting with bloggers, readers and professionals in his or her genre.
- **Professionally designed website.** This is a place where media and readers can connect with the author to learn about current projects, past titles and future work. Basic website information should include: about the author, about the book (with excerpts), reviews and media placements, a place for fans to sign up for news about future books, social media links, author contact information and links to buy the book from all major retailers.

- **Authors need to take an active role.** Book publicity alone will not generate book sales. Authors need to connect with both the media and potential readers to make good impressions. As publicists, we act as matchmakers: we present books and authors to the right people, but it is up to them whether or not to cover it. They may talk to the author and read through the book, but it is ultimately up to media professionals, and their impression. Successful authors actively work their network, visit local bookstores, connect with readers and other authors, and give good media interviews.
- **Timing and luck.** There is no doubt that timing and luck play a part in the success of a book. Just because we (the author and publicists) are ready for the book/topic to be covered, it doesn't necessarily mean the media is. For example, a television show may have just done a segment on a similar topic. We also hear from media weeks, months or even years after they receive a publicist pitch that they are now ready to interview the author. Current news stories also dictate media interest. A politician's messy affair, a celebrity's death, breaking business trends/statistics, a hurricane, election or an awareness topic like bullying can suddenly make the topic of a book or an author's expertise front page news—or knock you off the agenda for a bit while they chase the news of the day.
- **Volume of experts and author vying for the same attention.** To go along with timing and luck, authors need to understand that there is stiff competition for media attention from authors and experts with similar stories and expertise. Your publicist will be aggressive, but know there are many experts vying to make their sound bite heard. When you see a fitness expert on *Good Morning America*, chances are they have been building their name and reputation for years. New authors need to have patience. This is a marathon, not a sprint. The analogy I use is baseball: when a first time author comes to us, they are in Little League and hope to play in the World Series. Occasionally, a player can jump to the Major Leagues, but most have to build their name and game working their way through the system to open the doors to the bigger opportunities.
- **Amplifying publicity results.** Successful authors use publicity exposure (links to interviews/articles, reviews, “as seen in *Wall Street Journal*...”) on their websites, social media platforms, book covers, and future submissions to publishers and in their

bio or marketing material. They ensure the investment of time and money in writing and promoting a book continues long after a publicity campaign is done.

- **Continuing relationships** after a publicity campaign is over. Authors need to continue interacting with media (especially book bloggers), supporting fellow authors in the same genre, and communicating with fans and readers. Becoming a well-known author is not an overnight process.

## **Put It In Writing: 6 Tips for Crafting a Strong Bylined Article**

Writing a bylined article can seem like a daunting task but it's a crucial aspect of building your author reputation as an expert in your field and increasing exposure to new audiences. It's also an extremely useful exercise as it gives you the opportunity to apply your expertise to new and timely subjects. Some authors have even been inspired to write a whole book stemming from one successful article!

Here are some key tips to keep in mind as you begin writing bylined articles.

1. **Read other articles from your target outlets.** This will give you a sense of the type of topics they cover, the tone of writing they prefer, and who their readers are. It can also help you think of ideas for your own article. Make sure you're reading articles from the section you're looking to get published in.
  
2. **Listen to what the editors want.** If an outlet's submission guidelines specify that they're looking for "600-800 word articles written in a conversational tone," do NOT submit a 3,000-word research paper, as it would not be the fit for this particular outlet. Submission guidelines exist for a reason. The editors know what their readers respond to and that's why they ask for certain content. Submitting an article outside of the given guidelines result in a rejection, and may make future submissions difficult.
  
3. **Make sure the article you're writing is (somewhat) unique.** While it's true that there is nothing new under the sun, you'll want to do a little bit of Googling to make sure the article topic you've chosen hasn't been written about 20 times in the past month. If it has, chances are the editors will know that and won't want to publish it.
  
4. **Choose a topic that is both timely and relevant to your background and expertise.** If you or your publicist has already gotten a specific topic request from an editor, that's great! Your only job now is to make sure you deliver content on that topic. If the topic hasn't been selected by an editor, it's important to choose a topic that is timely – it's something people



are or will be talking about soon – it’s relevant to an upcoming holiday/season/event, or it predicts trends or provides a unique take on a current trend. You’ll also want the topic to be relevant to your expertise as credibility and credentials are paramount. Editors want to publish content from experts, so the more closely the topic matches your expertise, the better.

**5. Yes, you can use ideas from your book.** Before you go through the painstaking process of coming up with an article topic out of thin air, use your book as a starting point. Think of how you might take some of the main concepts from the book and apply them to a relevant and timely issue.

**6. Don’t make the article self-promotional.** Writing an article is an opportunity to provide valuable content that will increase your exposure and help solidify you as an expert in your field. It’s not a vehicle to plug your book, your company, or your latest project. The editor will publish a byline along with the article that usually includes a short bio with a link to your website (or other site of your choosing). But the article itself shouldn’t be promotional in nature.

Crafted thoughtfully and strategically, a well-written bylined article can be an excellent tool for getting your name, expertise, and book in front of an audience that might have otherwise not seen your work, ultimately leading to a stronger brand, bigger following, and well-rounded book marketing plan!

## Baseball and the Art of Book Publicity

If you've spoken to many publicists, you may have heard some analogies between baseball and book promotion. At Smith Publicity, we use them often when speaking with clients or prospective clients, because they make key points succinctly and in an understandable manner.

Here is the analogy distilled to its simplest form: Publicity is like baseball because both involve small hits, medium hits, big hits, and huge hits. (Think singles, doubles, triples and home runs). If you try to "swing for the fences" every time, you'll strike out the vast majority of the time. The smaller "hits" – singles (i.e. local radio interviews), doubles (regional print publications, local TV), and triples (syndicated radio interviews, regional TV, large newspapers, etc.) often provide as successful promotion as one of the home runs (national TV, national magazines) can.

*Oprah* used to be the grand slam of publicity, or so many authors thought. The odds of an author hitting the *Oprah* grand slam were not good. *Oprah* has been supplanted by shows like *The Today Show* and other national, top-ranked programs. While Smith Publicity authors are indeed routinely featured on national shows and in national outlets, it is not easy, and many books and authors simply are not the right fit for such outlets.

If appropriate, authors should absolutely try for the grand slam, but should also pursue all other media—of any size.

If a successful book campaign is analyzed, book sales and valuable exposure typically result from persistent, steady coverage in all types of media. A grand slam can change the trajectory of a campaign and cause huge jumps in book sales, but only focusing on the "biggies" is a recipe—the vast majority of the time—for publicity failure.

Pete Rose set the record for most hits and is legendary as a champion, and he hit only 160 home runs over 24 seasons. Smith Publicity has had clients who've enjoyed very successful, long campaigns with no true home runs. You see the point, I'm sure.

So, I suggest authors relish the small hits—do as many radio interviews as you can, regardless of where they are. Do an interview with your tiny hometown newspaper. Get a mention of your book in a tiny special interest trade magazine with a circulation of 500. Get a mention in your college alumni publication. Take it all; do it all; relish it all; and stick with it.

Do indeed try for the homeruns—you have to—but don't swing so hard you end up striking out and never get on base.

## Why a Subtitle is So Important in Book Marketing and Book Publicity

Authors often agonize when creating the main title for their book. Some high-profile authors pay thousands and thousands of dollars to experts just to come up with a catchy main title. But when it comes to book marketing of nonfiction books, the subtitle is the most important element.

A book's main title is designed to make an impact, catch attention, and pique interest. The subtitle does the rest of the work. It explains, or should explain, in a very specific way exactly what a book is about. In book publicity, the subtitle is crucial for this very reason. If a producer or editor receives a book with no subtitle or an inferior one, he or she is not going to take the time to look at the book. It's that simple. Time is precious to media. Many outlets receive hundreds of books a week in the mail. A title has to hit them hard, fast, and clearly.

In press releases, nonfiction books with bad subtitles often hamper book marketing efforts. Just as when media receive a book in the mail, when reviewing a press release, if a producer is not given the essential information within 10 to 15 seconds, forget about it.

Even the best main titles would not be as effective if not augmented by precision subtitles. Consider the super bestseller *Freakonomics* by Steven Levitt and Stephen Dubner. The main title is terrific; it's clever, hip, and unusual. But would you know intuitively what the book was about if it didn't have the subtitle of *A Rogue Economist Explores the Hidden Side of Everything*? Before the book exploded in popularity, an editor seeing the title in a press release or receiving the book might possibly not have taken the time to read this wonderful book. The main title, combined with the subtitle, says it all. The clever cover art of a sliced apple revealing an orange inside certainly helps, but it plays directly off the subtitle.

What does *The Tipping Point* mean to you, if that's all you read or heard? A publicist would have to make up for the lack of a subtitle by taking crucial time and space in a press release to describe it. But, add in the subtitle to Malcolm Gladwell's gem, *How Little Things Can Make a*

*Big Difference*, and you have a powerful title. Gladwell's title still allows for some mystery as to the book's exact content, but it certainly provokes interest.

Another example: What would the title *Built to Sell* convey to you or a reporter or producer? Building what? Selling what? Add in the subtitle for this book by John Warrilow and you get everything you need to know: *Turn Your Business into One You Can Sell*.

When creating a subtitle for your nonfiction book, consider these points, each of which will help in a book marketing and publicity campaign:

- Above all else, make sure your book has a subtitle!
- Be creative, but don't go overboard. Save most of the creativity for the main title.
- Provide specific information in the subtitle, explaining in a few words exactly what your book is about.
- Keep it short. Create your subtitle as if you were writing a press release headline for the book.
- Keep Search Engine Optimization in mind. Try to use appropriate keywords and phrases that will help your book organically come up in searches.

The bottom line: When it comes to book publicity and getting people to take interest in a book, make it as easy as possible. Don't assume the reader will know what your book is about from the main title.

Your publicist will be thankful.

## **The Benefits of NetGalley for Independent Authors and Publishers**

NetGalley is a cost-effective way to reach a growing community of professional readers (media, reviewers, booksellers, librarians, bloggers and educators) who can read, review and recommend titles.

On average, over 80% of the monthly traffic is represented by repeat visitors who regularly visit NetGalley to see what titles are available for request. In addition to the organic exposure a book will receive from being on the site, there are a variety of promotional programs to reach engaged NetGalley members.

Here are a few benefits to utilizing NetGalley as part of your book marketing efforts for any given title:

1. **The NetGalley Widget:** The widget is the primary tool publishers and authors are using to put their digital galleys in the hands of influencers and media. Use the email invite widget to invite your network and contacts to view your title on NetGalley. The widget provides a direct, pre-approved link to view your listed title(s) in a variety of secure reading options.
2. **Control in Who Has Access to Your Title:** Titles listed under “Find Titles” on Netgalley.com are available for existing NetGalley members to request or read, depending on your settings. You have full control over all approvals/declines for any requests, and can view a profile for each member requesting a title.
3. **Feedback and Reviews:** Members who are approved for your content can provide feedback about your title through NetGalley. This can include star ratings, a review, and information about how the member will recommend or promote the title.
4. **Marketing Efforts:** When considering how to market your book, affordable initiatives are available at your fingertips through NetGalley. Choose from Featured Theme Weeks and Homepage book cover spotlights to newsletter placements – the editorial calendar makes it easy to plan your marketing campaigns for any given title.

The NetGalley membership community is not personally vetted by NetGalley, as they believe and empower publishers and authors to know the readers who are most useful for them. This is why they ensure you have full control over who you approve or decline. You can always view the detailed profile of each member who requests a title before making your decision on approving them to read, rate and review your title.

Digital galleys can be read on all major reading devices and tablets, and are protected files that cannot be shared. This is also a major benefit during the pre-publication promotional book phase.

## **Tips on Responding to Bad Book Reviews**

Writing is a solitary business. Publishing isn't. Once your book is in the world, you have little control over how the public responds to it. At Smith Publicity, we know you want good reviews. But if you want your work to reach as many readers as possible, you're destined to suffer the sting of a bad review. For many writers, it's more than a blow to the ego—it's a personal heartache. Writers have a professional, emotional, and mental vestment in their work, and when it doesn't hit every mark, it hits like a sledgehammer. But it doesn't have to derail your book publicity plans.

What to do?

### **Don't Respond**

First of all, you shouldn't respond to bad reviews, either directly to the reviewer or indirectly (by complaining on social media). Resist the urge to reply to the one-stars on [GoodReads](#). You don't need to explain your intention, position, or word choice. There's no need to defend your character's motivations or the ideals you outlined in chapter ten. Your job is to write the best book you can. Readers take from it what they will.

You'll only look like a sore loser—and that won't endear you to current or potential readers.

You've got to have thick skin. Let the positive book reviews speak for you. If you start responding to every bad review, things can get out of control quickly.

### **Keep it in perspective**

Presumably, you want people to read your book—right? If you're getting reviews, it means people are reading you, for better or worse. Remember: no well-read author is immune to bad reviews. *The Great Gatsby* is considered one of the greatest American novels, and [it got bad](#)



[reviews](#). Same for [The Catcher in the Rye](#), and heavy-hitting memoirs like [Eat Pray Love](#).

### **Learn from it**

As a writer, you'll get swarmed with mountains of feedback. Some of it will be viable. Some won't. Once the initial sting goes away, consider what the book reviewer is saying. Can you learn something from it? If not, so be it. But once you're able to approach a less-than-stellar review with objectivity, you may find something constructive that will help with your next project.

### **Bask in positivity**

It's easy for us to focus on the bad reviews and shirk off the good ones. We tend to languish far longer in negative feedback than we do basking in the positive. For every negative review you get, re-read the positive, and shift your focus on those.

### **You can't please everyone**

Once your book is out there, it can be easy to forget why you wrote it in the first place. Remember why you write. When you looked at those final manuscript pages, what were you thinking? You probably weren't thinking: *This is certain to get five-star reviews from everyone!* It's also important to remember that you can't please every reader—nor should you.

### **Four Tips on Excerpting Book Reviews**

Book reviews are a fantastic publicity tool to showcase your work. You can use them on your website, share them through social media, put them on your book cover. Praise has far more validity when someone else is tooting the horn for you.

That said, there is craft behind the blurb. We often have clients ask: How do I efficiently showcase a fantastic 200-word review without blathering on for 200 words? The answer, of

course, is the excerpt. Effective excerpting requires mindful strategy. It's not always as easy as it seems. Here are four tips.

### **1. Cite the source**

All reviews should be sufficiently cited, which only makes sense—after all, anyone can print BOOK BEST EVER on their cover and never attribute it to anyone. If you have a choice between not using a blurb and printing BEST BOOK EVER without attribution, go with the former. Don't compromise the integrity of your work.

### **2. Choose wisely**

The more reputable the source, the better. Obviously, not all writers have the resources or wherewithal to get blurbs from *New York Times* bestselling authors. But when you're going through your reviews and determining whose blurb to use, make sure you're strategic. Your mom may not be the best person to quote on your book cover, even if she's the most quotable.

### **3. Don't add words**

With reviews, as in journalism, you can't put words in people's mouths that weren't there before. If you need to add an additional word to provide better context, you must put that word in parentheses. For example: Let's say [\*Publishers Weekly\*](#) used the following words to describe your book: "A truly remarkable feat that takes us on a wondrous journey through time." You can excerpt this as: "A truly remarkable feat ... (and) wondrous journey ..."

### **4. Speaking of ellipses ...**

It's industry standard that you must use them if words are omitted from a quote.

You MUST maintain the integrity of the review. Don't try to be clever by pulling out only positive words from a review and then wrapping ellipses around them, unless you've still maintained the intent of the reviewer's words. For example, if Jane Doe says: "It's remarkable that a book this terrible was ever published." You cannot use ellipses to repurpose her intent.

An example of unethical use of ellipses:

"It's remarkable that a book this terrible was ever published." – *Publishers Weekly*

"Remarkable!" – *Publishers Weekly*

An example of smart use of ellipses:

"It's remarkable that a book this terrible was ever published, but despite its shortcomings, the author has a clear vision that is realized through an interesting narrative." – *Publishers Weekly*

"... a clear vision that is realized through an interesting narrative." – *Publishers Weekly*

### 3 Ways to get Traditional Publishers Vying for Your Self-Published Book

A recent article in [Publishers Weekly](#) noted that 47 percent of publishers acquired self-published titles in the past year. That number jumps to 60 percent for general trade publishers. What does this mean for writers who want to get picked up by one of the traditional houses?

Not all self-published authors want to “go traditional,” but those who do should take note of these numbers, which have increased steadily in recent years as the industry experiences a publishing revolution. If you’re a successful self-published author, the traditional houses are more likely to take notice than they were, say, five years ago. There are plenty of [success stories](#) to prove it.

So how does this happen? It might be easier today to get picked up by a traditional house if you’re self-published, but that doesn’t mean it’s a cake walk.

Here are some ways to increase your chances:

#### Write a good book

This should be a given. Chances are, most self-published authors think their book is good before they start selling it. But writing a good book means a lot of things. It means going through several drafts, [hiring an editor](#), and [hiring a professional book cover designer](#), for starters. It means making sure your T’s are crossed and your chapters are polished.

#### Get readers

If you want to catch the eye of traditional publishers, you need readers—and I’m not talking about friends and family. You need to gain a following. Who is your audience? How can you reach them? **You can’t just blast out tweets and expect to hit the Amazon bestseller list.** Get to know your audience on an organic level. Writers from all backgrounds have to learn how to

self-promote; this is especially true for self-published authors who don't have the power of a major publisher to back them up. Your visibility will grow with your following. The more visibility, the more chance you have of standing above the crowd.

### **Don't give up**

In many self-publishing success stories, the authors have written more than one book and steadily gained attention. In some cases, they have tried unsuccessfully to get agents or publishers. In others, they simply chose to self-publish and stayed the course until someone in the industry took notice. But each of these scenarios share a commonality: tenacity. Publishing is a competitive business that requires determination, a drive to constantly improve and succeed, and—most of all—patience.

## 5 Steps for a Successful Social Media Contest

Running a social media contest can help you expand your audience, engage with readers (and could-be-readers), and get your name and brand featured more prominently online. If you know the right steps to take to get your contest up and running, it's easier than you might think to execute successfully.

### 1. Set and Understand Your Goals

It's important to know what you're hoping to achieve with your contest, and to set it up in a way that allows your goals to happen as effectively as possible. Knowing your goals will also make it clearer to you which social networks you should be targeting.

**Are you trying to increase your email list, or gain more social followers?**

*You should make sure that submitting an email address or following your account on social media is one of the rules of entering the contest.*

**Are you holding a contest to collect artwork?**

*Have them follow you on Instagram and use a hashtag as a means of entry, so that your contest gets free promotion just from people entering it.*

Having a clear idea of what you are hoping to gain from your contest will allow you to set it up in such a way that allows for maximum reach and effectiveness.

### 2. Clarify Your Audience's Incentives

Your contest won't take off unless your audience has a good reason to enter. What will they get out of it? If you plan to offer a prize, make sure it's clear what the prize is and how many winners there will be. (It doesn't need to be a physical prize – maybe it's the chance to be featured on your page! Signed book copies, author merchandise, and tickets to relevant events also make great contest prizes.) Regardless, your prize needs to be something you'd want to receive if the roles were reversed. If the criteria for entering your contest is not something you'd be inclined to do based on the reward offered, your audience probably won't want to do it either.

### 3. Launch with a Bang

**Use Attractive Graphics** - When you launch your contest, you need to capture your audience's attention. A great way to do this is with catchy graphics that you can re-use any time you promote the contest.

**Promote Strategically** - Be sure that your followers **KNOW** that your contest is coming up, as well as when it has launched and when their deadline is winding down. Don't let anyone forget about it!

### 4. Manage Consistently

It's not a great idea to launch your contest and then let it run for weeks without checking in. You need to make sure your entries are being received and organized as you go (and, if it's something that involves emailed entries of artwork or essays, responding to applicants to let them know you received their entry is always a great way to build trust and communication with your audience).

### 5. Use Software to Help You

There are many apps available online that you can use to help you run your contest and keep it organized.

- **Woobox** – This app connects Facebook and your website, and costs as little as \$1.00 per month.
- **Rafflecopter** – This one also works with Facebook and your website, but it also has its own WordPress plugin for extra accessibility. Free plans are available.
- **OfferPop** – This app boasts a ton of different types of contest formats for you to try out and gives you some useful metrics as well. You can pay per campaign or by month.
- **SnapApp** – This one works on basically every one of your social platforms, so it's a great one to use if you're targeting something other than Facebook. It's a bit more expensive, but it's used by lots of professionals, so you know you can trust it.

- **Shortstack** – Another option for Facebook compatibility and lots of different contest formats. Free plans are available.



## **Why Summer is Actually a Good Time to Start a Book Publicity Campaign**

Summer. Our favorite time of year, and also the one time of year some publicists will tell you is not a good time to start a book marketing campaign. You might also hear that starting a campaign after Thanksgiving is bad, or that a mid-Spring publicity launch won't work, or even that mid-Fall is fraught with publicity perils.

What are you left with? Basically, September and January are the two "surefire" best times to release and start promoting a book.

Well, this thinking is flat-out wrong, and here's why ...

It's really pretty simple. If everyone follows traditional thinking on this topic, then most promotional campaigns start at the same times. This means you're beginning publicity at a time when most other authors are vying for media attention, and you're competing against the largest pool of books possible. Why not increase your odds of success by going against the grain, and start promotion when many other authors are not? This is even more important now, as literally thousands of new books are published every day!

It makes sense, on one hand, to think that summer is not the ideal time to launch a publicity campaign. Most of us take our vacations in the summer, so it seems logical that media opportunities are more limited for the same reason. If producers, editors, and reviewers are all on vacation, then what is the sense starting to pitch them?

Well, think about this for a minute. Does your local newspaper cease publication in the summer? Does your favorite talk radio station go on hiatus? Do all TV shows disappear for a few months in the summer? Obviously, the answer to these questions is a resounding "no!"

With the exception of most of the national daytime talk TV shows, virtually every other form of

media still has air time or column inches to fill. Often, producers or editors are scrambling to find fodder for interviews or articles. At Smith Publicity, we routinely secure some of our biggest media "hits" for clients during the summer.

So, if you're nearing completion and publishing of your book, and stressing over when to start your publicity campaign ... don't. If you're ready mid-Spring or Summer, go for it. You just might get more attention than any other time.

## **Building Your Brand Via Instagram: 10 Ways to Optimize Your Page**

Writing and publishing a book is just the beginning of an author's journey; promoting the book is more than half the battle. Something you may not realize as an author is that YOU are a brand. Selling your book isn't just about sharing an Amazon link, it's about building yourself as a credible source and creating content for others to interact with and share. With over one billion monthly users, Instagram is one platform in particular that authors should focus on to build their community.

Here are ten ways to optimize your Instagram page and position yourself as an influencer:

**1. Follow less people than follow you.** Someone is considered an “influencer” if their social media ratio is 40 to 1 (meaning the author follows one person for every 40 people who follow them). If you are following too many people, slowly delete accounts over a few days so that you don't upset the algorithms.

**2. Add a “category” to your account.** Instagram allows for users to choose a “category” to be listed on your profile. Choosing the “author” category will immediately signal that you are someone of influence, and might pique followers' curiosity about your knowledge, your brand, and your book. You're an author – now make it Instagram-official!

**3. Use emojis and boast your accomplishments in your bio.** If you're a “Top 10 Motivational Speaker,” you must include that in your bio. Use emojis for each descriptor – really! Using those punchy little visuals will make your page more appealing and more likely to catch the eye of those scrolling. Also, be sure that the link to purchase your book is the featured URL on your page

**4. Only follow people who will interact with you and who you will interact with.** Make a secret or private account to follow all your favorite celebrities and brands. This way you can still stay in the loop, but the number of accounts you're following stays low which, as tip number one states above, is ideal. It'll also ensure that you cultivate a meaningful community with which you can genuinely engage. Instagram isn't just about numbers... engagement is important!

**5. Use brand colors.** Align your Instagram page with the rest of your brand by carrying over the theme of your website on your social media. When you post quotes, be sure to use your brand colors and fonts so everything is uniform. Not only will this be visually pleasing, but followers will be able to pick your page out when they see your unique branding. Anything that makes you stand out from the rest is beneficial.

**6. Make your page attractive.** Look at many popular Instagram accounts and you'll see their pages all have photos the same color tone. This is easier to achieve than you think. All you need is the Adobe Lightroom app on your phone. Then, purchase a photo preset package like Light & Airy, choose your favorite filter and edit every photo you post with that filter. Your photos will look professional in no time!

**7. Save it for the Stories.** Only post content in your newsfeed that goes with the theme of your page. Maybe you have a pattern of posting a photo of yourself, then a quote, then something promotional for your book. If you want to share what you ate for lunch, post it in an Instagram Story instead. Categorize your Stories as highlights on your page (Food, Health, Family, etc.) and be sure to have cover photos that align with your brand.

**8. Don't talk about yourself too much.** It's really not about you; it's about them (them being your audience, of course). Post about your book once every three posts or so. You don't want to be too self-promotional. Your goal of social media should be to engage with your audience and also let them get to know you personally. What tips can you share? How can you inspire them?

**9. Avoid hashtag overload.** Remember, you're the influencer, so don't appear desperate for followers by posting 20 hashtags. Use hashtags that are the most relevant and popular to your post and page. Too many hashtags can easily turn followers off.

**10. If it's not the right platform, find another.** Instagram isn't for everyone. If you can't easily post content that appeals to the Instagram audience, or find you're having a hard time getting followers, consider another platform like LinkedIn, Twitter, or Facebook to use as your main social account. Social media accounts take time, so it's most important that you're dedicating

yours to the platform that makes the most sense for *you*.

Once you have these ten tips implemented on your page, there's only one thing you have left to do—have fun! Post what you love and you'll attract like-minded people who will become invested in you, follow your page, let others know about your brand, and buy your book!

## Book Editor Tips for Authors

Here are some key tips/information for authors from book editors:

1. Editors are looking for the same qualities that publicists are looking for in a project: **focused message, defined target audience, and differentiation**. For message, condense your book into one sentence, with three supporting points. For audience, define exactly who your target reader is (and hint: it's not "everyone"). Think, too, about what is also known as an "aspirational audience," which is when a book has the ability to reach unexpected readers and fans (for example, a title could be a diet/health book intended for women over 45 but may take on a new life and a huge fan base for those with thyroid issues). For differentiation, think about what you are offering readers: a new approach, provocative point of view, new research, etc.
2. Before you write your book, **check for originality!** Visit your bookstore or Amazon and read the table of contents of competitive titles. You want to make sure you are writing something new to your target audience.
3. Editors touted the importance of an **outline** for your book *before* the writing begins. The outline can be one to two pages, or expanded to 20 pages. At this stage, start thinking about chapter titles, ideas, flow, illustrations, appendices, etc.
4. As you are writing your manuscript, **keep a list** of where you are **sourcing** illustrations, photographs, images, quotes, research, etc. It will help your editor make sure all permissions are in place.
5. There are **different kinds of editors**, and although there are varying definitions for each role, here is a brief description:
6. **Acquisitions editor**—In the traditional publishing model, this person finds and signs on new authors he or she believes will be profitable for the publisher.
7. **Developmental/Substantive editor**—Works with an author to develop a book from an outline or first draft. The goal is to make the book functional, logical, and clear and complete for its readers, not just to make it correct and consistent.
8. **Copy/line editor**—Ensures that the manuscript meets style standards and corrects grammar, spelling, and punctuation. Copy editors also do basic fact checking.

9. Two **must-have resources** for writers (the book editors passed around their much beloved, used and bookmarked copies):
  - *The Chicago Manual of Style* <http://www.chicagomanualofstyle.org/home.html>  
Provides recommendations on editorial style and publishing practices for the digital age. Now offering the full contents of the 16th and 15th editions, it is the must-have reference for everyone who works with words.
  - *Garner's Modern American Usage* [http://www.oxforddictionaries.com/us/secondary/garner\\_modern\\_american\\_usage](http://www.oxforddictionaries.com/us/secondary/garner_modern_american_usage)  
With accessible, detailed, and up-to-date advice on thousands of language issues, *Garner's Modern American Usage* is the leading authority on current American English usage, grammar, spelling, and style.
10. Whether you are independently publishing or want to polish your work before presenting to a literary agent or publisher, here are tips on how to find a good editor:
  - ASK! Talk to other authors and ask about their experiences/genre. You may have to “date” a few editors before finding the right fit.
  - Research editors at the Editorial Freelancers Association <http://www.the-efa.org> for potential editors.
  - Consult (for literary agents too!) *Jeff Herman's Guide To Book Publishers, Editors and Literary Agents 2015* <http://www.jeffherman.com/store/jeff-hermans-guide-to-book-publishers-editors-and-literary-agents/>
  - When talking with editors, ask for sample edits (and then see if they are returned when promised, with new insights and explanations), and ask for pricing. There is a price range for good editing, most charging per word.

The role of an editor is to make the best book possible out of your manuscript. Whether you independently or traditionally publish your book, finding a solid editor who can work with you to define your message to your target readers, communicate the reasons behind his or her recommendations, and is skilled at the type of editing you need is an essential part of your publishing journey.

## **Tips on Using Blog Tours for Book Marketing**

A book blog tour is a marketing initiative in which an author—instead of physically visiting a bookstore or event location—is a “guest” on a blog in some way including giveaways/contests, question and answers, interviews, guest posts, videos, excerpts, etc.

Blog tours are a great alternative to traditional in-person book events, saving significant marketing dollars on travel time and transportation costs.

The goal of incorporating blog tours into your marketing plan is to increase and grow your author brand, create awareness for your latest title (or body of work!), spark book sales, and build or continue to build long term relationships with influential bloggers and fans. Readers are always looking for new book recommendations from sources they trust. A nod from a book blogger with an avid fan base interested in your genre is pure gold.

While you can hire professionals to help set up your book blog tour, you can do it alone. It takes time, planning, research, and patience!

### **Who to contact: research the best bloggers for you**

You may already know your favorite or most influential bloggers in your genre. If not, research ones with professionally presented websites/blogs, recent posts, lively comments, and an active social media presence. Check how bloggers promote their visiting authors. The blog should also match your tone, book, and message. An erotica book, for example, is likely not a fit for a family friendly blog!

See where other authors in your genre have participated in blog tours. Ask your writing communities for recommendations and readers for book bloggers they follow. Here are some websites to find book bloggers:



<http://www.blogmetrics.org/books>

<http://www.blognation.com/blogs/book-reviews>

<http://bookbloggerlist.com>

<https://bookbloggerdirectory.wordpress.com/>

<http://yabookblogdirectory.blogspot.com/p/ya-book-blogger-list.html>

<http://www.theindieview.com/indie-reviewers/>

One of our favorite author resources: [www.Writerswin.com](http://www.Writerswin.com)

It's always a bonus when the book blogger reviews your book as well. Offer free review copies (yes, for free). This is often a prerequisite for agreeing to a blog tour, especially for a new author. They often cross post reviews to valuable places like Amazon and Goodreads.

When researching, reading the Submission or Review policy is an essential step to learning if your book is a good fit. Here is one from [Luxury Reading](#):

### **Blog Tours/Guest Posts**

I love to participate in blog tours and welcome guest posts from authors.

For blog tours, books must be received at least 3 weeks prior to the tour date. If I do not receive the book within this time frame, I will reach out to you to reschedule the tour date. Please keep in mind that this may result in the tour date being pushed to the following month.

I must receive guest posts 1 week prior to the posting date. If the guest post is not received within this time frame, you will forfeit your posting date. I generally have a very busy posting schedule, and may not be able to reschedule guest posts.

All guest posts have to be original, and not be posted anywhere else.

Remember, just because a blogger is “popular” does not mean it’s the right fit for your book. A wildly influential chic-lit blog is not an appropriate fit for your sci-fi project. Also, if you are self-published, check the Submission or Review Policy to see if self-published books are accepted.

Beyond traditional book bloggers, ones who write about a topic related to your book can also be excellent places to contact. For example, if your novel has themes about cooking, wine, fashion, southern living, boating, the Civil War, time travel, etc. contacting subject matter bloggers can provide excellent coverage opportunities to reach your target audience. For non-fiction books, this type of blogger is especially ideal.

### **What to offer: be personal, creative, and targeted!**

When you are on “tour,” you exclusively “visit” one blog per day and need to offer unique content to each blogger. You may have fans following you to each blog tour location so you will want to share something different at each stop. Also, duplicate content can significantly negatively affect SEO for websites

Plan your tour two months or so before the actual tour dates, ideally soon after the launch of your book so readers can easily buy it. Each book blog tour length is different, ranging from two weeks to six weeks.

Send each blogger unique ideas based on their audience. Research what they've done in the past and which authors have been the most popular. Have fun and be creative! Ideas for book blog content include author interviews, Q&A's, and excerpts tailored to the blogger's demographics. In addition, you can offer insights, observations, back-stories, personal observations, character interviews, related holiday/awareness month themes, advice, expert opinion or how to (especially for non-fiction, expert authors), or location/setting inspiration. The goal is to offer each blogger something different—an exclusive not found anywhere else.

When contacting a blogger, personalize your outreach. A generic template email will not endear you or entice them to participate. After reading each submission policy, your email should include:

- Something you like or notice about their blog (recent post, shared favorite author, etc.). A blogger will often delete generic emails.
- Your book title, genre, brief summary, publication date, and Amazon link.
- Your original idea(s) for their blog.
- Ideal date range for the tour.
- A short bio, website/blog, social media.
- An offer of a free review copy (in the format of their choice).
- Your plans to promote the potential tour.
- Your contact information.

Also ...

- Don't send any attachments, unless asked.
- Be genuinely kind. "Please" and "thank you" go far.

## **Making the most out of your book blog tour: setting yourself up for success**

Once your book tour takes shape, follow through on promises. Work on all original content posts and answer Q&As. Meet deadlines for sharing your agreed upon content! Offer book bloggers your book cover and author photo.

Promote each leg of your blog tour through your newsletter, blog, website, social media, etc., sharing the dates and the unique value of each stop. Always include the blogger's social media and blog links in your promotion. Don't forget the value of your own friends, family, and network to help share the news and excitement of your book blog tour.

After the event, keep abreast of comments and activity—and respond positively and quickly to encourage additional interaction.

Thank the blogger both personally and publicly. After all, you will likely be contacting them again for your next book. If you are writing or planning on writing more than one book, the time and effort to compile thoughtful book blog lists and develop relationships will be well worth your effort. Once you have a relationship started with bloggers, continue with authentic interactions by commenting on their other posts, retweeting or sharing Facebook posts, etc.

Incorporating a book blog tour into your marketing plan can be an effective way to introduce your work to new audiences, especially ones who are fans of your genre. Bottom line: be personal and targeted in your outreach, carefully read the submission guidelines, get creative with your offerings, promote the blog tour before and after the date, and respond to posts and fan comments. Most of all, enjoy the interactions with this vibrant community as you continue to build your author brand.

## **4 Book Marketing Strategies That No Longer Work**

Few industries have experienced such dramatic changes in the past ten to twenty years as book publishing. The digital revolution has transformed the industry, completely changing a landscape that had essentially remained the same the better part of a century. Previously, a few gatekeepers at major publishing houses determined what was worthy of publishing. However, digital technology essentially “democratized” publishing, spawning the explosion of self-publishing and enabling hundreds of thousands of books to reach the market every year. Like the music industry, “indie” publishing opened up a literary Wild West where virtually anyone could publish anything quickly and inexpensively.

The media has also changed. The Internet, social media, and instant communication processes have radically streamlined the relaying of news and newsworthy information. A by-product of this is a leaner media corps; fewer producers and editors producing and creating more and more content.

Not surprisingly, these changes also prompted changes in the way in which books are promoted and marketed. Now, the competition for media attention isn’t just fierce, it can be overwhelming. Relatively simple book publicity tactics of the past no longer suffice. While some core elements remain the same, for the most part the process of “pitching” and disseminating information about a book, and the way information is presented to media is quite different.

Here are four examples of longstanding book marketing strategies that no longer work.

### **1. When reaching out to media, leading with: “I wrote a book.”**

At one time, publishing a book was indeed a newsworthy and fairly rare event. Due to the evolution of the publishing industry and the boom in self-publishing, this is no longer the case. Today, according to Bowker, the official ISBN Agency, there are thousands of books published each week in the United States alone. To get the attention of editors, producers, bloggers, etc., you need to lead with why you and your book should be of interest or value to their audiences.

What makes it unique? What will readers get from it? What is newsworthy about your book,

and/or what newsworthy information can you provide?

Here's an example of a publicist pitch. Notice that the book by itself is secondary to accentuating what makes it worthy of consideration. (Note: The author's name has been changed)

*Dear Mr. Adams,*

*The television show I Am Cait raised awareness of issues transgender men and women face in the U.S.*

*But what's next?*

*Joan Smith was born in a boy's body and has been living for years as a woman after her sex reassignment surgery. She knows all too well the actual issues in front of men and women born in the wrong body.*

*In her new book, **(book title)**, Smith gives us a glimpse of what's in store for transgender men and women who want to be accepted in their new bodies.*

*In an emotional and eye-opening interview, Smith is available to discuss the following:*

- *Can transgender men and women really live as who they were meant to be?*
- *Dating as a transgender: What happens when your date learns of the past?*
- *Why Caitlyn's fame can be frustrating for those living like this for years*
- *Her journey: from moving to NYC when she was 17, to living in the Middle East, to transitioning in her first year of law school to sex change in Thailand*

*Please let me know if you are interested in receiving a complimentary review copy of **(book title)**, or would like to connect with Smith for expert commentary and feature/profile interviews.*

*Many thanks for your consideration, Mr. Adams. I look forward to hearing from you.*

## **2. Thinking Your Book is for Everyone.**

Across the board and within genres—romance, self-help, personal finance or business—today’s book buyers are more sophisticated than in the past, have many more tools to discover a book, and the number of sub-genres to search has skyrocketed. Book buyers know what they want and need. Finding and marketing to your niche audience is a powerful way to reach the right book buyer. Take a look at the Kindle categories for Romance. There are almost 300,000 Romance eBooks. Now, look at the sub-categories within Romance:

- African American (7,632)
- Collections & Anthologies (11,294)
- Contemporary (107,190)
- Fantasy (20,769)
- Gothic (1,061)
- Historical Romance (33,191)
- Holidays (6,551)
- Inspirational (18,114)
- LGBT (25,018)
- Military (7,098)
- Multicultural & Interracial (9,776)
- Mystery & Suspense (30,823)
- New Adult & College (13,232)
- Paranormal (36,329)
- Romantic Comedy (19,775)

- Science Fiction (7,059)
- Series (19,113)
- Sports (4,456)
- Time Travel (3,139)
- Westerns (9,476)

If your book matches a theme within Romance, make sure it is properly categorized or you could miss out on a large population of potential readers. Pay careful attention to your target market and position your book accordingly. When your book runs across multiple categories, switch them up (series, time travel, historical, and African American can describe the same book). This puts your book in front of a whole new set of eyes. Note: be honest about the book's sub-category or you risk disappointing readers.

Other ways to hit the right market for your book is to include keyword marketing. In social media descriptions and on websites, use very specific genre keyword phrases to enhance discoverability. Consider promoting special discounts to genre readers via platforms such as BookBub, place targeted ads on social network platforms, run contests on Goodreads, and/or set a reasonable budget and run very specific ads through Google Adwords. Also, take the extra time to find highly specific genre reviewers and bloggers. A mention about your Romance book on [http://smartbitchestrashybooks.com/](http://smartbitchesttrashybooks.com/) will put a book in front of an active and powerful book community. Get to know yours. These key influencers get books noticed.

### **3. Sending Over-the-Top Press Kits to Media**

“Back in the day,” super-slick, flashy, eye-catching printed media kits were common, and often effective at grabbing media attention. Without modern digital technology, printed publicity material often needed to be packaged in a way that made it stand out from the stack of other mailed press kits sitting on a producer or editor's desk with accompanying books.

Now, websites and social media have made physical presentation much less important. It is now



that single e-mail subject line, or the few opening sentences of an e-mailed pitch that make media take notice, prompt them to visit a website and/or social media platforms, and then ask for a copy of the book. Following up with interested media by mailing a professionally written printed press release and personalized letter with the book is typically all that is expected.

Examples of some subject lines for pitches that attracted significant media attention:

- **Former Dwarf?**

This simple subject line drew national TV interest and resulted in numerous interviews for our client. Aren't you curious as to what it's all about?

- **Feature: 7 Most Romantic Spots in Bucks County**

For a romance author seeking local media coverage

- **Interview: Perfect for Father's Day - How to Turn Your Wife into a Swinger**

For author of a book about improving your golf swing.

- **The Teen Years are Rough – Who Has it Better or Worse? Girls or Boys or Parents?**

Neurologist, researcher and *New York Times* bestseller. Not leading with details about a study, but showing a specific and timely application of the study's results.

- **LOCAL INTERVIEW: Award Winning Seattle Filmmaker and Author Reveals Little-Known History of Pacific Northwest**

Historical fiction author who took years to study and incorporate little known Pacific Northwest history into his trilogy.

#### **4. Waiting Until a Book is Published to Start Promotion.**

Now more than ever, building an author brand takes time and persistence. Again, because of the sheer volume of new books coming out every day, if at all possible you need to start promotion early. A long-term strategy to attract fans, readers, and media to build authentic relationships works best. Whether 18, 12, or six months prior to a book's publication date, an author should consistently blog, Tweet, post, and engage. This develops a strong platform and more genuine

author-reader connections when a book is available for purchase.

A bad strategy is creating a social media profile and then “friending” and following people and immediately suggesting they buy your book. This is book marketing suicide!

Example:

One of our clients was a business consultant writing her first book for on the topics of leadership and work/life balance. One year before publication date, she began a Twitter, newsletter, blog, video, and media outreach strategy. Specifically, she began by creating a series of short “how to” videos, blogging three times each week, starting conversations on key influencers’ blogs, and capturing email addresses for a monthly newsletter. She started to follow key media on Twitter and engaged in authentic exchanges. When advance reader copies became available five months before the book’s publication, we sent them to a highly targeted list of book review editors and long lead magazine editors (working on stories four to six months out), along with other pre-launch media outreach initiatives. We worked with her for several months after the publication date as well to reach print, broadcast and online media.

The result:

- We were able to direct media, potential book buyers, and potential clients to informative blog posts, videos, and newsletter articles.
- Her newsletter list grew from 1,500 to more than 25,000 names and Twitter followers increased from 250 followers to 4,500 followers (today, 18 months later, she has almost 23,000 followers). This gave her thousands of targeted consumers to share the news of the publication of her book!
- From a publicity perspective, beyond her professional credentials to position her as an expert, we could also point media and readers to an

active thought leader offering relevant and valuable information.

- A small sampling of media placements included *Publisher's Weekly*, *Fast Company*, *Entrepreneur*, *Wall Street Journal*, *CNBC*, *Forbes*, *Women in Business*, and *HuffingtonPost.com*.
- Media placements gave her additional content to share on social media, continuing to build her credibility.
- She became a *New York Times* and *USA Today* bestseller.
- Her business and speaking is thriving.

Is this methodology a guarantee? No. But starting early and having a well thought out plan prior to the publication date puts an author and book in an excellent position for attention. While so much has changed in book marketing tactics, keep in mind that if you focus your efforts on what others want and need, and give before hoping to receive, you can succeed. With some creativity and persistence, you can break through the crowd and attract media attention, develop a fan following through other promotional vehicles such as social media, and move books through innovative pricing strategies.

Treat your book and marketing efforts like a business. Don't shoot from the hip; do your homework and monitor what's happening in publishing, book publicity and social media. See what successful authors of competitive titles are doing. Ultimately, your book is your business, and businesses don't survive by employing marketing strategies of the past that no longer work, they stay ahead of the curve and focus on what works now.

## 101 Book Marketing Ideas to Promote Your Book

### AUTHOR WEBSITE

1. Create an author website for your fans if you don't already have one.
2. Use the latest search engine optimization techniques while building your website, and be sure to adhere to Google's webmaster guidelines.
3. Write a professional and interesting author bio.
4. Add a 'Store' page to your website.
5. Make your book available to purchase on your online store.
6. Come up with ideas for merchandise related to your book(s).
7. Host contests where your fans can submit entries for merchandise designs.
8. Have pages on your author website for book reviews, FAQs, and testimonials.
9. Make a 'Discussion' page on your website specifically for questions and comments.
10. Write an advice column on your website for aspiring authors.
11. Add buttons to your website to take viewers straight to your social media sites.
12. Keep your website clean and easy to navigate (like we try to do with SmithPublicity.com); bells and whistles can be distracting.

### GENERAL ONLINE BOOK MARKETING

13. Have an online book tour.
14. Write a press release and distribute to online outlets.
15. Create monthly newsletters and ask fans to sign up for them.
16. Consider if pay-per-click advertising on Google, etc. might be appropriate for your book.
17. Submit your website to any related group, company, or organization's website that has a website directory.
18. Start link building by creating valuable resources and building relationships with site owners that would find those resources to be worth sharing.
19. Research your competitors to find out what they're doing to be successful that you're not.

### BLOGGING

20. Create a blog on your website and update it regularly with new, interesting content. [Here's our blog!](#)
21. Respond to comments and questions on your blog in a timely manner.
22. Once you've been blogging for a while, search your archives for your best blog posts and sell them as a collection (preferably as a low-cost eBook).
23. Add keywords to your blog posts.
24. Guest blog on other popular blogs.
25. Allow guest bloggers on your blog.
26. Create an RSS Feed if you don't already have one, and burn it on Feedburner.com. This will allow you to obtain statistics about your readers.
27. Submit your blog to blog directories related to being an author, your genre, etc.

## FORUMS

28. Create/join a forum and actively participate in its community.

## FACEBOOK

29. Create a Facebook page geared toward you as an author – not your personal life. [Take a look at ours here.](#)
30. Give fans the option to post their book reviews, testimonials, comments, and questions to your Facebook page.

## TWITTER

31. Create a Twitter account to tweet updates about new books, book tours, book trailers, media coverage of you and your book, etc. For example, [here's our Twitter page.](#)
32. Provide fans with a hash tag for your new book.
33. Use Twitter hash tags for events, news, promotions, etc.
34. Use Tweetables:
  - I just got 101 Book Marketing Tips for free from @SmithPublicity. – [click to tweet.](#)
  - Keep your eyes peeled for offers on my new book. I'm going to try some new book marketing tips from @SmithPublicity. – [click to tweet.](#)
  - 101 Book Marketing Tips that will help you sell more books! – [click to tweet.](#)
  - Have you tried any of these book marketing tips from @SmithPublicity? There are so many! – [click to tweet.](#)
  - Where am I going to find book marketing ideas? Oh yeah, @SmithPublicity has 101 of them. – [click to tweet.](#)

- These book marketing tips from @SmithPublicity really helped me as a new author. – [click to tweet](#).
- Need to expand your repertoire of book marketing techniques? These should inspire you! – [click to tweet](#).

## **LINKEDIN**

35. Create a LinkedIn page to connect to other authors and professionals in the writing world and related industries. View our [LinkedIn](#) page here.

## **GOOGLE+**

36. Create a Google+ page. (Be sure to add [Smith Publicity](#) to your circles!)
37. Add your devoted fans and other authors you connect with to your circles.
38. Link your Google+ profile content to Google Authorship.
39. Host a Google Hangout with your fans.
40. Host a Google Hangout with other authors.

## **YOUTUBE**

41. Create a YouTube account. Here's what [our YouTube channel](#) looks like.
42. Post your Google Hangouts to YouTube.
43. Link to your YouTube videos on your Facebook and Twitter accounts.
44. Compile a series of short videos of you discussing topics related to your book. Make them informational, not promotional.

## **AMAZON**

45. Go to Amazon and register as an author.
46. Sell your books on Amazon.
47. Try to get fans to post their book reviews and testimonials on Amazon.
48. Join Amazon's affiliate program.

## **GOODREADS**

49. Go to Goodreads and register as an author.
50. Develop your profile page by adding a photo and bio.

51. Add the Goodreads Author widget to your website.
52. Publicize events.
53. Promote your books.
54. Post videos.
55. Do even more with Goodreads.

## **OFFLINE BOOK MARKETING**

56. Organize a team for your book launch.
57. Contact a local bookstore or other venue about hosting a book release party.
58. Go on a book tour.
59. Design merchandise for your books (like these Harry Potter t-shirts).
60. Make business cards with your photo and addresses to your author website and social media profile pages.
61. Speak at book clubs about writing in your genre.
62. Have book readings for your new book. Some possible venues:
  - Retirement homes
  - Elementary, junior high, or high schools depending on your target age group
  - Coffee shops
  - Community colleges
  - Nearby universities
  - Locally owned bookstores
  - Rehab centers
  - Hospitals
  - Libraries
  - Google+ Hangout
  - Churches
  - The setting (town, city) of your book.
  - Community events (i.e. fairs, picnics, festivals)
63. Have book signings for your new book.
64. Contact your local paper and ask them if they'd be interested in interviewing you.
65. Contact the local paper of the town your book is set in about interviewing you.
66. Contact your local radio station and ask them if they'd be interested in having you

- on their show. (These tips can help if you get the interview.)
67. Contact the local radio station of the town your book is set in about having you on their show.
  68. Create an affiliate program.
  69. Join an affiliate program.
  70. Partner with organizations, clubs, and other groups that support a cause similar to the one that your book addresses.

## **BOOK MARKETING FOR THE FANS**

71. Offer your devoted fans sneak previews of your new book.
72. Offer your devoted fans advance copies of your new book.
73. Have a page on your website for short stories, and add a new one every week or month depending on your schedule.
74. Promote each weekly short story on Facebook, Google+, and Twitter.
75. Host a contest for topic suggestions for your weekly short story.
76. Host a contest for the best short story where the winner will have his/her story featured on your website.
77. Link to the winner's story on your social media pages.
78. Have free book give-away contests for your fans and website visitors.
79. Celebrate your fans by featuring a Fan of the Month on your website and social media profiles.
80. Host a contest for the best illustration of a scene from one of your books where the winner will have his/her illustration featured on your website.
81. Link to the winner's illustration on your social media pages.
82. Host a contest for the best book trailer where the winner will have his/her trailer featured on your website.
83. Link to the winner's book trailer on your social media pages.
84. Host a contest where your fans can submit a movie of them acting their favorite scene in one of your books and feature the winner on your website.
85. Link to the winner's movie on your social media pages.
86. Host a costume contest around Halloween for the best costume of one of your major characters where the winner will be featured on your website.
87. Link to the winner's picture of him/her in the costume on your social profiles.
88. Create fan pages for the main characters in your best sellers, especially those in your series.
89. Ask fans to post pictures of them reading your book.
90. Get to know your fans even better by polling them on their likes, dislikes, and opinions on your ideas for books or promotions.



91. Write a book specifically for your fans.
92. Write a book that your fans can customize by picking what happens next.

### **GO THE EXTRA MILE**

93. Make a book trailer, or hire a professional to make one.
94. Offer to write articles for a magazine related to your genre.
95. Host a seminar for aspiring writers.
96. Host a webinar.
97. Advertise on a low-cost billboard.
98. Become a featured content writer for some websites related to your genre, being an author, writing your first book, etc.
99. Donate your books to places where your target audience is located
  - Elementary, junior high, or high schools
  - Daycare centers
  - Libraries
  - Libraries in the town where your book is set in
  - Camps
  - Community centers
  - YMCAs
  - Senior centers
  - Retirement communities
  - Homeless shelters
  - Prisons
  - Local colleges
  - Colleges in the town where your book is set in
  - Children's hospitals
100. Utilize publicity services like Help A Reporter Out (HARO).
101. If you have a WordPress website, get the WordPress Plug-in called MyBookTable to help you sell more books and earn money through affiliates.