

Marketing Your Book

(Yes, you have to.
And here's why.)



Madeline Smoot

CBAY Books

<http://cbaybooks.blogspot.com>

What is Marketing?

Marketing (n.)- everything a company does to place your product (or service) in the hands of potential consumers

- Sales
- Advertising
- Public Relations
- Packaging
- Distribution

<http://www.tenonline.org/art/mm1/9301.html>

The Company of You

Corporate Identity – You

- JK Rowling
- Scott Westerfield
- Kate Di Camillo
- Mo Willems
- Cynthia Leitich Smith
- PJ Hoover

Brand Identity – Your Books

- Harry Potter
- Uglies
- Tale of Despereaux
- Pigeons
- Tantalize
- The Emerald Tablet

Why do I need a corporate identity?

- To focus your marketing
- To help build a public persona
- To build a platform
 - Book Reviews
 - Industry News/Gossip (Cynthia Leitich Smith)
 - Journey as an author/illustrator (Jeff Kinney)
- To prove to publishers that you are willing (and able) to market

How do I build a corporate identity?

- Business Cards
 - Vistaprint.com, PSprint.com, Kinkos
- Website
- Facebook Page
- Blog
- Other Social Media
 - Twitter, Myspace, Library Thing, etc.

Things to Consider when Building a Corporate Identity

- Your overall persona & platform
 - Professional, funky, etc.
- Unified look
 - Consistent Color Scheme
 - Repetition of Image(s)
 - Consistent Tone
 - Repetition of Font
- Cost

Business Cards

- Name (or pseudonym)
- Title
- Contact info
 - Email
- Web Address
- Blog Address
- Book Title & Book Cover (once published)
- Cost – 250 standard cards, \$24.94, PS Print

Websites

- URL should be your name
- Information about yourself
- Contact information
- Information about your books
- Teacher/Reading guides
- Extra materials
- School Visit Information
- Event Information
- Cost:
 - Hosting:
 - Web Design: Free-\$\$\$\$\$\$\$\$

The Cheating Website

- Reserve your domain name
 - Cost: \$9.95/year (Yahoo!)
- Use Wordpress.com as a temporary site
 - Can add pages
 - Can customize CSS (very small fee)
 - Can add photos
 - Will require a minimal blog presence (once a month)
 - Cost: Free!!!!!!

Blogs

- Forum to share your point of view with the world
- Talk about anything that relates to your chosen corporate identity/platform. Minimize irrelevancies.
- Be professional
- Platforms: Blogger, Wordpress, LiveJournal, Myspace
- Cost: Free!!!!!!

How to Successfully Blog

- Have something to talk about
 - Book reviews
 - Comment on discussion on other blog(s)
 - Your writing journey
 - Be professional – do not share confidential information
 - Never flame
 - Occasional interesting personal details – be very sparing and be aware of internet predators
- Keep it short
- Have a distinct voice

How to Blog (cont.)

- Use images
- Use video (links from YouTube)
- Post regularly – have an editorial calendar
- Reread your post before publishing it
- Pre-blog
- Comment on other people's blogs
- **Do not let blogging take over your life.**

Why You Should Blog Even Before You Have a Book

- Join the writing/children's literature community
- Meet influential book reviewers long before you're asking them to review your book
- Connect with potential fans/Big Mouths
- Keep up with the industry
- Combat writer's block
- Fun

Advice from Bloggers

- **ERICA ([HTTP://ROYALQUIETDELUXE.BLOGSPOT.COM/](http://royalquietdeluxe.blogspot.com/))**
 - *FIND BLOGS YOU LOVE
 - *START BLOGGING BECAUSE YOU CAN'T HELP YOURSELF
 - *POST ABOUT THINGS THAT INSPIRE YOU, BECAUSE YOU WANT TO SHARE THEM
 - *LINK TO THE BLOGS YOU LOVE
- **SARAH GARRIGUES ([HTTP://SARAHGARRIGUES.BLOGSPOT.COM/](http://sarahgarrigues.blogspot.com/))**

ALSO, KEEP IN MIND THAT AGENTS, EDITORS, AND YOUR READERS (EVEN THE YOUNGER ONES) MAY READ YOUR BLOG, SO KEEP IT CLEAN! SHOW YOUR VOICE AND PERSONALITY, WHILE STILL REMAINING A SENSE OF PROFESSIONALISM.
- **BEN ESCH ([HTTP://WWW.BENJAMINESCH.COM/](http://www.benjaminesch.com/))**

I'D SAY ONE OF THE BEST WAYS TO BUILD A FOLLOWING ON YOUR BLOG IS TO MAKE IT AS INTERACTIVE AS POSSIBLE. THIS IS MOST EASILY ACCOMPLISHED BY HAVING A CONTEST (FILL IN THE CAPTION, TRIVIA, CAT JOKE THROWN DOWN...THAT LAST ONE MADE SENSE IN CONTEXT) BUT EVEN JUST POSTING QUESTIONS IN YOUR ENTRIES IS A REALLY GREAT WAY TO INCREASE COMMENTS AND MAKE READERS FEEL A LOT MORE CONNECTED WITH YOUR BLOG.
- **CYNTHIA LEITICH SMITH ([HTTP://CYNTHIALEITICHSMITH.BLOGSPOT.COM/](http://cynthialeitichsmith.blogspot.com/))**

TO BUILD AN AUDIENCE, IT'S MORE IMPORTANT TO BLOG REGULARLY (EVERY FIRST MONDAY) THAN MORE FREQUENTLY BUT IN A SCATTERED WAY. CONSIDER REGISTERING YOUR BLOG AT JACKETFLAP TO CONNECT WITH OTHER YOUTH LITERATURE BLOGGERS. REMEMBER THAT AGENTS AND EDITORS DO GOOGLE PROSPECTIVE CLIENTS/AUTHORS.

[HTTP://CBAYBOOKS.BLOGSPOT.COM/2009/02/BLOGGING-FOR-BEGINNERS.HTML](http://cbaybooks.blogspot.com/2009/02/bloggling-for-beginners.html)

Facebook

- Get an account. Today.
- Mix of personal & professional
- Find your friends, authors you admire, etc.
- Use for photos of events or things you attend
- Use for video of events or things you attend
- Use to connect with potential readers
- Cost: Free!!!!!!
- Can be done on some cell phones

Other Social Media

- Twitter
 - Use as a microblog
 - Keep professional
 - Good for pictures
 - Free Iphone Ap
 - Cost: Free
- Myspace
 - Cost: Free
- Library Thing
 - Discuss books
 - Cost: Free
- Friendster
- You Tube

Cooperative Online Marketing

- *Cooperative marketing* (n.)- a group of people with a common goal band together and share the cost of marketing.
- Group Blogs
- Group Websites
- Examples:
 - Class of 2k7, Class of 2k8, Class of 2k9
 - Delacort Dudes & Dames

Benefits of Co-op Online Marketing

- Great publicity opportunity
- Diminishes individual costs
- Shares the burden of work
- Can make writing less isolated and more fun
- Additional people rooting for you & your book

Other Electronic Marketing Tools

- E-newsletters
- Electronic journals
- Online Forums
- Chats
- Online Groups
- Email
 - Start collecting lists now

A Note on Manners & the Internet

Little Miss Manners Says:

- Be polite/professional
- Avoid negativity
- Never flame someone
- Never embarrass someone intentionally
- Do not spam
- Never post confidential information
- Be aware of all personal information that finds its way online