




Dan Poynter's
Book Promotion
 For Writers, Introverts & Other
 Reluctant Marketers


© 2010 Dan Poynter, CSP - Mr Publishing **ParaPub.com**

Johnny Carson




ParaPub.com

Max Dixon




- 📖 **Writers** tend to be introverts
- 📖 **Speakers** are often extroverts
- 📖 **Actors** frequently are introverts

Speaker
 Actor
 Coach



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Never Socialized with his Guests



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Joel Leach & Johnny Carson




Northridge University
 music professor

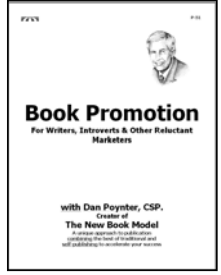
Best drum solo by a seven year old ever?




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Handout

- 📖 Contains all of the slides in this presentation and more.
- 📖 Except the surprise slides
- 📖 Lots of detail so you do not have to take notes.



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What Number are You?

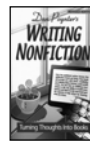
0 **Introvert** 5 **Extrovert** 10

Uncomfortable in crowds.
No Radio, TV or Autographings.
Must promote from home.

Short attention span.
Needs help with writing:
Editor or ghostwriter.



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I want
introverts to
enjoy
promoting
their books.

Publishers: Understand your introverted writer

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The Test

- 📖 When Interrupted while Reading
 - 📖 If you are *irritated*, you are an introvert
 - 📖 If you are *grateful*, you are an extrovert

Are you an
Introvert
or an
Extrovert?

I Confess to Being an Introvert

- 📖 Professional speaking
 - 📖 Privilege
 - 📖 Good personal self-development
- 📖 Traveling
 - 📖 Gain ideas & learn

Writers should get **out** once in a while

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How to tell the Difference

- 📖 Extroverts
- 📖 Introverts



Shoes

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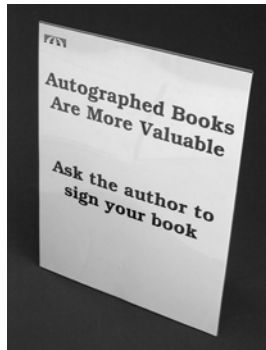
Introverts *Read* Our Books



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This Sign Sells More Books

At autographings and trade shows



I Give you Permission



- 📖 Not to
 - 📖 Go on the radio
 - 📖 Go on television
 - 📖 Go to bookstores for autographings

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Book Promotion for Introverts

- 📖 The foundation for *any* book-promotion plan.
- 📖 Author has to do the promotion



"I am not a hustler and I don't want to be. So I approach book promotion from a different angle."
--Charles D, Hayes

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You . . .

- 📖 Are a leader in your field
Your book will validate your expertise
- 📖 For example, I have written 7 books on parachutes & skydiving
- 📖 "Write what you know & do what you love"
- 📖 Be a "participant"



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Come With Me



Be a "Participant" in *Your* Field

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Who & Where is Your Buyer?



You must be able to

1. *Identify* your buyer
2. *Locate* your buyer



The market must be easy to reach

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Where is Your Customer?

- ☞ Associations & Clubs
- ☞ Magazines & Newsletters
- ☞ Events and conventions
- ☞ Specialty stores
- ☞ Social Networking/Online groups
 - ☞ Forums (Listserves)
 - ☞ Blogs
 - ☞ Websites
 - ☞ Amazon annotations

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Example: Parachute Books

- ☞ 1 National association
- ☞ Magazines
 - ☞ 2 national
 - ☞ 68 Worldwide
- ☞ Several events
- ☞ Skydiving schools
- ☞ Parachute catalogs
- ☞ Parachute stores



Just tell your friends about your book

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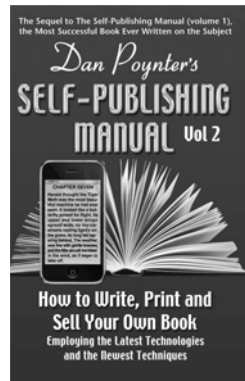
Review Copies

- ☞ Promoting your book
 - ☞ Review Copies
 - ☞ The most effective and least expensive form of book promotion
 - ☞ About \$4.75 each
 - ☞ Cheaper than an ad



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- ☞ Printed books sent to *opinion molders*
 - ☞ Blog owners
 - ☞ Forum frequent contributors
 - ☞ Writing & Publishing ezines
 - ☞ Writing & Publishing websites
 - ☞ Social Media sites
 - ☞ Important people in book writing & publishing



(In the book's field)

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Articles



- ☞ Your Book Promotion Assets
 - ☞ Reservoir of material: Your book
 - ☞ Ability to write
 - ☞ The credibility of a published author
- ☞ Recycle your content. Put it to work.
 - Write more value out of it
- ☞ Column



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email Announcements



- ☞ Broadcast to your house list & email address book
 - ☞ Ask them to *forward* the announcement
- ☞ No spamming



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Where are Your Customers?

- 📧 Email has replaced postal mail
- 📰 Newspapers are moving online
- 🏠 Brick & Mortar bookstores are closing
- 📖 The reading of eBooks is skyrocketing
- 👥 People are gathering online
 - 📱 Social media

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Online Promotion



Social Networking using Social Media.

Spend time on line.

- 👥 Go where potential clients gather (Social Networks)
- 📝 Blogs
- 📧 Forums (Listservs)
- 🌐 Websites
- 📖 Amazon annotations

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Amazon.com Reviews

Draft a nice reviews for similar books and sign with your name and book title

Reviewer: Brent Sampson, OutskirtsPress.com CEO, (Denver, Colorado) - See all my reviews
 At the top of the "Who's Who in Self-Publishing" list you will find Dan Poynter's name. And right next to it you might find information about The Self-Publishing Manual, now in its 15th edition, fully revised to recognize the rapid changes in the industry.

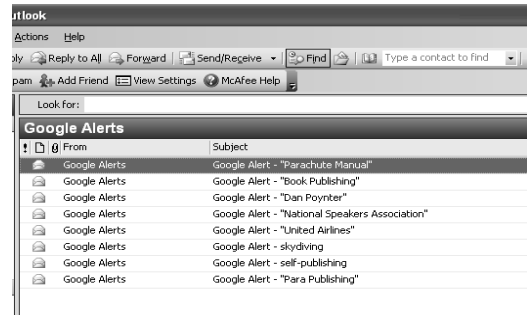
The Self-Publishing Manual has become the modern day bible for writers considering independent publishing. It is filled with prophecies, prophets, and yes, even a miracle or two! But the Self-Publishing Manual does more than strategically gloss the surface as so many other similarly-themed books do. Instead, it delves into the logistics of planning, printing, publishing, distributing, shipping, and invoicing a self-published book, going over each detail with a fine-tooth comb as only a 400 page tome can. The Self-Publishing Manual takes no prisoners in shedding light on one simple fact: Self-publishing a book is not for everyone. It is hard work that requires the hands of a craftsman, the brain of a project manager, and the heart of an entrepreneur. This book will help you decide if self-publishing is right for you, or if another publishing alternative is a better fit for your goals.

Any resource guide filled with so much information is bound to motivate a writer to continue striving for the exciting status of publication. It becomes a matter of absorbing enough information and doing enough research about all the available publishing options to make the right decision. Not all authors are destined for Random House, but that doesn't mean they <http://www.outskirtspress.com> can't be established. There are alternatives! And this book covers one alternative, independent publishing, with finely crafted finesse.

—Brent Sampson, author of Self-Publishing Simplified

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Google.com/Alerts



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Book Clubs

- 📖 See *Literary Market Place*
- 📖 At Reference Desk of public library
- 📖 225 book clubs
- 📖 3-4 will fit your book
- 📖 Send copy of book



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Selling Foreign Rights

- 📖 Online search &/or *International Literary Market Place*
- 📖 At Reference Desk of public library
- 📖 Match book to publishers in major-language groups
 - 📖 French, German, Spanish, Italian & Japanese.
 - 📖 Email them with link to your website



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Take Part in Forums



- ☐ SELF-PUBLISHING. <http://finance.groups.yahoo.com/group/self-publishing/>
- ☐ PUB-FORUM. <http://www.pub-forum.net/>
- ☐ PUBLISH-L. <http://www.publish-l.com/>
- ☐ SmallPubCivil. <http://finance.groups.yahoo.com/group/smallpub-civil/>
- ☐ Fiction_L. <http://www.webrary.org/rs/flmenu.html>
- ☐ Children's Books. <http://www.egroups.com/search?query=youngchildrensbooks>
- ☐ Children's Books. <http://groups.yahoo.com/group/CBpublishing/>
- ☐ IND-E-PUBS. eBooks. <http://www.ind-e-pubs.com/>
<http://groups.yahoo.com/group/ebook-community/>
- ☐ POD Publishers http://finance.groups.yahoo.com/group/pod_publishers/
- ☐ Publishing Design <http://groups.yahoo.com/group/publishingdesign/>
- ☐ Book Signings/Mini Seminars. <http://groups.yahoo.com/group/booksigners/>
- ☐ Copy Law. <http://groups.yahoo.com/group/copyright-future/>

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Business Cards



Skydiving Site



Publishing Site

- ☐ Replace expensive brochures
- ☐ Avoid expensive postage
- ☐ Drive prospect to Web site

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Your Signature (.sig) at the end of your email messages



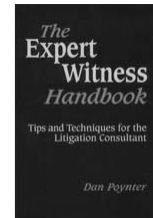
Speaking in Singapore; Cape Town Next.
When I am traveling, my messages and answers tend be short.
Thank you for your understanding.

Dan Poynter, Author (120+ books), Publisher (since 1969), Speaker (CSP).
Para Publishing, PO Box 8206, Santa Barbara, CA 93118-8206 USA.
Bus: +1-805-968-7277, Mob: +1-805-448-9009.
DanPoynter@ParaPublishing.com, <http://ParaPublishing.com>

Drive eyeballs to your website

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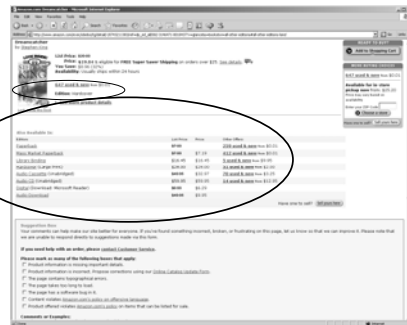
Trade Like Books



- ☐ Retail
- ☐ Wholesale

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Provide a Choice of Format



9 editions of the same Work

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AudioBooks

- ☐ Can be consumed while driving
- ☐ Commuters
- ☐ Long-haul truck drivers
- ☐ Sales reps
- ☐ Paper v Audio sales depends on type of customers

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During the Next few Slides, Please Take a Moment to . . .

- 📖 Fill out the Evaluation Form
- 📖 Let me know what to keep and what to change



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More Help with your Project



- 📖 The Calendar in *The Self-Publishing Manual*
- 📖 <http://ParaPublishing.com>
- 📖 Our Web Site
- 📖 InfoKits
- 📖 Book Shepherds
- 📖 Suppliers List
- 📖 Social Networking

If there is anything you did not understand today, contact me.

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Please Tell Others About this Program

See Program Details on the Website



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More Info: Our Web Site

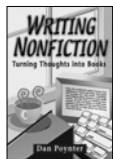


Search

- 📖 Site info
- 📖 Ezines
- 📖 Success Stories

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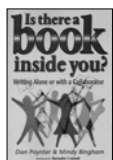
Training Materials



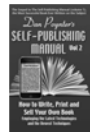
Writing
(Column one of the handout)



Publishing, Marketing, Promoting & Distributing



How to write with a collaborator



The New Way to Write & Publish



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Books

- 📖 Books on the table are *For Sale*
- 📖 Cash, check, credit card.
- 📖 Check Ship or Carry
- 📖 Self-service: fill out the form
- 📖 Honor system: take the books

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Johnny The Skydiver

Bob Sinclair &
Johnny Carson
before their
jump in 1968



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Johnny Carson was an Introvert



- 📖 He was very private
- 📖 In public, he used a script

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Thank You



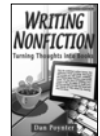
Johnny Carson

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Questions



While we are finishing up and taking questions, please take a moment to tell me how you liked today's presentation, by



- 📖 Filling out the *Evaluation Form/Questionnaire*

and



- 📖 Sign up for the FREE *Publishing Poynters* ezine

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Promoting From Home

"Do five promotional projects for your book each day"
—John Kremer

- 📖 Make a mailing
- 📖 Contact a book club
- 📖 Draft a brochure
- 📖 Update a page on your website
- 📖 Post to a blog
- 📖 Contribute to a forum
- 📖 Send a Tweet
- 📖 Etc.

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I Give you Permission

- 📖 to spend time online
- 📖 In your field



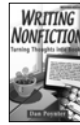
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Summary

Stay at home and write
and promote your
books—remotely



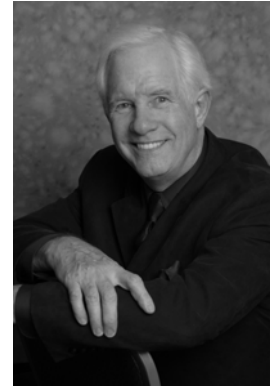
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My name is
Dan Poynter

and

I don't want *you*
to die with a book
still inside you.



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I never said
promoting
your book
would be easy
but I do
promise it will
be worth it.



THE
EASY
DNE



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