



WEDNESDAY, April 10, 2013, 7pm

## ▶ Increase Your Book Sales Through Email Campaigns and Drip Marketing

Last year self-published titles made up 25% of Amazon's top-selling ebooks. Four indie authors have sold more than a million Kindle books and 23 have sold more than 250,000.

As part of the pre-launch of his sixth book, YA author John Green performed to a sold-out crowd at Carnegie Hall, and within several months his book shot to the top of the New York Times Best Seller List. That was followed by an invitation from President Obama to a Google Chat. And his YouTube channel, Vlog Brothers, reached a milestone of 1 million subscribers.



Lori Feldman

### Once an author's momentum starts, it often snowballs to dizzying heights!

But how do you get momentum in the first place? Especially when you don't have a big publisher budget, you don't "get" social media, you are sales-averse, and you think you "don't have time"?

At our April 10 meeting, Lori Feldman will share her "Big Data" ideas for small publishers and book authors with a unique twist on how e-marketing can "pre-sell" books. She will reveal:

- **Why you must have a database, even if you think you're not technical - and how to get one started**
- How to leverage future readers into a passionate, vocal community that proselytizes your book or chapter to other readers
- **How one indie author positioned his book platform so well that he named his own digital rights deal and sold his own movie option, even though a traditional publisher had purchased his book rights ... and how you can too!**
- What the number 1,500, DFTBA and relationship building means to book selling

**Lori Feldman** is known as "The Database Diva" because she shows web marketers how to squeeze more profit out of their website by attracting more visitors and converting them to customers. She is a 30-year veteran of direct marketing and is a recipient of the prestigious Direct Marketer of the Year Award. Her company's newsletter, "The Database Marketing Hotwire," is a three-time recipient of the APEX Award for Newsletter Writing Excellence. Lori was recently named the #1 Gold Certified Consultant for Swiftpage Email worldwide. She holds a Bachelor of Journalism degree from the University of Missouri. Lori promises that by the end of her presentation you will feel energized, inspired, and armed with a specific plan to turbo-charge your unique position in the marketplace.

## ▶ 5 Ways Authors Can Use Database Marketing to Sell Books

by Lori Feldman

As a writer, you have the same business problem that all companies face: Devising a go-to-market strategy that takes you from one-to-one book selling to one-to-many book sales (and reviews).

Here are four strategies to consider today—before or after you publish—to build ongoing momentum for your book:

1. Make your website the "hub" in a hub-and-spoke marketing plan. Links are the currency of the Web. You must create plenty of reasons and web pages for readers and influencers to want to link to your book's URL. Your website's landing pages are also the doorway to your database.
2. Create a "one-world view" database. You need a single "go-to" place to store readers, vendors, supporters, friends, family, etc. If you don't you will never have an easy way to communicate future book news and events...and there will always be news and events. (Hint: Outlook, Gmail and mobile address books are not databases. Social media sites are not a database: For example, not everyone you know and want on your database is on Facebook or has friended you back).
3. Always be list building. Add 25 new people to your database every day. Within two months, you'll have enough influence to start a movement around your book.
4. Build relationships to create your movement. Your story will resonate to the point of obsession with a small subset of the world. Forget about everyone else and leverage your fanatics. These are your unpaid sales force who will proselytize your book or chapter to other readers.
5. Repurpose your book into a drip marketing campaign. Drip marketing is the slow release of content to a clamoring crowd who go into high anxiety awaiting your next installment. Hugh Howey, author of "Wool," sold more than half a million book "installments" this way and generated more than 5,200 Amazon reviews by "dripping" his story to his fanatics. The end result was the sale of film rights to "Alien" producer Ridley Scott.

Your ability to generate email marketing and drip marketing campaigns "at will" out of your finely targeted database will build relationships with readers who become invested in your success. Those relationships then drive media mentions and book sales. This is the formula for 100% control of your marketing results and attainment of your book sales goals.

**SLPA meets on the second Wednesday of the month:** Brentwood Community Center • 2505 S. Brentwood Blvd., Room 101 • Brentwood, MO 63144

Doors open for networking at 6:30pm and meeting begins at 7pm. The formal meeting concludes at about 8:30pm with networking continuing after the meeting.

Our regular meetings are free to members. Guests – \$10 at the door, cash or check only.

## ▶ SLPA Goes to College

As part of our mission to empower authors and publishers to create and market books, the St. Louis Publishers Association recently held a four-hour workshop entitled **Getting Your Book Published: What You Need to Know** at the St. Louis Community College in Kirkwood. The twenty-seven attendees learned about traditional versus self-publishing from Warren Martin, Linda Austin shared how to get books into print and distribution, book design costs and practices were covered by Cathy Davis, Bob Baker offered fact and figures on ebooks and Tim Hill discussed book marketing. We wrapped up by briefly discussing the different marketing techniques we have used with our books. The students were very engaged, and we got favorable feedback on the workshop. Hopefully this is something we can do again in the future!



Cathy Davis (center) discussing realistic costs projections for producing professional looking books.

*“Considering my ongoing experience in graduate, post-graduate, and continuing ed studies, Getting Your Book Published: What You Need to Know held by the St. Louis Publishers Association, was by far the most informative and practical course I have ever attended.”*

— Jeffrey Willey, New SLPA member



Warren Martin (far right) presented traditional vs self-publishing pros and cons.

## ▶ News You Can Use

The following is a selection of articles, resources, and information to help you CREATE, PRODUCE, and MARKET your books.

### CREATING

#### Four Tips for Writing Good Prose

Roz Morris

October 2nd, 2011

“Good prose doesn’t try to put up barriers. It might make interesting word choices and deploy an image stylishly, but it wants to be understood – deeply and completely.”

<http://nailyournovel.wordpress.com/2011/10/02/four-tips-for-writing-good-prose/>

### PRODUCING

#### Considering Self-Publishing? Don’t Bother Unless You Follow Guy Kawasaki’s Advice

Kathy Caprino

January 21st, 2013

“If you’re writing a book simply as a means to an end – to get rich, or to get the word out about your expertise, or to attract more consulting or coaching business – forget it. Stop what you’re doing right now.”

<http://www.forbes.com/sites/kathycaprino/2013/01/21/considering-self-publishing-dont-bother-unless-you-follow-guy-kawasakis-advice/>

### MARKETING

#### 5 Tips for Launching a Viral Marketing Campaign

Martin Jones

March 29th, 2013

“To create content that triggers an emotional response focus on content that makes you think, is uncommon, makes you laugh, highlights drama or is purely amazing.”

<http://www.steamfeed.com/5-tips-for-launching-a-viral-marketing-campaign/>

## ▶ The SLPA Mission

The St. Louis Publishers Association empowers authors and publishers to create and market quality products and books. A nationally recognized organization, the SLPA provides educational, informational resources on publishing. Through its monthly meetings, the organization provides networking opportunities for people involved in all aspects of the publishing industry.

Visit the SLPA website at [www.stlouispublishers.org](http://www.stlouispublishers.org).

## ▶ Questions about SLPA?

### Contact Membership Chair:

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