

WEDNESDAY, June 11, 2014 • 7PM

Book Marketing Online: How to Build Your Author Platform (Without Driving Yourself Crazy)



IF YOU'VE SPENT ANY AMOUNT OF TIME TRYING TO MARKET YOUR BOOKS ONLINE, you know the feeling. Your head is spinning with countless ways to use Facebook, YouTube, LinkedIn, Google+, Twitter, Instagram, Pinterest, blogging, podcasting, email, and more.

You're probably getting a headache just thinking about it now.

Two of the most common questions you may be asking at this point are...

What sites should I focus on?

What do I post and share with my readers?

Those are great questions. Inquiring minds want to know: What sites will deliver the most bang for your buck? How can you make the best use of your time? And what do you communicate to your fans, friends, followers, and subscribers?

Unfortunately, there is no one-size-fits-all, easy-button answer.

The best strategy for you will be much different than the best strategy for someone else. **The key is to tailor your online marketing plan to your strengths and personality.**

At our June 11 meeting, SLPA president and full-time author Bob Baker will help you sort out all of these questions as he reveals:

- **The Octopus Marketing, Fan-Attraction Formula**
- How to spend your time online so you get the most bang for your buck
- **The types of content you should post as social media updates and messages to your fans**
- The Three Es of Communication and the Four Sensory Modes of Online Communication
- **How to tailor all of the many online marketing options to your strengths and PERSONALITY**
- A checklist of content marketing ideas for authors

Bob Baker helps musicians, authors, and creative entrepreneurs use their talents and know-how to make a living and make a difference in the world. He is the author of the highly acclaimed *Guerrilla Music Marketing Handbook* (which appeared in the movie



The School of Rock). CD Baby called him "The Godfather of Independent Music Marketing."

Bob's other books include *The DIY Career Manifesto*, *The Guerrilla Guide to Book Marketing*, *55 Ways to Promote and Sell Your Book on the Internet*, *Unleash the Artist Within*, and more. Learn more at www.Bob-Baker.com.

55 Ways to Promote & Sell Your Book on the Internet

By Bob Baker

It isn't often that I pick up a business book and read it cover to cover without stopping. Even when the subject matter is of great interest, rarely are such books as compelling as a good mystery. But there is an exception to every rule, and *55 Ways to Promote & Sell Your Book on the Internet* by Bob Baker is definitely such an exception.

The author is a consummate marketer who makes his living as a full-time author

of books on music and writing. He was a pioneer in Internet promotion and embraced Web 2.0 when most of us thought that was another new software program. The first thing I noticed about this book was that the cover had no illustration. Instead, the title is spelled out, with the five most important words—55, Promote, Sell, Book, and Internet—set in bold, blocky, red type.

My second observation was how readable this little book is. The layout is clean and organized. There are descriptive headings and lots of bullet points and links to helpful websites. There are, as promised, 55 (more, actually) straightforward, easy-to-understand steps to letting the world know about my book. One step leads logically to the next in deceptively simple language. I was so

(55 Ways continued on page 2)

focused on the information that I didn't realize how well written the book was until I finished it.

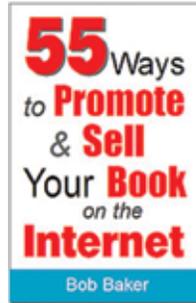
Bob's research is solid; his strategies are sound and based on real experience; his suggestions are practical and worth following. But what impressed me most about this book were his insights and generosity. Here are some examples:

- "Internet book promotion, when done right, is personal."
- "To successfully promote your book, you need to start a relationship with only a small sliver of the total number of people online."
- "Fans are the only things that count (along with the quality of your book and your integrity) ..."
- "Most successful authors realize they have a lot to share. So they regularly write and distribute free articles and reports."

- "Don't worry about people stealing your stuff. Do anything you can to help readers find it."

The Internet is the greatest marketing tool ever conceived, but it can seem overwhelming without an organized approach to harnessing its power.

55 Ways to Promote & Sell Your Book on the Internet is a manual to help authors do just that, one manageable step at a time. On page 187, Bob presents the "55 Ways"-internet-book-promotion challenge and asks readers to share our experiences with him and other authors on the same book-marketing journey. I accept that challenge.



Book review by Bobbi Linkemer

MEMBERS IN THE NEWS

SLPA member and freelance illustrator Peg McClure will be featured this July 12 and 13 at the Art Showcase Weekends at the AKC Museum of the Dog, at Queeny Park. The showcase weekends begin in June. A different local artist will be featured every weekend.

For more info and artists' names, see the link: <http://museumofthedog.org>

OPEN TO EVERYONE:

If you could ask book promotion and publicity expert Sandra Beckwith three questions, what would they be?

www.sandrabeckwith.com/aboutsandra-beckwith

Check out Sandra's website, and then post your questions in the comment section of the SLPA Facebook group. We will forward your questions to her to answer in her presentation in October.

News You Can Use

The following is a selection of articles, resources, and information to help you WRITE, PUBLISH, and MARKET your book.

WRITE

Should You Write for Yourself or for the Reader? By Kip Langello, May 21, 2014
"You just have to focus your talent in the right direction. And that's outward."
<http://www.writersdigest.com/online-editor/should-you-write-for-yourself-or-for-the-reader>

PUBLISH

The Self-Publishing Debate: A Social Scientist Separates Fact from Fiction, By Dana Beth Weinberg, December 4, 2013
"Emotions run high when writers and publishers debate the merits of self-publishing."
<http://www.digitalbookworld.com/2013/self-publishing-debate-part1/>

MARKET

Marketing Your Book, By Joel Friedlander, 2014
"There's nowhere else in self-publishing where you can see the distance between writing books and publishing them so clearly."
<http://www.thebookdesigner.com/marketing-your-book/>

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 offers networking opportunities for people involved in all aspects of the publishing industry.

MEMBERS: Do you have a new book you would like to announce? For more information, email Bobbi Linkemer at communications@stlpublishers.org

SLPA Meets on the Second Wednesday of the Month

BRENTWOOD COMMUNITY CENTER
2505 S. Brentwood Blvd., Room 101
Brentwood, MO 63144
(Enter through the door closest to the flagpole)

Doors open for networking at 6:30pm, and meeting begins at 7pm. The formal meeting concludes at about 8:30pm with networking until 9pm.

Regular meetings are free to members. Guests—\$10 at the door, cash or check only.

Questions About SLPA?

Contact membership chair:
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