

## Why Speak?

One of the questions people ask me about public speaking and delivering presentations is, “Why?”

**Why** get up in front of an audience, sometimes filled with “important people” you don’t know, or perhaps, and maybe worse, friends and family, and possibly make a fool of yourself?

**Why** volunteer to deliver a presentation to bosses and coworkers? This usually puts an extreme amount of pressure and a huge spotlight on you!

**Why** accept an invitation to be on a “Discussion Panel” where you will be sitting with people who may be considered authorities on the subject?

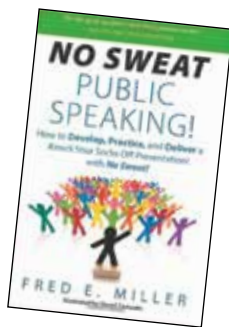
**Why** offer to be the Master of Ceremonies of an event you know will be well attended and possibly have media coverage?

**Why** walk to a public microphone and ask a question in front of the entire audience to someone who just delivered a presentation?

**Why** go to networking events, social functions, and seminars where you know someone will ask all in attendance to, “Please stand up and tell us who you are and what you do? Give us your elevator speech.”

### Here’s Why

We perceive really good speakers as experts. We like to work with experts. Experts command more money for their products and services.



*The research shows:  
Speaking opportunities  
are business, career, and  
leadership opportunities.*

People who take and make those speaking opportunities:

- grow their businesses.
- advance their careers.
- increase their leadership roles.

Let’s take a closer look at that proposition.

**Authors** who speak to civic groups, at association meetings and at other events present themselves as experts and leaders in their field.

- Being “on the program” and “at the lectern” impresses people.
- Delivering great presentations increases the credibility of the presenter and their writings.
- This leads to more book sales and speaking opportunities!

I present this hypothesis whenever I speak, and it’s never been challenged. Most think, “Of course not, what’s to challenge?”

*Why* then do so many avoid speaking opportunities?

It’s the fear of public speaking.

This fear, which is often listed as one of the greatest people have, holds many back from reaching their potential, personally and professionally.

My research found it is an “equal opportunity fear” that doesn’t care about your age, education, or occupation. I have coached people ranging from doctors to CEOs to a father of the bride-to-be. The thought of toasting the newlyweds started him having anxiety attacks the day his daughter got engaged!

My presentation will touch on WHY we have this fear and give some nuggets to lessen it!



**Fred E. Miller** is a speaker, an international coach, and an author.



*Fred Miller*

His books, *NO SWEAT Public Speaking!* and *NO SWEAT Elevator Speech!* are bought internationally and have rave reviews on Amazon.com.

His website, [NoSweatPublicSpeaking.com](http://NoSweatPublicSpeaking.com), has over two hundred articles and videos on public speaking and presentation skills.

He has been interviewed locally and internationally and has written many articles on- and offline.

His mantra is: “Speaking opportunities are business, career, and leadership opportunities.”

No one ever challenges that statement. *Why* would they!

His entrepreneurial business background includes being the owner or partner, in five successful business-to-business companies.

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## COMING IN FEBRUARY

FEBRUARY 10, 2016

### Terry Mulligan

Author of an award-winning memoir of growing up in Harlem—and now a novelist—Mulligan will host a panel discussion with **Kathleen Finneran** and **Rick Skwiot** on the ins and outs of memoir writing.

# Five Easy Book Marketing Tips For Authors

By Derek Haines

From: Just Publishing Advice: Self publishing advice, tips and news  
<http://www.justpublishingadvice.com/5-easy-book-marketing-tips-for-authors/>

## HELP YOUR BOOK SALES WITH THESE FIVE EASY BOOK MARKETING TIPS

Easy book marketing may sound a little trite, but in fact, the most basic and important book marketing issues can often be overlooked in the mad rush for book sales after you release your book.

While there are hundreds of ways to market a book, very few work unless the basics are done correctly. So here are my five easy book marketing methods that I consider essential in giving a book the best chance of selling.

### TIP #1 - METICULOUS LISTING

Without a doubt, the first and most vital measure to take is to make sure that your book is listed correctly, fully and completely on Amazon KDP, Createspace and all your other retailers. One mistake many authors make is not using Amazon Author Central to add even more book details and editorial reviews. I touched on this in my recent post about SEO for books and ebooks.

Always make doubly sure that you have a subtitle, select narrow categories, find killer keywords and write a keyword rich book description. Even if you have done this, go back from time to time and see if you can improve your book details. Use your book's keywords in Amazon search, and if your book is not appearing, try finding a couple of new keywords. Search keywords for books are very powerful, so keep looking for better keywords to replace your weaker ones. Rinse and repeat.

### TIP #2 - BLOG MORE

Write a bunch of blog posts about your book. Almost every self published author has a book page or pages, with the book description, a cover image and buy links, for posting on social media. However, the effectiveness of such a page is minimal, as it is usually only a repetition of what is on your retailers' sites, so it's boring and will gain little attention.

A better way to gain interest and attention on social media, as well as increase your search engine indexing, and therefore book discoverability, is to write a number of blogs about your book. These can be about the

setting for your book, how the idea came to you, who helped you or where you wrote the book. If you can come up with ten ideas for ten blog posts, you then have a variety of webpages that you can share on social media, as well as ten more of your pages that will be indexed on Google, Bing and Yahoo.

### TIP #3 - SHARE BETTER

Share, share, share. Sure, every author shares their book posts on Facebook and Twitter, but promotion on these platforms tends to last for only a few hours, or even a few minutes. In some cases, depending on the time of day, or day of the week, it may gain zero attention. Due to the limited duration of effectiveness, re-posting often becomes the obvious solution. But this runs the risk of annoying your friends, followers and potential buyers.

The far better way to share is to use platforms that have longer lasting effectiveness. Some of the best by far are Google+ Stumbleupon, Pinterest, Scoopit and Flipboard. These platforms can deliver a lot of traffic, so use them to share and distribute every blog post or new webpage you make.

### TIP #4 - COMMENT EVERYWHERE

Comment, then comment even more. Every time you comment on a blog or news article, you have the possibility to gain a link back to your own blog or website, and therefore to gain new potential visitors. Make extra sure though, that you check that your profile details are complete for each commenting platform, such as Disqus, WordPress, Google, Blogger or the individual site. Whenever possible, add your profile pic, your website or blog address and a brief bio. A couple of comments I posted on a recent Smashwords blog post ended up gaining over 50 new visitors to my website in only three days.

Don't restrict your commenting to only book, publishing and writing related sites. I gain a lot of new visitors from comments I make on newspapers and even sporting sites. In fact, commenting outside of the publishing arena is extremely valuable, as that is exactly where book readers are likely to be—reading the paper!

### TIP #5 - STOP SELLING

Stop selling books! Don't waste your time, because books are never ever sold. Books are always bought after being discovered. Discovery may come from word of mouth, an Internet search or by browsing the Amazon Kindle Store. Discovery can come from someone reading a comment you made on a fashion website or newspaper, or from tripping over your book on Stumbleupon. It may come from someone taking a look at your LinkedIn profile. Um, you do have your books listed on your LinkedIn profile, don't you?

### CONCLUSION

Always think book discovery and forget about book selling. There are very limited ways to sell a book, but there are absolutely unlimited opportunities to make your book more discoverable. So keep looking for these new opportunities, and not at your sales dashboard. Concentrate on using these five easy book marketing ideas to increase your book's discoverability, and save yourself a lot of wasted time and energy

## SLPA Meets on the Second Wednesday of the Month

RICHMOND HEIGHTS  
COMMUNITY CENTER (THE HEIGHTS)  
The Angus Room  
8001 Dale Ave.  
Richmond Heights, MO 63117  
(Child care available at The Heights)

Doors open for networking at 6:30 p.m. and the program begins at 7 p.m.

The meeting concludes about 8:30 p.m. with networking until 9 p.m.

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

SLPA NEWS & VIEWS  
Editor: Andrew Doty  
Designer: Cathy Wood  
Webmaster: Kevin Ericson

