

# ***FINDING BOOK CUSTOMERS***

With Dan Poynter

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**"Marketing is hard.  
Selling is scary.  
But . . . talking to people about what we love to do,  
is something we do every chance we get."  
--John Rakestraw, Book Designer.**

## **What is your favorite subject?**

**Special sales come first.  
Book-trade promotion comes last.**

Don't "**spray and Pray**" (send promotion everyone and hope for some sales), or  
"**Batch and Blast**" (send the same message to everyone),  
or  
"**hunt with a shotgun as opposed to a rifle.**" (sending your book announcement to more than your target audience).

***To sell your book, talk to the right crowd  
Talk to your (new) friends  
Fish where the fish are.***

## **Target marketing**

## **Getting discovered**

## **Your Platform**

### **Subscribe to my *Publishing Poynters* Newsletter on Books**

To **subscribe** FREE: Fill in the signup sheet. Or go to  
<http://mad.ly/signups/42313/join>

### **Book promotion is up to you.**

Whether you sell out to a publisher or publish yourself,  
the author must do the promotion.

Today book promotion is faster, easier, cheaper, and a lot more fun.

Are you an introvert or extrovert?

<b>Introvert</b>	<b>Extrovert</b>
<b>0</b>	<b>10</b>
_____	_____
<b>5</b>	<b>5</b>
<b>Uncomfortable in crowds</b>	<b>Short attention span</b>
<b>Must promote from home</b>	<b>Needs help with writing</b>

**What kind of book promotion are you cut out to do?**

Most (**introverted**) authors do not like promotion and don't want to have anything to do with it. They concentrate on the message.

Do only promo that is fun for you.

**Upload the ebook to Smashwords.com and Amazon.com, then:**

**Getting the word out—to only those who care.**

It is less expensive and more effective to promote your book only to people who are fascinated by the book's subject.

But how do you find them?

**1. Promote with (other people's) blogs**

"Get someone else to blow your horn and the sound will carry twice as far."

--Will Rogers

**2. Google Alerts**

Sign up for <http://www.google.com/alerts>

**3. Groups/Forums**

LinkedIn, Yahoo Groups, Facebook, Twitter.

**4. Spend your time online (in your field).**

**5. Locate reporters writing on your subject**

--*Help A Reporter Out* (HARO)

<http://www.helpareporter.com/sources>

--*Reporter Connection* (Discontinued April 2013)

<http://www.reporterconnection.com/JoinNow/?11531>

--*Pitchrate*

<http://www.pitchrate.com/>

**6. Wikipedia**

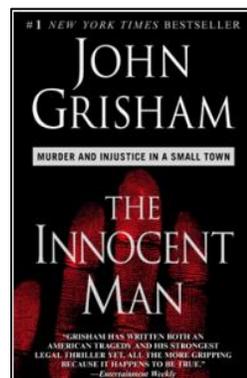
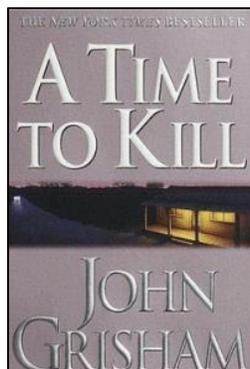
<http://Wikipedia.org>    [AndyWDavis@Yahoo.com](mailto:AndyWDavis@Yahoo.com)

## 7. Book Awards

For a list of 38 book award programs, see

[http://blog.bibliocrunch.com/indie-author-awards-2013/?goback=%2Egde\\_61034\\_member\\_5814022188595965956#%21](http://blog.bibliocrunch.com/indie-author-awards-2013/?goback=%2Egde_61034_member_5814022188595965956#%21)

## 8. How to tell when an author becomes well known?



Put your name at the top of your book's cover and on the first slide of your PPT

## 9. .Sig in your email messages

Who you are, what you do. and where to find you.

## 10. Book/Subject Research

Use Amazon.com

## 11. Each book should have its own dedicated website.

<http://TransplantHandbook.com>

## Questions?

## Close

"I never said promoting your books would be easy.  
I only promise it will be worth it."

—Dan Poynter

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