

# Welcome!

*Boutique of Quality Books*

**BQB**

*Publishing*



**Today's New Writers;  
Tomorrow's Best Sellers**

## Author Conference Call

Saturday, April 13, 2013

10:00 a.m. EDT

# Agenda

- **Introductions and company updates from Terri**
  - Overall state of the company
  - Continued growth in sales
  - Foreign Rights and Distribution in late 2013
- **Marketing Update from Julie**
  - Goodreads tips
  - Author calendar changes
- **Production Update from Katy**
  - Audio books
  - New research and development worksheet for new authors/books
- **Training session on Networking with Guest Speaker**
  - Sarah Beth Jones of Nary Ordinary Business Services will be speaking about networking.
- **Questions will be accepted through the “chat” forum**

# Introductions and Company Updates

- Overall state of the company
- Continued growth in sales
- Foreign Rights and Distribution in late 2013



**Terri Leidich**  
**President**

# Marketing Updates

- Goodreads tips
- Author calendar changes



**Julie Breedlove**  
Director of Marketing



## Why Goodreads?

1. It's where the readers are
2. It's social
3. It's easy for authors to promote books

# goodreads

**Promote your book here through:**

- Author Program
- Giveaways
- Highly-targeted Self-serve Advertising



You are here: [Home](#) → [Event Calendar](#)

## Event Calendar

### BQB Author Events

Today ◀ ▶ **Tuesday, April 16** ▾

Print Week Month Agenda ▾

Showing events after 3/15. [Look for earlier events](#)

#### Tuesday, April 16

VA: Bob Fiacco speaking at Radford College

#### Wednesday, April 17

GA - Hardin speaking at McEver Arts Academy

#### Friday, April 19

NEW RELEASE: Mr. Blue by Priscilla Whitaker

#### Friday, May 17

# BQB Event Calendar

New process for adding entries to the public calendar:

- Email Julie:
  - What
  - When
  - Where
  - Who – Public/Private?
  - Link for more information
  - Need marketing support?

# Production Updates

- Audio books
- New research and development worksheet for new authors/books



**Katy Whipple**  
Director of Production

# Worksheet

## BQB Marketing Foundation and Competitive Analysis



1. Why did you write your book?
2. What are your goals for this book?
3. What ideas/plans do you have to meet those goals?
4. How much of your budget do you plan on designating for marketing to reach these goals?
5. Who is your target audience and why? Where do they shop?
6. What is your hook for these people to buy this book?
7. What are your marketing strengths and weakness? What areas do you need help with achieving your goals?

## BQB Marketing Foundation and Competitive Analysis

### Your Competition

1. What titles/authors are your direct competition within this genre and topic?

2. Identify the top 3

Title	Author	Cover Image (paste link or type a short description)	Publisher	Year	Pages	Price

- b. What is unique about your book compared to these?
- c. What similar traits do you notice among the covers of these competitors?
- d. What ideas do you have for your cover and why? How do those ideas compare/contrast with the competition's covers? Has your vision for your cover changed after reviewing your competition?

# Guest Speaker: Sarah Beth Jones

Business Empowerment  
Consultant

- Today's topic: Networking



**Nary Ordinary** Business Services

All Business | No B.S.

# No B.S. Services

- Social Media Consulting
- Business Empowerment Consulting
  - Author Coaching
- Website Creation
- IT Consulting

Sarah Beth Jones  
Naryordinary.com  
sbj@naryordinary.com

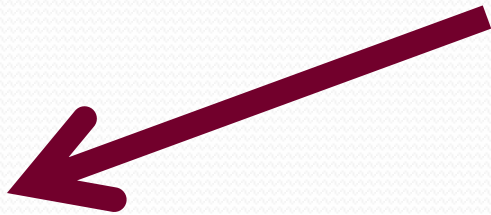
# Networking

- What is networking?
- What is networking *not*?
- Why networking?
- Introverts and networking
- Where?
- How?
  - In person
  - Online

Sarah Beth Jones  
Naryordinary.com  
sbj@naryordinary.com

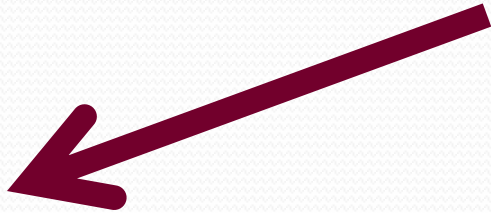
# Share your own 30 second ad!

Give it a shot, try your own 1-2 sentence pitch here.



# Questions?

Type any questions in the chat feature here!



# Thanks for joining us!

Have a great Saturday!

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