

Welcome!

Boutique of Quality Books

BQB

Publishing



Author Conference Call

Saturday, June 15, 2013

10:00 a.m. EDT

Agenda

- **Event Updates from Julie**
- **Production Update from Katy**
- **Company Sales/Distribution/Training Updates from Terri**
- **Training session on Marketing Must-Dos for Successful Results**
- **Questions will be accepted through the “chat” forum**

Marketing Updates

- SC Book Festival
- Indie Book Awards
- Book Expo America (BEA)
- Promotional/advertising opportunities for authors



Julie Breedlove
Director of Marketing

Production Updates

- Website navigation updates – more user-friendly!
- Updated SEO
- Change in BQB links – check your website/material
- Always a work in progress
- Have something for the website? Send it to me!



Katy Whipple
Director of Production

Company Updates

- Distribution
- Other ways to promote books – selling to businesses
- **Children's Authors: Save the Date: July 27, Training Call for selling books to schools**
- Copyrights



Terri Leidich
President

Must-Dos For Successful Book Marketing

- Major elements that should be a part of your marketing plan
- Approach all of these with a “think outside the box” mentality. You’re competing with MILLIONS – you **MUST** stand out in a positive, creative way.

Author Website

- Professional and clean
- Easy to find and use
- Updated (don't list a February 2011 event as upcoming!)
- Include direct links to where your book can be purchased
- Include social media buttons
- Learn basics about SEO - Search Engine Optimization, so people can find you. Use resources like “brandyourself.com” if you need extra help.

Social Media

- Have a presence on main sites like Facebook, Twitter, LinkedIn
- Link them together through Hootsuite for ease of use and a single dashboard for all.
- Positive Participation! Share, Comment, Like – Use friendly input, not hard sales, to gain attention.
- Connect and support other BQB authors too.
- Seek creative opportunities to share/update (e.g. John Daly's use of Jim Carrey photo and kids seeing book cover for first time)

Blogging

- Create your own – blogging is MADE for writers!
- Commit to regular posts
- Keep them short and sweet
- Use pictures – visual stimulation as well as words
- Read others for content ideas
- Offer guest posts to other blogs – get yourself and your book in front of audiences beyond your reach.

Google Alert google.com/alerts or Giga Alert: gigaalert.com

- Service offered by Google - notifies users about the latest web and news of their choice.
- Simple, quick set-up
- Monitor your name, your book, your competitors
- Generate Leads or Sources to Share (Great for finding new fodder for social media or use on blogs)
- Safeguard Reputation
- Terri uses this and can tell you more...

Build Author Profiles Goodreads and Amazon

The Goodreads logo is displayed in a brown, serif font. It features the word "goodreads" in lowercase, with the "oo" in "good" being significantly larger than the other letters. The logo is positioned to the right of the main title text.

Why?

1. It's where the readers are
2. It's social
3. It's easy

Promote your book through:

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

Publicity

BQB does more publicity for authors than most publishing companies. Author must still be in control and include this in their overall marketing plan.

- 1. Engage Publicist; and/or**
- 2. DIY**
 - resources: HARO, Reporter Connection, prlog.org

Author Initiated Events

- Signings
- Readings
- Launch Parties
- Connecting with Book Clubs in person or via phone or Skype
- Tip: Prepare a pitch-package for stores like Bob Fiacco

Attending Larger Events

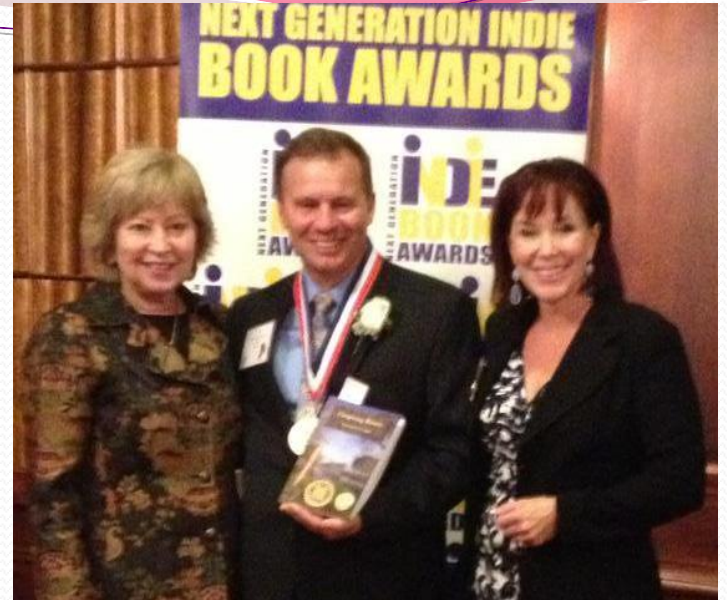
- Book Festivals
- Writers Conferences
- Local events – Arts Fair, Library, Schools
- Speaking Opportunities
- Seek target market events too (ex. Bunfest, golf event, mystery writer's events, etc.)

Book Reviews

- Magazines
- Newspapers
- Bloggers
- Literary/Publishing Resources (Like NetGalley)
- Go after free first, be careful if someone requests payment for review

Award Entries

- Build Recognition
- Grow Fan Base
- Generate Media Opportunities
- Integrate the entry fee costs into your marketing budget
- Use BQB list of awards as a starting point

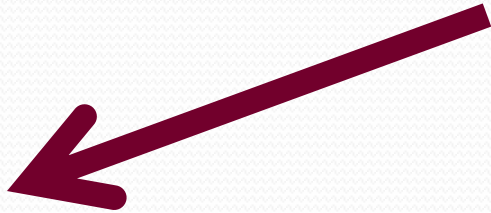


Relationship Building

- Connecting and Interacting with important book contacts
- Bookstores in your area
- Libraries
- Schools
- Book Clubs
- Writer's Conference organizers

Questions?

Type any questions in the chat feature here!



Thanks for joining us!

Have a great Saturday!

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