

Sell Your Book

Success = attracting EYEBALLS



Make it happen in today's social media world
by Lucy Beebe Tobias

1. You want sticky, interested eyeballs= people who want what you have and plan to come back again to wherever you are - Twitter, Facebook, Web site, blog, LinkedIn. Always include a clickable link to anything you post. Ask What is your niche? Why should people like you on Facebook? Do this exercise -

As a _____
I can _____
So that _____

One answer: **As a** "new person just moved to Florida" **I can** "find environmental and historical day trips" **So that** "I can learn and enjoy my new home." Wow! Have I got the book for you *50 Great Walks in Florida*

2. Book reviews are your newest best friend (think Trip Advisor). Ask people for them

3. Can you say BLOG? Say it with me now. Keep it fresh. Make a schedule, stick to it.

4. It is not "if" you will have a Web site, only "when", period, no "buts". Not teck savvy?
Your 15 year old grandson can build one for you. Quality matters. NEVER put "coming soon"
people will leave and will not come back ever again.

5. Enter contests, win, get bragging rights (ie press release to local newspaper, etc.) Try the
e book cover design contest at www.thebookdesigner.com, the writing contests with
Florida Writers Association, the Florida Book awards (for that calendar year).

6. Go to book fairs, chamber meetings, church socials, and give away your business card. Look people
in the eye and say "I'm available to speak to your club." Get invited. Show up. Bring books. Sell them.
Take a Toastmasters course to learn good speaking skills.

7. Help other people and they will help you. Marketing is all about partnerships.

8. Buy this book - Dan Poynter's **Self-Publishing Manual: How to write, print and sell your own book.**
Web site: www.parapublishing.com/sites/para/

9. Sell books. Make money. Be happy. Well, two out of three ain't bad.

10. What works for Lucy:

- Figure out your unique thing and stick to it
- Offer a free magazine that keeps your audience engaged and connected
- Offer to speak and help out clubs/organizations/etc that are interested in your area. Don't forget to get magazine subscriptions, take a signup sheet
- Partner, partner, partner
- Quality matters - make your stuff good