

## Marketing and Publicity Guidelines for Judson Press Authors, Part II

So you're among those most committed to the marketing and promotion of your book! Thanks for asking for more ideas, suggestions, and recommendations – we really can do so much more when the author is invested in the process.

The information below presents a second level of opportunities for marketing and promotions. You'll notice that most of these opportunities present themselves online.

### Website:



If you don't already have one, we ask you to consider developing a website. While we include an author bio and book page for you on our site, you can do much more with your own. They don't have to be expensive, time-consuming endeavors, but they are important. The **online media kit/media room** is one element that is particularly important and for which we can't do as adequate a job since we're dealing with over one hundred authors. For help on this topic, see the articles "Building Your Online Media Kit" and "Why You Should Build a Social Media Newsroom, and What to Put in It."

And if you need assistance in developing a website, let us know and we can recommend individuals or companies who specialize in it.

### Blogs:

A blog is an online journal designed to entertain and educate. Blogs also offer the option of allowing readers to post related comments, thus acting like an interactive forum. A blog humanizes your website. If blogging is something you really want to get into, consider subscribing to *Blogger & Podcaster Magazine* for more tips. You can also refer to [www.buildabetterblog.com](http://www.buildabetterblog.com) and the e-newsletter articles: "Boost Your Book Sales By Starting a Blog" and "How to Get More Traffic to Your Blog."



And while you're thinking of your own blog, don't forget to contribute to others! In fact, this is a great way to reach media people, most of whom actually read the comments on their blogs. It might be one of the few ways to get their attention, assuming you're saying something relevant and of interest to them.

### Webinars:

Webinars are a great way to share your expertise with a captive audience and promote your book in the progress. Judson Press has done several webinars and has found them to be popular and effective. For more about webinars, see the related articles.

## Online Forums/Discussion Group

These provide great opportunities to share your expertise and perhaps casually mention your excellent resource! Here are a few sites to start with, though there are hundreds more (note, I have not personally used these sites, so this list is not an endorsement, just a compilation of available sites).

- [www.Crosswalk.com](http://www.Crosswalk.com) – forums include FaithWalk, Ministry Leaders, HomeSchool Support, Marriage, Parenting, Theology, and more.
- [Amazon.com](http://Amazon.com) – you'll find Christian discussion groups on morality, war and terrorism, women in ministry, evolution, and more.
- [www.Beliefnet.com](http://www.Beliefnet.com) – popular discussion boards include the Bible, parenting, relationships, spirituality, and health
- <http://lists.topica.com> is an excellent place to find discussions on any given subject.
- The major search engines have discussion groups by category.
- Book Marketing Network is a social networking site for authors and publishers. It's free and you can blog there, network with other authors, join forums, etc. It's <http://bookmarket.ning.com>.
- A similar site is [www.nothingbinding.com](http://www.nothingbinding.com). I encourage you to visit this one and register for their free membership. Membership allows you to post your book(s) on the site to get reviews that can then be posted on [amazon.com](http://amazon.com).

## Goodreads

Much like MySpace Bands pages, the Goodreads Authors program is a completely free feature designed to help authors reach their target audience — passionate readers. This is the perfect place for new and established authors to promote their books.

As a Goodreads author you can promote your books and create a profile featuring:

- A picture and bio
- A blog
- [Upcoming events](#), such as book signings and speaking engagement
- Book excerpts and other [writing](#)
- [videos](#)
- Your list of favorite books and recent reads with your fans!

Learn more here: <http://www.goodreads.com/author/program>.

## Facebook for Authors

Facebook can be a powerful place to promote your book and yourself as an author:

- Set up your own personal profile and start making some friends. If you are a complete beginner, check out these "[How to use Facebook videos](#)" on YouTube.
- Set up a Group. You can set up a group for your book or for yourself as an author [here](#). You can also get a [memorable URL](#) instead of the incomprehensible one Facebook gives it.
- **Advertise on Facebook.** Facebook profiles contain far more information about a person than general web searches have access to, so you can target your audience more specifically. If you set up an advert, you can specify who to show it to, for example, women aged 20-45 who like "books" or "reading". Find information about [advertising here](#).

## **White Papers and Articles:**

In the guidelines part one we briefly touched on the advantage of writing articles for publications that reach your target audience. If you want to go even further with that, you may choose other means for disseminating articles and white papers. The goal is the same—to identify you as an expert and to encourage links to your site and mentions of your book.

- Articles and white papers can be posted on your website and ours and a simple press release sent to your existing databases (and ours) can announce its availability
- Articles can also be written for a growing number of online article depositories. Word has it that producers, newsletter editors, and particularly webmasters will turn to these sites for content. If they use your article and properly attribute you as the source, you've gained exposure for yourself, your website, and your book.
- While Google loves to see lots of links to your site, there are rules to follow when writing articles for online posting. The biggest one is that you can't simply post the same article to a dozen different sites. Google can actually detect this and it will work against you in search engine ranking.

For more on this subject, see the articles “Stand Out from the Crowd with Advanced Article Marketing” and “7 Ways to Market Online Using How To Articles.”

*Finally, one non-internet based topic:*

## **Sales:**

While we work key Christian bookstores, distributors, and secular book chains, it can only help for the author to get involved in sales as well:

- Contact your local bookstores to ensure they will or are carrying your book
- Consider and suggest to us certain specialty stores that might be interested in your topic
- Have friends and family ask for your book at every store that carries books. Special requests can result in a store carrying your title.

## **Want to Stay Up-to-Date on Book Publishing, Marketing, and Promotions?**

By the time I finish writing this, it will already be outdated! That's how quickly things are changing. It's nearly impossible to keep up without getting a little help along the way. I've found a number of e-newsletters that offer helpful hints on marketing, sales, publicity, and more. If you're interested, these are the ones I'd recommend:

- *Book Marketing Expert*: [subscribe@amarketingexpert.com](mailto:subscribe@amarketingexpert.com).
- *John Kremer's Book Marketing Tip of the Week*: sign up at <http://www.bookmarket.com> where you'll find additional helpful information
- *The BookMark*: Publishing Industry Information and News – subscribe at <http://www.bookmasters.com/subscribe.htm>.
- *Book Marketing Matters* – send email to [brianjud@comcast.net?subject=subscribe](mailto:brianjud@comcast.net?subject=subscribe)
- *Publishing Poynters* – visit <http://parapub.com/sites/para/resources/newsletter.cfm> to subscribe

Other online resources include:

- Weekly podcast “Book Promotion Made Easy” – [www.amarketingexpert.com/#](http://www.amarketingexpert.com/#)
- Marketing tips for authors at [www.startawildfire.com](http://www.startawildfire.com)
- [www.BookTour.com](http://www.BookTour.com) – a free service where you can announce your appearances
- For a variety of podcasts on marketing, publicity, and promotions specifically for Christian authors: [www.ministrymarketingsolutions.com/2PRProsPodcast.htm](http://www.ministrymarketingsolutions.com/2PRProsPodcast.htm).

Finally, given that we’re in Christian publishing, I think you will enjoy the article “The Seven Deadly Sins of Book Promotion.” Just keep in mind that we are all sinners! Now, ENJOY!

P.S. In the first set of author marketing guidelines that you received, we mentioned interviews and public appearances as a way of gaining exposure for your book. There is a valuable article to help you in this area: “What Should an Author Say? Guidelines for Interviews and Speeches.”