



Empower India Movement



135 Proven Ways to

Sell Your Books Online & Offline

David Cameron

A Positive Publication of
Empower India Movement






Empower India Movement




135 Proven Ways to
Dramatically and Successfully Sell
Your Books and eBooks
Online and Offline

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Successfully Sell
Your Books and
eBooks
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Whether you wish to costeffectively promote your current business or web site, or you wish to get a new significant income stream, publishing yourself is an excellent idea that deserves your serious consideration. Why? Because book publishing is a \$25 billion industry in the U.S. alone, it touches millions of lives, it is very viral, it powers the information economy, it feeds the need to know things (a need that people will always have), and you can get into it right now very easily both for profit and promotional purposes. It is an industry that is growing tremendously as people feel the need to know more and more. The publishing industry is almost five times larger than Hollywood's movie industry. And you know what is amazing? You can get in on it right now, in a few minutes, and start using it to costeffectively promote your business or have a new income stream.

Anyone can be an author, especially when it comes to nonfiction books and ebooks. Everybody has at least one book in them. You are a unique person, and that makes you posses a unique collection of knowledge, experiences and perspectives that thousands of people out there would wish to hear about. Perhaps you know how to make great candles at home. Or you may know how to market certain products well. Or you may be a great listener. Or you may have some great skills when it comes to looking after pets. Perhaps you know how to save and invest money very well. Or you notice that your friends love to listen to you when you talk sports because of all that you know. These and many other skills are in high demand and desired by certain people all over the world. You do have a book inside you. Everyone does. And with today's electronic publishing and marketing options, you can produce it for almost no money and market it for very little and still profit very well.

Even if you do not wish to make money in publishing, ebooks and books are excellent ways to promote your regular business, especially online businesses. Ebooks especially are fantastic at achieving this. This is because the top three activities performed online are downloading, searching for information and emailing, and ebooks are downloadable information products that can be emailed. They are highly viral, getting passed on from one person to another if they contain useful information. Therefore, whatever business you may be in, by writing a short ebook with useful information related to your industry you establish yourself as a credible authority, get the trust of your customers, get yourself considered as a point of reference, and best of all you get a useful product that you can give away free at no cost to you and have people

pass it on to each other thus giving you free promotion. An informative, small ebook can end up being passed on to thousands of potential customers at no cost to you. Of course, your free ebooks would have to contain genuinely useful information that is somehow related to your products and services that you do sell. They would also contain references to your products and ordering information. Your ebooks would become your free sales reps, duplicated and passed on from customer to customer even while you sleep.

How to write books and ebooks is not the focus of this ebook that you are reading now. You can easily learn how to write ebooks by looking at the various web sites listed at the end of this ebook, such as Dan Poynter's <http://www.parapub.com>. In fact, writing is just 10% of the job involved. Most of the work, the 90%, comes in when it comes to getting people to know about your ebook. Like any other business, marketing is 90% of the job. Fortunately, it is extremely easy and affordable to market books and ebooks if you know exactly what to do. The purpose of this ebook that you are reading is to point you exactly but quickly and briefly in the right direction. It does so in two steps: (1) point out each activity required and (2) briefly state it and point to where you may go to learn more about it and perform it. This ebook avoids trying to explain in detail what each step entails exactly. The reason for that is that (1) it would take several hundred pages to do so and this ebook is meant to be a quick guide that gets you up and running fast (2) the exact details are always changing (3) and the exact details are available in various places as pointed out by this guide where appropriate.

Ok, the first step is this: only a small percentage of all books published are sold in book shops! Yes, the vast majority of books and ebooks are sold outside of bookshops! This is probably the most surprising thing to new authors! So where are they sold? What sales techniques do you need? What creative strategies can you use to get your book viral and passed on from friend to friend while boosting sales for you? Where can you get more information, free publicity, and other services that will get your books and ebooks in the hands of thousands of people? Well, let's start.

The following tips are not in any order of importance. Some may be more effective for you than others. However, getting reviews by the top reviewers and the press is the single most cost effective and powerful way of getting sales for your books. First of all, the reviews will get you publicity and drive retail and wholesale sales your way. Also, when you do get the reviews, quote those reviews on your book cover, your web

site, your press releases, your sales materials, when you ask for more reviews, and whenever you tell people about your book orally or in print. Reviews greatly increase your book sales by increasing the confidence people have in your book. People are often skeptical and will not trust you straight away until they see that many people already do trust you and your work. So use reviews and testimonials extensively! So we shall start with that. Ok, here we go:

1. Getting reviews is very easy. Most people will be honored to do a book review, especially because of the name recognition they get when their review is quoted. They also just feel happy to have helped readers know that a book is great and useful. One of the first things you do, then, is to find sites and online newsletters that have content related to your book. Ask them to review your book. Also ask them to link to your book from their web site if they do like it. As an extra incentive, you may also give them some free copies to give away on their site. At first not all sites will review your book. When those that review it get back to you with their reviews, follow up on those that didn't review you, letting them know that your book is already getting good reviews elsewhere. This is good for you because some people may be 'shy' of being first to review a book for various reasons and seeing that others are reviewing it will encourage them to go ahead and review it as well. Follow up one or two more times if they still do not review, each time adding your new reviews.

2. Make sure you get listed in the following places that serve as the book industry's reference points especially for the large wholesale buyers such as libraries, retailers and wholesalers:

ABA Book Buyer's Handbook (<http://www.bookweb.org>),
The Book Buyer's Manual (<http://www.nacscorp.com>),
Book Dealers Drop Ship Directory (marketbooks@juno.com),
Book Trade in Canada (<http://www.quillandquiere.com>),
Canadian Publishers Directory (<http://www.quillandquiere.com>),
College Store Executive (<http://www.ebmpubs.com>),
Contemporary Authors (<http://www.galegroup.com>),
Cumulative Book Index (<http://www.hwwilson.com>),
Directories in Print (<http://www.galegroup.com>),
Directory of Mail Order and Business Catalogs
(<http://www.greyhouse.com>),
Information Marketplace Directory (<http://www.simbanet.com>),

International Directory of Little Magazines and Small Presses (<http://www.dustbooks.com>),
Law Books in Print (<http://www.oceanalaw.com>),
Literary Market Place (<http://www.literarymarketplace.com>),
National Directory of Catalogs (<http://www.oxbridge.com>),
Para Publishing's Success Stories (<http://ParaPub.com>),
Publishers Directory (<http://www.galegroup.com>),
Publishers, Distributors, Wholesalers of the United States Directory
and Publishers' International ISBN Directory
(<http://www.reedref.com>),
Publishers Marketing Association (<http://www.pmaonline.org>),
Small Press Record of Books in Print (<http://www.dustbooks.com>),
Vertical File Index (<http://www.hwwilson.com>),
Writer's Market (<http://www.writersdigest.com>).

3. About four months before your publication date, send review galleys out. Galleys are specifically-formatted manuscripts and book covers. For information on how to make galleys, see <http://www.parapub.com>. Prepublication reviewers do not accept finished books (that is why they are called pre-publication reviewers). Reviews from the major reviewers listed here are free and extremely important because of all the orders they generate for you. These reviews are also syndicated and published in major periodicals and thus continue to promote your book for months and years after they are written. The one catch is this: you must get your book reviewed very early, sometimes up to four months before your publication date. Reviewers like new books only, not books that have been released for a while. Also, reviewers may take three or more months to review and publish their reviews. Send review galleys of finished books where accepted to the following reviewers (see each web site for guidelines):

American Book Review, Baker & Taylor (<http://www.btol.com>),
Booklist and Choice (<http://www.ala.org>),
Chicago Tribune Books (<http://chicagotribune.com>),
Feature News Service, Gale Group (<http://www.galegroup.com>),
Horn Book (<http://www.hbook.com>),
Hungry Mind Book Review (<http://www.bookwire.com>),
H.W. Wilson Co (<http://www.hwwilson.com>),
Independent Publisher (<http://www.independentpublisher.com>),
Ingram Book Company (<http://www.ingrambookgroup.com>),

Kirkus Reviews (<http://www.kirkusreviews.com>),
KLIATT Young Adult Paperback Book Guide
(<http://hometown.aol.com/kliatt>),
Library Journal, Library of Congress Acquisitions (<http://www.loc.gov>),
Los Angeles Times Book Review (<http://www.latimes.com>),
Midwest Book Review (<http://www.execpc.com/~mbr/bookwatch>),
Newsday (<http://www.newsday.com>),
New York Review of Books (<http://www.nybooks.com>),
New York Times (<http://www.nytimes.com/books>),
Patrician Productions, Dan Poynter (<http://ParaPublishing.com>),
Publishers Weekly (<http://www.publishersweekly.com>),
Library Journal (<http://www.libraryjournal.com>),
Foreword Magazine (<http://www.forewordmagazine.com>),
Kirkus Reviews (<http://www.kirkusreviews.com>),
ALA Booklist (<http://www.ala.org>),
New York Times Book Review (<http://www.nytimes.com>),
Los Angeles Times Magazine (<http://www.latimes.com>),
School Library Journal (<http://www.slj.com>),
Quality Books (<http://www.qualitybooks.com>),
Rainbow Electronic Reviews, Reader's Digest Condensed Books
(<http://www.readersdigest.com>),
Reference and Research Book News (<http://www.booknews.com>),
Reference Book Review, Romantic Times
(<http://www.romantictimes.com>),
San Francisco Chronicle (<http://www.sfgate.com>),
School Library Journal (<http://www.slj.com>),
Small Press Review (<http://www.dustbooks.com>),
USA Today (<http://www.usatoday.com>),
Voice Literary Supplement (<http://www.villagevoice.com>),
Washington Post (<http://www.washingtonpost.com>),
Rowse Reviews (<http://wexfordpress.com>).

4. Also send your review copies and galleys to the hundreds of newspapers, magazines, and newsletters that would be interested in your book. These are not only very important to get reviewed in for your credibility-building efforts, but they also drive tens of thousands of new buyers your way free. Reviews cost nothing except for the money you spend printing the galleys and mailing them to

the reviewers (about \$4 or less per galley including postage). When you contact anybody for a review, do it in the right format and do it professionally. Parapub.com has a report that shows you exactly how to request a review, what should be in your request package, and in what way you would do it. Reviews from the press and from the main reviewers mentioned before this are extremely influential and can determine to a large extent how well your book will sell. Every month, follow up your submissions for a review by sending the reviewers a press release that highlights any reviews you may have gotten so far, how your book is doing, and how it ties in with current events in the news. Remember that it can take time before a review is published (sometimes more than three months from when you send in your review copies and galleys) and you are among many books seeking for review. That is why you need to stay in the minds of reviewers, and recontacting them once a month is often enough without being pushy.

5. Send review galleys to the major book wholesalers as well. See the *Literary Market Place* for a listing of book wholesalers.
6. Send review galleys to major book clubs like Book-of-the-Month, Literary Guild, and others that are related to the genre you write about (see <http://www.literarymarketplace.com> for a list of book clubs). Book clubs are responsible for a great proportion of the books sold in the world. Book clubs often buy the right to produce the book for their members from you. They then print and sell your book to their members on their own. They do this because it is more cost effective for them since they already have their own printers and distribution system in place. Getting a review from them gets your book good credibility and also raises the possibility that it will be picked up by the book club as one of their chosen and recommended books.
7. Get the Book Marketing and Book Reviews reports from <http://www.parapub.com>. These are extremely valuable and contain more information that you can hope to find anywhere else on the book review process. They also have step-by-step instructions. Also get their book review mailing list as it will save you lots of time when it comes to mailing out review copies and galleys.
8. Find email discussion list that discuss books in your topic of interest and offer a free copy to anyone who will review it. You can find discussion lists at Topica.com, Egroups.com and other web sites (see the list of URLs at the end of this ebook).

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9. Blurbs and testimonials are very much like reviews. In fact, testimonials are simply reviews by your readers. Your readers may not be famous like the reviewers are, but their testimonials add a lot of credibility to your book. Collect testimonials religiously! Ask for them whenever you get a chance! And quote them just as much as you quote reviews. Quote them in the inside pages of your book, on the outer cover, on your web site, on your sales materials, and so on. They make new readers comfortable enough to buy your books.
 10. People also listen to authorities, experts and opinion makers. So, when you win the trust of experts in your field, you win the trust of entire marketplaces. Experts become experts and remain experts by being in the public eye often. So when you ally with them, you automatically are regarded as an expert by the public. Find a way to reach the key opinionmakers in your field, get them to review your book and if possible even recommend it to their audience.
 11. Find a way of reaching large groups of enthusiastic customers and get them to read and testify to your book. For example, if you are a car dealer and have a book or ebook on car savings or something like that, locate a group of car enthusiasts and get them to look at your book. Car enthusiasts are always talking about cars to people all around them, and if they like your book, they will freely talk about it and start a viral buzz that gets you lots of free publicity. They become your free sale force that is highly trusted. So find out who your most active reader base would be and where they hang out and court them.
 12. Visit <http://bookzone.com/> and use their numerous resources for ebook authors. This site is huge! There is something for everyone there. You get web design, development, hosting, e-publishing, distribution, conversions, print-on-demand (pod), promotion and e-marketing solutions. Have a look.
 13. Get your book a web site. But not just any web site. Get a book web site, professionally designed by someone who has experience in ebook and book web sites. I recommend you try <http://www.authorsontheweb.com/>. They are extremely professional and experienced at making web sites for authors. Your web site is the first thing many potential buyers will see and if they feel your site looks less than presentable or confusing, they will not trust your work.

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14. Articles are one of the easiest and best ways to get free promotion. You should compile a list of newsletters and magazines that run articles on topics related to your book's content. Then write articles and submit these to those newsletters free. Most newsletters are looking for good content and when they get it, free especially, they are more than happy to print it. Of course, at the end of the article, your book and web site is mentioned along with quick ordering information. That way you get your name and book publicized free. To build your list of newsletters that publish on topics related to yours, search the Internet search engines, directories, and mailing list directories such as Listz.com. Write these articles every week. The more your name is seen out there by people, the more your reputation builds and the more sales you make.
 15. Give away sample chapters as downloadable Adobe Acrobat PDF files. People will download them, read them and get involved with your book. You create a bond between your book and the reader at no cost to the reader. Once the bond is created, the reader will feel more comfortable with your work and be many times more likely to buy the whole book. As a bonus, they will also likely pass on the PDF file to their friends (ask them to do so) and market your book further for you that way.
 16. Make it easy to spread word about your book. Have recommend-toyour- friend links and tools on your site; give away freebies like free chapters and so on. Do everything to make it easy for people to spread the word round about you. See <http://www.ideavirus.com> for a great free ebook on this.
 17. Email signatures are the way Hotmail got so big. Add a signature to all your outgoing emails that you write to anyone. Your signature should briefly promote the benefits of your book and give a URL where people can buy it or get more information on it.
 18. Hang around in newsgroups related to your book. See what issues you can participate in. never promote your book directly, but feel free to add a signature to all the messages you post in the newsgroups. See Google.com's Groups feature to find appropriate newsgroups for you.
 19. Consider serializing your entire book. Divide it into parts and send out each part separately by email free. Then find an advertiser to pay for a sponsorship message sent out with each mailing. This tactic has worked very profitably for some authors, especially those

who have built up a large mailing list. People love free books and readily spread the word around. And you as an author get paid by an advertiser instead of getting paid per copy by the reader. And best of all, you can still sell the print edition of your book. You will discover that many people, if they love your ebook, will want a print edition because it is easier to read and more portable. Ebooks actually increase printed book sales.

20. Build a high quality email newsletter that is free to your readers. Write your own articles and also get some from <http://www.ideamarketers.com> and other such places. A newsletter is great because it gets forwarded around from reader to reader and this gets your books promoted free for you by your subscribers. Every issue should have a catchy subject to make people read it, have useful articles, encourage people to pass it on to friends and discussion lists, solicit subscriptions (offer a free ebook as a gift for subscribing), promote your site and other products, and ask for testimonials.
21. Traffic from incoming links is one of the top 3 sources of traffic for many web sites. Incoming links are also crucial to your search engine rankings. Search engines give a much higher rank to pages and sites that have many external links to them. The rationale is that if other sites would link to a particular site, then that site must be useful. So it is in your highest interests, for both these reasons, to develop incoming links to your site. There are software packages and services to help you do this. These include Zeus (<http://www.cyberrobotics.com>), Link-swap.com, LinkageXpress, and LinkToLink by Boundaries Unlimited, Inc. You must get as many sites as possible to link to us. This not only gets you massive traffic, it also guarantees very good and dominant top ranking on search engines.
22. Another novel way to get traffic and buyers is to sponsor competitions running on other people's sites. For example, say you sell downloadable eBooks on the topic of wedding planning. You can approach About.com's wedding section and other wedding planning sites and such related sites. Give them 5 free ebooks to give out to their site visitors in some sort of competition. It will cost you nothing and it will improve their offering to their clients. The way you get traffic from this is that these sites will obviously have to run the competition and promote it on their site for a while. All along, there will be people reading about the competition, seeing what the prize is (your books), and that is free promotion! A few people will join in

the competition and wait, hoping to win, but many will just not want to wait so they will head to your site and buy a copy for themselves. That is how it works.

23. Give free hard copies to highly influential people in your industry. As explained before, this is good because when you get the trust of opinionmakers you get the trust from their followers.
24. Advertise brilliantly in centers where you have a large concentration of very connected and very passionate readers who are big on word of mouth. In you advertising, encourage people to tell others and also make it easy for them to do so. For example, if you have a book on golfing, advertise on golf-related newsletters. But don't just advertise passively. Ensure that your add targets the most vocal golf enthusiasts and gets them to talk about your book to everyone.
25. Newsletter sponsorships and adverts are also very effective. Find newsletters related to your book content as explained earlier. Then contact the owner and see whether you can buy a text ad in the newsletter or even sponsor an entire newsletter. Because books have a low price, try to either negotiate a low advertising cost per 1000 impressions, or try to get the owner to let you advertise free and instead earn a percentage of your sales. In either case, ask them to endorse your book to their readers. A plain advert will usually get a 1 – 5% conversion ration while one that is endorsed can get over 30% depending on how credible the owner is to the subscribers. Its all about trust.
26. Find ways to prove your claims. Your book, if it is non-fiction, must have benefits that it claims to give to its readers. Find ways to prove those claims and demonstrate them to readers.
27. Chats on AOL, iVillage.com, Talkcity.com and other chat places are also great free promotion places for you. All you do is hang around and observe chats as they go along during busy times. Then whenever something is raised that you can answer, do so. Mention, as a by the way, that you are an author of a book on the topic and perhaps mention that they can get a free chapter on your site. As you get better known, contact the site owner and arranged a scheduled chat whereby you would be promoted by the owner to his or her newsletter as a guest expert on your topic. This should get a large number of people coming at one go and you shall have your free publicity! Remember, book selling is a one person at a time thing. That is not a small accomplishment. Best-selling authors will tell

you any day that they sold one book at a time. You see, just one person is all it takes to tell one other person, and the chain continues on and on until you have thousands of people talking about your book and buying it. One person could be responsible, without knowing, for a chain reaction that gets thousands of books sold.

28. Register your book's web site with search engines. This is obvious but the usual way of submitting a site to the engines does not work any more. The field is too crowded. For details on how to do this submission in an effective way, see *The Complete Internet Marketing Outline* at <http://www.ImagesOfOne.com>. Search engine placement, when well done, gives you tons of free traffic 24 hours a day.
29. Have a long-term press release plan. Determine what you wish to accomplish with your press releases (perhaps get web traffic, sell books, or be recognized). Your news release has to be in the form of a short article that is one page short. It should not be a book review. It should be an article that either has useful tips, timely news, an unusual story, or some relevant and timely human interest piece. The easiest way to get your release picked up by the press is if you find a way to link it to current affairs and concerns within a local area because it is usually easier to get on local than national publications. Read the publications in each geographic region you are targeting and see what sort of book related articles they run and how they write them so that you may know how to write yours. If you have never written a news release before, one that got picked up and published, then read all you can about how to write a press release. There are definite rules and techniques that will get you published and others that will not. You have to know what works. One thing you must do is personalize each release you send. Do not send them as a huge broadcast message. Personalize and address each release separately and tailor it for the specific type of media or individual magazine you are writing to. If you need help writing and sending a release, there are many professionals able to do that for you for a fee, such as <http://www.EricWard.com> and <http://www.book-publicity.com>. Many publications will use your release as it is without edits. Up to two thirds of some magazines and newspapers are composed of material from news releases. But to be used, it must be well written and relevant to the readership of the particular publications. The releases that get accepted easiest are the ones that deal with a current issue and then ties the book in as a source of solutions to this issue. You can post free press releases at <http://www.prweb.com>.

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30. Submit audio clips of your book to <http://www.mp3lit.com> and <http://www.writersreading.com>.
 31. Write some really good articles related to your book and pitch them to the big web sites and magazines (online and offline) related to your book's content. You may decide to offer them free or for pay. Some web sites and magazines will pay you for the articles while some will not. This is not the same as giving free articles to newsletters. These big sites and magazines usually want exclusivity to the articles you write and they usually require that you contact them with a query letter and outline first and if they accept then you send them the article. Read about the query letter format before you contact them as a poorly written query will get you rejected. Several books exist on this topic, or get a report on this from <http://www.parapub.com>.
 32. Offer online and offline magazines some excerpts of your book to reprint on their magazines. Again, some magazines will pay you for these excerpts and some will not. Either way, ensure that they give you a byline at the end of your excerpt reprint that lets the reader know where to buy the full book.
 33. Find one major story concerning your book that can get people to talk about it with their friends. It should be extraordinary, unusual or outrageous. Then make it known in your book and in your promotional materials. People love to hear and tell a good extraordinary story.
 34. List your ebook with ebook directories. There are plenty. Search the web for them.
 35. Do joint ventures with businesses related to your book. For example, if you have an ebook on health, find health sites and work on a way you can bundle your products and crosspromote each other for mutual profit.
 36. Book signings also get you good publicity. If you have a book that is now in the book stores, arrange dates when you can go in to particular bookshops, set up a stand, and autograph your books for buyers. It works even better if you can arrange press coverage for the event.
 37. Hold online book parties on a chat sites like Talkcity.com, Yahoo Chat, AOL, or at <http://www.bookreporter.com>. Or you may hold it at a large and popular site related to your book. What you would

need to do is contact the owner of such a site and let them know of your book and intentions. Work out a way in which your book party becomes a special and informative event that is promoted well for several days before the actual event. The site owner would promote it to their visitors online and to their mailing list or newsletter. You would do the same on your end, inviting your site visitors, friends and of course other authors and the press. Also ask other webmasters of related sites to invite their visitors to the party. You will find that many will gladly do so free because it is newsworthy for them. It helps a lot if you use reviews and testimonials when advertising your book party. You should always offer an incentive for people to show up. For example, you can offer to give away free copies of your book at random to people who attend the chat session. Then at the appointed time and date of the chat, you simply show up online and chat on a pre-planned topic!

38. Speaking engagements and seminars are another way you can get the word out and earn some money. Find companies and events where you can speak on the topic of your book. Sometimes you would be paid and sometimes you would do it free. But either way you will have many people hearing about you, regarding you as an authority, talking about to friends and associates, and that all gets your books sold. Also, sell your books after the speaking event is done and collect emails of people interested in your future works. Join <http://www.nsaspeaker.org> to find and network with speakers and sell yourself as a speaker.
39. Search the internet for other places you can do online and offline chats, get interviewed, have your title listed free or for pay, get your book reviewed, and so on. See every opportunity to be in people's presence, no matter how small, because they all count.
40. Put out press releases and press kits very regularly, watching for ways to tie in hot and current human interest news with your book. I am repeating this here because it is often forgotten. Issue press releases regularly and tie them with current news.
41. Do radio interviews. Radio stations are always looking for guests. Do an interview with any station that you can get on, large or small, again cause they all count.
42. Set up an account with eBay and other auction sites. Put your books up for sale there. The point is that people will see your books. Many may not be willing to wait for the auction to close so they will

just head over to your site and buy the book instantly. Auction sites are heavily trafficked and this is a great way to get free promotion through them.

43. Do a book tour if you do have your book in bookshops. A book tour usually involves book signings and speaking engagements plus other publicity events that you may be able to arrange. You can tour a state, a region or the whole nation, depending on your resources and the subject matter of your book. Make sure your book tours are well organized, are attended well by the press for maximum publicity, and are attended well by the public. A lot goes into the planning of a book tour for all these to happen. See <http://www.mvh.com> for the author's products they have there. They explain all this very well and at length.
44. Get a good publicity agent. A good publicity agent has excellent media contacts, knows how to deal with the media, gets your press release written and sent out correctly, gets you booked on various events, and so on. They do a great job in getting your book sold through publicity. See the *Literary Market Place* for a list of agents.
45. Do book signings with other authors. When you do signings with other authors, you increase the total attendance for your signing events plus you get more media to come cover the event. Talk to bookshops that you would like to do a signing in and ask whether there are any book signings scheduled and whether you can join them. Contact other authors in the area and see whether they would like to do a book signing event with you.
46. Ask for testimonials. Ask. Ask. Ask. This is worth repeating again. Wherever you go, whoever you talk to in whatever format, ask what they thought of your book and whether you can use their testimonials. Then use those testimonials in your marketing and sales material.
47. Get Mark Victor Hansen's how to products for writers. This guy has sold over 70 million copies of his Chicken Soup for the Soul books and he knows how to sell books! Get his various products designed for authors wishing to learn more about the book business. They are well worth the price you pay for them (they usually retail for about \$150). Go to <http://www.mvh.com>.
48. Put ads in trade magazines related to your book. For example, if your book is about an aspect of engineering, put out advertising in engineering magazines. Make sure your ad has your web site address

and offers a few free chapters for download. Don't try to sell the book straight away through the as unless you really know what you are doing. This sort of advertising is most effective if you offer a free ebook or sample chapters on your site then ask for the sale on your site where you have more space to highlight your books benefits.

49. Get a word of mouth campaign designed by a professional. There are many people who are specialized at viral marketing. It is extremely effective and if you cannot think of a way to get people talking about your books, then get someone else to do it for you. Many books now exist on viral marketing (see Amazon.com, TippingPoint.com, and IdeaVirus.com). You can either read those books and do it yourself or get their authors or other consultants to design a viral campaign for you for a fee. Also have a look at <http://www.viralexchange.com>, a site that helps people really target and funnel traffic through viral traffic methods.
50. Be creative and don't be afraid to try new marketing tactics that you come up with! Watch best-selling books, track news reports about them visit their web sites. Copy any tactic you see that works well.
51. Have a look at Amazon.com's Advantage program. It may be an excellent avenue for you to sell your books. If you only have ebooks, you can sell them on Amazon.com's ZShops instead.
52. Make abridged versions of your books and license them to magazine companies, catalogs, seminar companies, and companies producing related products and services. These companies can license to print, on their own, your abridged work to bundle as they wish with their own products or promotions (e.g. as a free gift with purchases of a magazine). For example, if you have a book on baby care, see whether a magazine or baby products producer may wish to bundle an abridged copy of your book with their magazine or products to add value to them and gain market share.
53. Subscribe to and participate in the alt.books.review newsgroup and other newsgroups that may be related to your book. Use Google.com's newsgroups directory to find them. Post articles and advice related to your book and of course leave a signature at the bottom of your posting stating briefly what your books is about and where to get it. Also ask for testimonials and book reviews. Do not blatantly advertise your book as that will get you kicked out. Participate – don't advertise. There is a large difference and in this case participation will get you the sales.

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54. Get *The Complete Internet Marketing Outline* from <http://www.imagesofone.com> for specific ways to get higher traffic coming to your web site.
 55. If you are selling on Amazon.com or BN.com, post your book reviews there as this will dramatically increase sales. Also contact people who have reviewed your book on Amazon.com and ask them whether you can quote their reviews and testimonials in your sales and marketing material.
 56. Figure out everywhere where your potential clients could be on the net. Then visit all such sites and see what you can do. For example, you may be able to get your book reviewed, to buy advertising, submit articles, to be listed as a resource, to participate in discussions and chats, and more.
 57. Join the Association of Authors and Publishers (<http://www.authorsandpublishers.org>). It is a great resource to have, a meeting place to belong to, and you never know what good contacts you could bump into because of it.
 58. Declare a holiday of your own, as several authors have done in the past. Pick any day and call it something related to your product. Make it good and fun! Then list your holiday with <http://www.chases.com>, <http://www.celebratetoday.com> and other such sites. Build up some fun events and competitions and give-aways related to it. Then issue a press release about it and work out promos and specials online and offline. If it is good and catchy, you will get heaps of publicity!
 59. Visit Mike Enlow's site at <http://www.enlowcircle.com>. Mike is one of the top marketers today. He has built up a site that has marketing information collected from his own experiences and those of many other top marketers of the information age. Membership at his site is well worth the price.
 60. Find mailing lists and discussion lists related to your book and offer the list owner some free chapters to give to his subscribers. Most list owners will gladly accept your offer because it is good content for their readers. And you don't have to pay anything! Of course, for the list owner, offer them a free copy of the entire book. There are many more discussion lists, especially moderated ones, than there are mailing lists. See

<http://www.Liszt.com>,
<http://www.eGroups.com>,
<http://www.topica.com>,
<http://www.Lsoft.com>,
http://www.goodstuff.prodigy.com/Mailing_Lists/,
http://www.neosoft.com/cgi-bin/palm_search,
<http://listserv.nodak.edu>,
<http://scout.cs.wisc.edu>,
<http://www.n2h2.com/kovacs>,
<http://www.sfusd.k12.ca.us/resources/listserv.html>,
<http://www.topezineads.com>,
<http://www.ezineseek.com>,
<http://www.ezinedirectory.com>,
<http://www.meer.net/~johnl/e-zinelist>,
<http://www.about.com>,
<http://homeincome.com/searchit/ezine>,
<http://catalog.com/vivign/interestgroup-search.html>, <http://ezinedir.com>, <http://ezine-universe.com>,
<http://www.list-city.com/ezines.htm>,
<http://groups.yahoo.com>

and other such sites for directories of these. The free chapters can be in PDF format or in text or HTML and available for download or sent by email.

61. Run holiday specials on your site. Every public holiday that comes up should be viewed as an opportunity to get good press and sales. See how you can tie your book in with the holiday (make it newsworthy or entertaining) and arrange a special online or offline event that will attract people and the press. This is an extremely powerful technique. It is no wonder that Christmas is the season when most sales of consumer products such as toys and books are made. People are into the holiday, the holiday is the top news item, and when products can be tied in with the holiday they get free press and tons of sales.
62. Get postcards made and mail them to the influential people, press and celebrities. The postcard should have your book cover, good review and testimonial, and quick summary.

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63. Sign up for discussion lists relevant to your book. To minimize on emails coming in, sign up for the digest version of each list. Then read the postings as they happen and when you find one that you can respond to, do so. Do not promote your book in your reply but always have a signature at the end of your postings that does promote your book in about 5 – 7 lines or so. Do the same with newsgroups. For discussion lists, see the tip above for a list of places where you can find such lists. For newsgroups, find them at Google.com's Groups page and subscribe to the ones of relevancy.
 64. Free classified online ads are also great. Simply search Google.com for 'free classifieds' and pick the top 10 that come up. Then post an ad for free chapters of your book for download. Make sure you make the word 'free' prominent as people love free things. Don't try to sell your book through these ads – it is more effective to advertise the free chapters then ask for the sale later when they come to your site. Repeat these classifieds weekly.
 65. Print classified ads are also great promotional tools. Buy classifieds in magazines related to your book. It is extremely important that you learn who to write and test ads, otherwise you may lose money in this. Get a good book on ad copy writing or get someone to write the ad for you (someone good at ads). All classifieds should list your web site and offer the free chapters, as usually. Then ask for the sale online at your site. You can hardly ever make a direct sale through a classified – you usually have to offer something free and then later step that up to the paid offering. A classified ad is too small to convince people to part with their money straight away, hence the need for a free offer.
 66. Dan Poynter's <http://www.parapublishing.com> is an excellent resource for publishers and authors. He is highly recognized as an information source for people like you and I and his products are fantastic. Get all his books and special reports – he has dozens of them on writing and selling books. He covers every topic you can think of and if you follow his advice you cannot go wrong. But he specializes mainly on non-fiction books.
 67. Read *1001 Ways to Market Your Book* by John Kremmer.
 68. Read *How to Earn a Whole Lot More Than \$1,000,000 A Year Writing, Selling and Commissioning How-To Information* by Jeffrey Lant.
 69. Start a book club of your own. This is an excellent long-term publicity plan. You see, when you have your own book club, you have a

group of avid readers that you can contact. These people, if you treat them well, will promote your book for you to many other people they are in contact with. So start a book club, online preferably as this increases your scope and reduces your costs. See how other book clubs work by reading up everything you can about them. That is how you learn how to set up one of your own. It is fairly easy to start one, actually.

70. Start an email discussion list. Unlike a newsletter, a discussion list enables everyone subscribed to contact each other via email and discuss things. You can start one free at <http://www.egroups.com> or <http://www.topica.com>.
71. Attend conferences related to your book. Offer free handouts when there and donate copies of your book as raffle prizes. Carry some copies of your book with you to sell at the conference and some to give to opinion-molders.
72. Run a unique contest monthly or quarterly on your site. Get other businesses to sponsor the prizes. Contests always generate word of mouth promotion.
73. Get into as many magazine covers as you can. You do that by asking repeatedly through press kits, releases, calling the editor and so on. But be professional and courteous, don't pressure them.
74. Cross-promote with other web sites and ezine owners.
75. Start an affiliate program. An affiliate program allows you to offer commissions for people linking to your site and driving sales to you. It also enables you to make joint ventures and partnerships. You can outsource affiliate acquisition and maintenance to companies that specialize in this task. These companies, such as Commission Junction, Be Free and Link Share, have heaps of affiliates that you get instant access to once you join them. Have a look at CJ.com especially. Also consider BeFree.com, LinkShare.com, myaffiliateprogram.com and websponsors.com affiliate programs. You can also outsource affiliate management (see <http://www.affiliatehandbook.com/art/outourcing.html>).
76. Make one of your readers famous for the day or week on your site and ezine. Put up a profile of that reader and their business and let them know when you are about to put it online. Readers are often very happy to have their picture and profile featured on an author's site and will usually email all their friends and invite them to have a look, which of course will drive new people to your site.

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77. Get listed in radio and TV interview reports and directories such as the Radio and TV Interview Report by Bradley Communications. That way, radio and TV stations will find you and contact you when they need a guest to fill a spot related to your area of expertise.
 78. Get speakers to sell your books for you at their speaking engagements. Speakers usually sell books anyway at the end of a speaking engagement or seminars that they hold and if your book is relevant to what they spoke about they will be happy to sell it for you for a share in the revenues. Join <http://www.nsaspeaker.org> to find and network with speakers.
 79. Send autographed copies to opinion builders in your industry.
 80. Online book clubs are also excellent places to sell your books and ebooks to. These work very much like their offline counterparts but they are much newer and therefore smaller. However, it is easier to approach them and their turnaround time is much shorter. They are usually run by private individuals enthusiastic about books. Search online for book clubs related to your genre.
 81. Print out large numbers of book excerpts of your book and give out a few whenever you can at coffee shops, hair dressers, offices, to people you talk to, at gas stations, and so on. Talk with the owners of the establishment first and get their permission to give out your printed excerpts.
 82. Print and online advertising using display ads and banners usually does not work very well with books. This is because books are usually low in unit price while banner and display ads sell for high prices and require to be seen about five to seven times before they are able to convince a buyer to respond to them. But there are some exceptions. For example, if you have a bundle of books that retail as a collection for a high value, then display and banner advertising may turn out profitable for you. Or perhaps you may barter banner ads for a free article or other service that you provide to some site. The way this works is that you do something for a site for free, something that costs you nothing, and in return they show your banners for free.
 83. Offer to write a free chapter for other authors' books. Many books written today are made up of collections of separate chapters written by various authors or even just anyone with a good story. For example, some of the self-help books are collections of chapters each written by a different author or expert. The *Chicken Soup* books

(<http://www.mvh.com>) are also collections of chapters written by various people. When you write a chapter for a book other than your own, you may or may not get paid (depending on what you agree with the book owner), and if you do you may get paid a percentage of royalties or a simple flat rate for your work. However, in any case you will get to add a byline at the end of the chapter. This byline will mention you as an author and point people to your web site, getting you free publicity and credibility.

84. Google.com's AdWords (<https://adwords.google.com/AdWords/Welcome.html>) is one of the best places to get affordable instant results. Before you continue reading this, please go to their site and review the information they have there on it so that you may understand better what you are about to read. You can advertise on Google affordably using their AdWords system. Your AdWords text ads will appear on search result pages for your selected keywords. You can even target by language and country. Pricing for AdWords is based on the position they take among the other ads. Google positions your ads depending on how many users click on it as time goes by. Current rates are \$15, \$12, \$10 for every one thousand ads shown for positions 1, 2, and 3 respectively, and \$8 per one thousand ads shown in positions 4 through 8. Your account can be opened with a credit card and no minimum deposit is required. What you should do is choose highly targeted keywords that will trigger your ad. This means that only very targeted buyers will ever see your ad and your conversion ratio will be incredibly high. If your keywords are not well selected, you will end up having your ad showing often but with very few people clicking on it. If this happens, because Google charges you for ad displays and not click throughs, you will be losing money. You can also set how much you wish to spend. Google takes the money out of your credit card after it reaches \$50, by which time your ad will have been displayed roughly about 5,000 times. If your keywords are highly targeted, many of the people who see your ad will instantly become buyers and you will actually get your money in before you even pay Google. Because there are thousands of searches a day, Google alone can be one of your biggest sales drivers with its AdWords program. Your ad shows up in about an hour of your having created it. It is more effective to have about 20 or more keywords/phrases you are targeting, specific and related to your site, than it is to have just one. That is how you win this game easily. Google allows you to create campaigns. A campaign holds its own keywords and advertises. Each campaign has

its own statistics that are reported to you. Therefore, the best strategy to use is to create separate campaigns for each keyword and each advert, rather than put all your ads and keywords into one campaign. That way, you will easily be able to tell which keywords and ads are doing well and which ones are not so that you can eliminate those that are wasting your money. You should also ensure that for each ad you create for a particular keyword or phrase, that keyword or phrase appears in both the title and description on that ad. Click through ratios can be significantly improved when you have the keyword being searched for included in the title and description of the ad. For example, if your ad is for Sydney real estate, the words 'Sydney real estate' should appear in the title and body of your ad, and be the only keywords that trigger that ad to show.

85. Goto.com (<http://goto.com>), now called Overture, is a powerful payper-click search engine. Before you continue reading this, please go to their site and review the information they have there on their site listing service. This will help you understand what you are about to read here. Depending on your average sale price and your click-to-sales conversion ratio (number of people who click on the ad versus the number that buy the product after clicking on the ad), the best strategy is usually to pay for the top 1 position, or at least the top 1 to 3 positions. Depending on your product, how much gross profit you make out of it, and what your conversion ratio is, you may be able to profit very well with the top spot. The 1st position literally guarantees that a large number of people will see your ad every day, guaranteed. Goto's top search results reach over 75% of all Internet users through their affiliate partner network, which includes Yahoo!, America Online, Microsoft Internet Explorer, EarthLink, Lycos, and AltaVista. These partner sites only show Goto.com's top one to three results for any search. Goto uses the bidding model to charge you for listing your site. You bid and pay for click throughs, not for the number of times your ad is shown. How much you pay for per click-through on your listing depends on what other webmasters have bid to pay for a click on that same keyword. The more you bid, the higher your listing is ranked. You can list your site using multiple titles and descriptions, all targeted for different keywords. Simply look for the top spot if your gross margin and conversion ratio can allow it. The good thing about Goto.com is that they only charge you for a click through, so you only pay when someone clicks on your link to your site. Top spots can cost you anywhere from 0.05 cents to over \$4 depending on the

keyword. Your listing shows up in about 3 days. It is more effective to have about 20 or more keywords/phrases that you are targeting, specific and related to your site, than it is to have just one. That is what you do if you really want to win this game easily. And because Goto charges you for clicks and not displays/impressions, you can list for as many keywords as possible. Their Power Advertiser Change form at <http://www.goto.com/d/about/advertisers/uspowerform.jhtml> allows you to easily compose and submit up to 25,000 adverts. Submit for as many keywords as possible that are related to your site since you only pay for clicks on those ads. That form also helps you compose ads in the right format, especially including the appropriate keywords in the title and description of the ads. You should ensure that for each ad you create for a particular keyword or phrase, that keyword or phrase appears in both the title and description on that ad. Click through ratios can be significantly improved when you have the keyword being searched for included in the title and description of the ad. There are many other payper-click search engines. Goto.com is simply the biggest of them. In fact, you may be able to pay less for your listing at the smaller engines and so have a higher return on your investment. The only downside with these smaller engines is that they are visited far less so drive less traffic per day (but at a lower cost per click to you). One of the best strategies to use is to list with all the pay per click engines. In any case, you only pay for clicks so there is no reason not to list with all of them. You may also do well to look at services such as <http://www.keyword-bidoptimizer.com>. This service will save you considerable time and money and point you to may good pay per click engines.

86. Donate some of your books to hospitals and other such places. First of all, in doing so, you will have helped people at a time when they need comfort and things to take their minds of their illness. Not only is that just plain good, but you can also place a 'donated by ... at <http://www.yoursite.com>' sticker on your books. You never know what chain of publicity that may start. It could be that your book will be read by an influential person who appreciates it and starts off some good publicity for you.
87. Donate books to fundraisers. Again, its good karma and you could start a powerful chain reaction that way
88. Have a page in your book or booklet that powerfully gives the reader a highly positive impression of the rest of the book. Then

always give out this page number to reviewers, press, interviewers and anyone else who asks ‘what is this book about?’

89. Buy or have your publisher buy the following positions in book chains: cash register, window, front of the store, and end of the aisle. Those positions sell books very well as they are prominent.
90. Join an author’s association that deals with your genre. You will get to meet other authors, get new ideas, get help and get known.
91. Help other authors (and generally any business) to promote their work and they will help you and promote you. Anyone you help, no matter what their field is, could help back with your book sometimes, just by helping, you end up discovering new ways to sell your books that you would never had thought of.
92. Associations are also great markets. First, get the *Encyclopedia of Associations* or other such similar book (you can borrow a copy from your library). These types of books give you useful information such as the categories of associations available, their mission, their publications, their membership counts and a lot more. With associations, what you would normally do is get them to review and endorse your book in their newsletter for their members, place an order form in their newsletter, take the orders for your books and booklet, and share the revenues 50/50 or so with you. But be careful in your approach. Most associations are nonprofit entities and are created for the enhancement of their members. The president of an association would therefore usually not wish to appear to be using the association purely for profit motives. Sure, they will be happy to make a good deal whereby the association earns some money, but only if it truly does advance the interests of its members. So you have to approach them delicately, pointing out above all else how truly beneficial your book is to the association’s members. Read each association’s mission statement very carefully and see how many ways you can help them achieve their goals as an association and as individual members of the association. Then tie in your book with that.
93. Organizations are similar to associations except for the fact that they are more business-like. Make the same kind of deal with them as you would with associations.
94. Consider selling to museums, galleries and other such places if your book would suit their audience.

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95. Corporations are another group of buyers that spend a lot of money on books. They buy books in large quantities usually for internal use such as distribution to their employees, for use as incentives and sales aids, or as gift items. Selling to corporations is an art in itself because of all the different ways you may have to structure the deal. See <http://www.parapub.com> for a report on how to go about doing this.
 96. The academic marketplace is a huge market although not all books can be sold this way. You can either see how your book can be selected as a course text or supplemental reading or see whether it can be sold at college bookstores.
 97. Foundations buy books in large quantities usually to donate to the communities, causes and people that they support. They are non-profit and have to spend a certain amount of money per year in donations so you will find that they are happy to hear about your book if it fits in with their mission. They often buy thousands of books to give away when the title suits their mission.
 98. Fundraising events are a great marketing opportunity. You can donate some copies of your books to the fundraiser and volunteer to do something to help the fundraisers in some way. This is a charitable thing to do and it also gets you good publicity. You can also sell your books at the event to the people who attend.
 99. Library chains buy a huge amount of the books sold each year all over the world. Each library would require several copies of a book. And because library books get worn out fast, they sometimes replace a paperback copy after as few as eight people have borrowed it if it is really worn out (depends on wear and tear rate). Hardcover books last way longer, of course. The vast majority of library purchase decisions are made based on what the major reviewers say about a book. It is therefore vitally important that you get reviewed by the major book reviewers if you wish to have library chains select your book for their collection.
 100. Mass merchandise clubs also stock books and sell plenty of them. However, they only select titles that have good reviews, titles they can sell in large quantities fast. Approach them with your reviews. What they will usually do is offer to do the print run themselves or get a huge discount off your retail price. They will then do all the work of promoting and selling your book to their members and pay you your share of revenues.

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101. International language sales are handled as follows: find reputable publishers internationally who are able to translate your book into their local language and publish it. Then sell them the paperback rights for their country. Because it can be hard to collect your royalties from foreign publishers due to the fact that you are in a different country, try to get a large advance up front. See the *Literary Market Place* for a listing of foreign publishers and their representatives.
 102. Consider giving the entire book away free as an ebook on your site and other sites and sell the paperback and hardcover edition. Every author who has used this technique has found out that it raises his sales of the printed edition instead of lowering it. It is an excellent idea. When you give away your whole ebook free, you get people downloading it to see what it is all about. They also pass it around to friends and so on. You get a lot of free publicity. Then, what happens is that when someone likes your ebook, they end up buying a printed copy because (1) it is easier to read the printed copy and (2) it is cheaper to buy a printed copy than print a whole ebook.
 103. Leveraged buyers such as Borders, Books-A-Million, Coles, Crown Books, K-Mart, Target, Media Play, Price Club/Costco, Sam's, Wal-Mart, and W.H. Smith are another group that may buy your book to sell to their customers.
 104. Government agencies are another market.
 105. Non-traditional retailers such as QVC, Home Shopping Network, catalogs, restaurants, cruises, airlines and airports, supermarkets, gas stations, hospital gift and convenience shops, offices especially medical practitioners, beauty therapists and salons, and other such places are all excellent prospects. Each one will be bale to tell you what kind of a deal they can make with you. Just ask them.
 106. Make postcards and bookmarks with the book cover at the front and a testimonial, review, summary and URL at the back and give these out. They sometimes work very well. You may also make bookmarks as JPEG files available for download on your web site and invite visitors to print them out and use them (and email to their friends). T-shirts may also be a good promotional tool although it is very rare that they are cost effective (except for books that are already very popular, in which case they become a brand builder).

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107. Airlines and airports. Millions of people travel by air. Get book reviews in airline magazines, submit magazine articles to airline magazines, and make sure your books are available at airport bookstores.
 108. Network marketing organizations can also buy your book either to sell to their members as a book that will help them make more sales or understand the market better, or to turn it into an end product in itself.
 109. Also consider specialty stores...
 110. ...catalogs
 111. ...home shopping channels
 112. ...direct mail companies and distributors
 113. ...book fairs
 114. ...public television and other television channels
 115. ...infomercials producers
 116. ...corporate incentives companies
 117. ...government and military
 118. Find ways to work together with charities related to your book in some way. The way this works is that you donate a portion of each book's proceeds to the charity. In exchange, the charity tells its members and people it gets into contact with about you, saying that your book donates a percentage of proceeds to that charity.
 119. List all your books in each book you publish. Also include an order form at the back. This way, each book will promote the others and get people to buy just when they are receptive to your work.
 120. Premium and incentive book sales. Corporations spend over \$20 billion a year in the US alone on incentives that they give away to their customers, employees, stock holders and so on. Books take about \$1.6 billion of that. To find a buyer, see the *Directory of Premium, Incentive & Travel Buyers, Brands and Their Companies*, *Moody's Indexing Service*, *Standard & Poors*, *A Gale Trade Names Directory*, *Companiesonline.com*, and the *Thomas Register*. Make sure you also have a look at the following magazines: *Incentive*, *Potentials in Marketing*, *Promo*. Also visit trade shows so that you may meet potential corporate customers. A great listing of trade shows is *Trade Shows Weekly*. You should also attend the popular Motivation Show held every September/October. You could also

possibly find a sales rep who would sell your book to a corporation for a 5-10% commission. You can find these people in the *IMRA Incentive Manager's Handbook*. Another way to sell to corporations is by locating speakers and trainers who regularly speak at corporations to sell your book for you. Speakers and trainers usually sell books related to what they are speaking about, especially at the end of their speeches. To find a speaker or trainer, see <http://www.nsaspeaker.org>.

121. Find an author of a book that complements yours. Contact this author and see whether you can both market these two books as a package. That way, you will both achieve results for each other for your individual efforts and this will double your exposure for the same amount of work.
122. If you have a set of books and booklets that have a total value of over \$100, you can also make a deal with paper-based newsletter publishers. There are thousands of newsletters that are printed and mailed every day. Many have subscriptions of over 50,000 people and some over 100,000. Many newsletters also stuff flyers with each mailing advertising various products and services. You can arrange to have a flyer promoting your books inserted into newsletter mailings. The way you arrange this is that you only pay to print the flyers but you do not pay for anything else including postage. You then share revenues with the newsletter owner at a 50/50 rate or so. Of course, the newsletter owner would take the orders and you would ship out the books and this way everyone will know exactly what was sold. To increase response, ask the newsletter owner to endorse your book package.
123. Ezine adverts. Find newsletters and ezines that run articles related to your site's topic. Contact their owner and see whether you can run advertising on these newsletters. Ads in ezines usually have a very good return because they are targeted at people with a keen interest in the subject, people who have gone as far as subscribing to the ezine. Pennmedia.com lists all newsletters that accept advertising and also places ads in them for you. Other similar services include <http://www.ezinez.com>, <http://www.liszt.com>, <http://www.meer.net/~johnl/e-zinelist/index.html>, <http://www.bestnewsletters.com/best/index.shtml>, <http://www.homeincome.com/search-it/ezine/ezine-add.html>, <http://www.ezine.today.com>, <http://www.listnet.com/cmwelcome.html>, <http://www.ezineuniverse.com>, <http://www.topezineads.com>.

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124. SMS Marketing. This is very new and hardly any sites use this. The idea is to have a form on your site pages that allow your users to enter a friend's mobile number and at the click of a button an SMS text message is sent to their phone telling them about your site. This would cost you only about \$0.05 per message and so it is quite a good investment. See <http://www.simplewire.com> for suitable packages.
 125. Ask your readers to help you promote your book. For example, every time you reply to email from a reader, ask them to contact the webmasters of their favorite sites and recommend that your book be featured on those sites as a useful resource.
 126. Have your ebook in various formats including Microsoft Reader, Adobe PDF and Palm Reader formats. Microsoft Reader is used on all Pocket PCs and Palm versions are used on Palm handhelds and having your book in this portable ensures that it will be shared by many people. You especially want this for your free ebooks! Adobe Acrobat reader is the most popular reader with over 30 million users so having your ebook in that format as well ensures that it is easily accessible and accepted.
 127. Ask your friends whether they have friends or friends of friends in the media. If they do, see whether this person in the media can help you get an article in their publication.
 128. Get listed in the various online bookshops out there. There are about 200 major ones and one quick way to get into them all at one go is to be listed with <http://www.lightningsource.com>. If you publish your book with iUniverse.com or Xlibris.com, they will have it in there automatically.
 129. Xlibris.com will publish your book for you in paperback, hardcover and ebook, place it on all online bookstores, get you an ISBN, Library of Congress number, make it available at bookshops all across the USA, and much more, all for a few hundred dollars. It is an excellent service. Anyone anywhere in the world can use it. It is a really great opportunity for any author. Most books are accepted as long as they meet their very easy to follow standards.
 130. If you are writing a book that you wish to have sold at retailers such as bookstores, you must have an ISBN bar code otherwise you will find it hard to convince retailers to stock your book. Even if they do agree to stock a book without a bar code, they will add one for you and charge you for it anyway so you might as well get it yourself beforehand.

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131. Fill out a free ABI form at <http://www.bowker.com> if you have a book that you are retailing (not for ebooks). Doing this gets your book on the *Books in Print* and other such directories.
 132. Get a U.S. Library of Congress Catalog Card Number. Over 20,000 libraries worldwide use this catalog card service. If you plan to sell your books to libraries, you definitely need this number.
 133. Get listed with the *Literary Marketplace* and the *Small Press Record*.
 134. Join the Publishers Marketing Association and subscribe to *Publishers Weekly* and *Writers Digest*.
 135. Other. Be creative! Observe and read a lot! Always remain inquisitive and learn continuously. There are always new ways that you can use to sell your books.
 136. Spend at least 80% of your time marketing and promoting your book. Your publisher, if you have one, usually won't do much. Publishers usually have thousands of titles to support and a staff of only a few people to do all the marketing. In fact, many publishers give as little as six weeks of attention to a new title. Many new titles remain on the bookstores shelves for only 6 to 12 weeks unless they can sustain sales. Why? Because there are over 1.4 million books in print in the U.S. alone with over 60,000 new titles being released every year. Therefore, only you can make your book succeed because no one else can give it as much attention as you can. Most books need promotion to sell. Unless you have a very viral book that has a high word of mouth spread capability, you have to sell, sell, and sell yourself. Once you have at least 100,000 copies sold, your book will tend to sustain itself and grow on its own. The 100,000 copies level is usually the critical mass level beyond which a book takes on a life of its own and can grow its sales steadily through word of mouth. But even then, sell, sell, sell! That is the number one reason books make it or don't. Case in point: You must have seen the *Chicken Soup for the Soul* books. The authors, Mark Victor Hansen and Jack Canfield, had been rejected by just about every publisher they approached. Finally they got a publisher but soon realized that even this very kind and generous publisher, although having been kind enough to take them on, was unable to do much for them in terms of promoting their books. So they took it upon themselves to promote their books and now they have over 70 million titles out there! If they had done nothing and believed the publishers they approached,

they would never have been this successful. This was a book that most publishers said could not be sold! So you must take it upon yourself to sell. Fear not. Learn how to sell. Read books on selling. Get help from friends and family and professionals. Do at least 10 things every day to promote your books. Have vision, have certainty. And read my book *A Happy Pocket Full of Money: Your Quantum Leap into the Understanding, Having and Enjoying of Immense Wealth and Happiness*. It will guide you into understanding wealth and release you from your limitations and worries. You must have vision, right thinking, right state, certainty, and wealth consciousness, and this book shows you exactly how.

137. Remember two things: the first is that even one person can have a dramatic effect on the course of your book. One person could start of a chain reaction of events that lead to massive sales down the track. You never know who this person is, so consider everyone as an angel sent to you. Every single person counts individually. The second thing to remember is that whenever you communicate about your book, whether it is by press releases, excerpts, on the web, by mail to ask for reviews, by fax to propose a sale -whatever – always quote your best testimonials and reviews. Testimonials and reviews are the most important and indispensable aspects of your communication from now henceforth.
138. Put your heart into it and enjoy every moment!

MORE URLS

Other useful URLs:

- <http://www.fictionworks.com>
- <http://www.booksinmotion.com>
- <http://www.tipsbooklets.com>
- <http://www.focusedlives.com>
- <http://www.allnetarticles.com>
- <http://www.idealady.com>
- <http://www.planetebook.com>
- <http://www.xlibris.com>
- <http://www.ericward.com>
- <http://www.iuniverse.com>
- <http://www.midwestbookreview.com>
- <http://www.imediafax.com>
- <http://www.publicityforum.com>
- <http://www.jeffreylant.com>
- http://www.publishing.about.com/business/publishing/library/bl_addebook.htm
- <http://www.getpub.com>
- <http://www.writerswrite.com>
- <http://www.authorsontheweb.com>
- <http://www.publishandpromote.com>
- <http://www.writershood.com>
- <http://www.theromanticbower.com>
- <http://www.showideas.com>
- <http://www.author.co.uk>
- <http://www.mediafinder.com>
- <http://www.ulrichsweb.com>
- <http://www.newsletterclearinghse.com>
- <http://www.galegroup.com>

MORE URLS

- <http://www.u-publish.com>
- <http://www.book-publicity.com>
- <http://www.literarymarketplace.com>
- <http://www.bacons.com>
- <http://www.mypublish.com>
- <http://www.gebbieinc.com>
- <http://www.mediainfo.com>
- <http://www.bowker.com>
- <http://www.writersdigest.com>
- <http://www.columbiabooks.com>
- <http://www.smartbiz.com>
- <http://www.autographedbyauthor.com>
- <http://www.bookweb.org>
- <http://www.inkspot.com>
- <http://www.mauiwriters.com>
- <http://www.writers.net>
- <http://www.published.com>
- <http://www.quality-books.com>
- <http://www.self-publish.com>
- <http://www.spannet.org>
- <http://www.bitbooks.com>
- <http://www.bookflash.com>
- <http://www.write4kids.com>
- <http://www.coffeehouseforwriters.com>
- <http://www.forewordmagazine.com>
- <http://www.klockepresents.com>
- <http://www.clueclass.com>
- <http://www.bookwrites.com>

MORE URLS

- <http://www.bookmarket.com>
- <http://www.bookzone.com>
- <http://www.planetebook.com>
- <http://www.cheappublicity.com>
- <http://www2.dbusiness.com/release>
- <http://www.asja.org>
- <http://www.guestfinder.com>
- <http://www.newsindex.com>
- <http://www.viralexchange.com>
- <http://www.newsdirectory.com>
- <http://www.nciba.com/patholt.html>
- <http://www.rfbd.org>
- <http://www.inboxfiction.com>
- <http://www.bookexpo.reedexpo.com>
- <http://www.publishandpromote.com>
- <http://www.prnewswire.com>
- <http://www.businesswire.com>
- <http://www.imediafax.com>
- <http://www.internetbookinfo.com>
- <http://www.irie-publishing.com>
- <http://www.bookmarket.com/tips.html>
- <http://www.magazinedata.com>
- <http://www.mediafinder.com>
- <http://www.newsletteraccess.com>
- <http://www.naa.org>
- <http://www.pma-online.org>
- <http://www.prweb.com>
- <http://www.booksonline.com>

MORE URLS

- <http://www.bookspan.com>
- <http://www.literaryguild.com>
- <http://www.publist.com>
- <http://www.raabassociates.com/tomarket.htm>
- <http://www.selfpromotion.com>
- <http://www.spannet.org>
- <http://www.wordweaving.com>
- <http://www.ebookconnections.com>
- <http://www.ebooknet.com>
- <http://www.inkspot.com>
- <http://www.inscriptionsmagazine.com>
- <http://www.justviews.com>
- <http://www.netread.com/calendar>
- <http://www.romance-central.com>
- <http://www.romanticnotions.com>
- <http://www.dcnewswire.com>
- <http://www.runningriver.com>
- <http://www.sharpwriter.com>
- <http://www.soontobereleased.com>
- <http://www.internetbookinfo.com>
- <http://www.wordmuseum.com>
- <http://www.successforwomen.com>
- <http://www.eBookBroadcast.com>
- <http://www.PressBox.co.uk>
- <http://www.PRweb.com>
- <http://www.Skali.com>
- <http://www.WebHarbor.com>

MORE URLS

Some places where you can have your book chat:

- <http://www.Talkcity.com>
- <http://www.ivillage.com>
- <http://chat.yahoo.com>
- <http://www.aol.com>
- <http://www.about.com>
- <http://www.bookreporter.com>
- <http://www.bn.com/community/>
- <http://www.osiem.org>
- <http://www.cnn.com/chat>
- <http://www.compuserve.com>
- <http://www.delphi.com>
- <http://www.hayhouse.com/chat>
- <http://chat.iuniverse.com>
- <http://www.nbc.talkcity.com>
- <http://www.debstover.com>
- <http://www.romance-central.com>
- <http://romex.dm.net>
- <http://www.wordmuseum.com>
- <http://www.wordsworth.com>
- <http://www.worldwithoutborders.com>
- <http://www.writers-bbs.com>
- <http://www.writerspace.com>
- <http://www.writerswrite.net>
- <http://www.yack.com>

MORE URLS

Some places where you can have your ebook reviewed (search the web for more):

- <http://www.bella-online.net>
- <http://www.bookdragonreview.com>
- <http://www.thebooknook.com>
- <http://www.crescentblues.com>
- <http://www.ebookconnections.com>
- <http://www.fictionforest.com>
- <http://www.forewordmagazine.com>
- <http://www.genrezone.com>
- <http://www.huntressreviews.com>
- <http://www.inscriptionmagazines.com>
- <http://www.justviews.com>
- <http://www.execpc.com/~mbr/bookwatch>
- <http://www.newandusedbooks.com>
- <http://www.romcom.com>
- <http://www.romanticnotions.com>
- <http://www.runningriver.com>
- <http://www.scribequill.com>
- <http://www.scribesworld.com>
- <http://www.sfsite.com>
- <http://www.sharpwriter.com>
- <http://www.silcom.com/~manatee/utc.html>
- <http://www.wordmuseum.com>

Low cost banner ads for authors:

- <http://www.linkexchange.com>
- <http://www.justviews.com>
- <http://www.thecelebritycafe.com>
- <http://www.crescentblues.com>
- <http://www.wordmuseum.com>

MORE URLS

- <http://www.inscriptionsmagazine.com>
- <http://www.forewordmagazine.com>
- <http://www.romanticnotions.com>
- <http://www.writersweekly.com>
- <http://www.copywriter.com>

Discussion lists for authors (search the web for new ones):

- <http://www.egroups.com/community/1sttimenovelists>
- <http://www.egroups.com/community/Author-L>
- <http://www.egroups.com/group/authors/info.html>
- <http://www.egroups.com/community/AuthorsDigest.com>
- <http://www.egroups.com/group/children-writers/info.html>
- http://www.egroups.com/community/Christian_fic2
- <http://www.egroups.com/group/creative-discussion/info.html>
- <http://www.egroups.com/community/creativewriters>
- <http://www.egroups.com/community/critic-group>
- <http://www.egroups.com/community/cwg>
- <http://www.egroups.com/community/dreamsong>
- <http://www.egroups.com/community/eguild>
- <http://www.egroups.com/community/humorwriting>
- <http://www.egroups.com/community/m-u-s-e>
- <http://www.egroups.com/community/proswrite>
- <http://www.egroups.com/community/researchforwriters>
- <http://www.egroups.com/community/rom-critters>
- <http://www.egroups.com/group/thessw/info.html>
- <http://www.egroups.com/community/studyhall>
- <http://www.egroups.com/community/womenwhowrite>
- <http://www.egroups.com/community/wordweave>
- <http://www.egroups.com/community/writepro>
- <http://www.egroups.com/community/writerbuddy>

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- <http://www.egroups.com/community/writertalk>
 - http://www.egroups.com/community/write_list
 - <http://www.egroups.com/community/yawriter>
 - <http://www.writersbbs.com>
 - <http://www.talkcity.com>
 - <http://www.pw.org>
 - <http://www.writers.net>
 - <http://www.egroups.com/community/freebiesforwriters>
- Online book clubs (search the web for more as there are thousands! Also see**
<http://www.literarymarketplace.com> **for a list of book clubs.):**
- <http://www.aande.com/bookclub>
 - <http://www.geocities.com/soho/village/3503>
 - <http://www.bookchatter.tierranet.com>
 - <http://books.rpmdp.com>
 - <http://www.mindmills.net/booklovers>
 - <http://www.geocities.com/athens/aegean/2515>
 - http://www.womensites.com/bookwoman/bdg_list.htm
 - <http://www.aalbc.com/discussion/>
 - <http://www.constantreader.com>
 - <http://discuss.mystrynet.com>
 - <http://userpage.fuberlin.de/~tanguay/readclub.htm>
 - <http://members.tripod.com/~bookgroup>
 - <http://www.geocities.com/area51/7118>
 - <http://www.seniornet.org>
 - <http://cafe.utne.com/cafe>
 - <http://www.tcom.ohiou.edu/books>
 - <http://www.women.com/clubs/books.html>

MORE URLS

Newsgroups (see Google.com for more):

- rec.arts.books
- clari.living.books
- relcom.fido.su.books
- comp.publish
- rec.arts.books
- alt.prose
- alt.books
- misc.books
- alt.publish
- ieee.pub
- thelinq.ebooks

THIS IS NOT THE END

Enjoy!

THE END, THE BEGINNING