

From Publishing to Promoting Life as a “One-Man-Band”

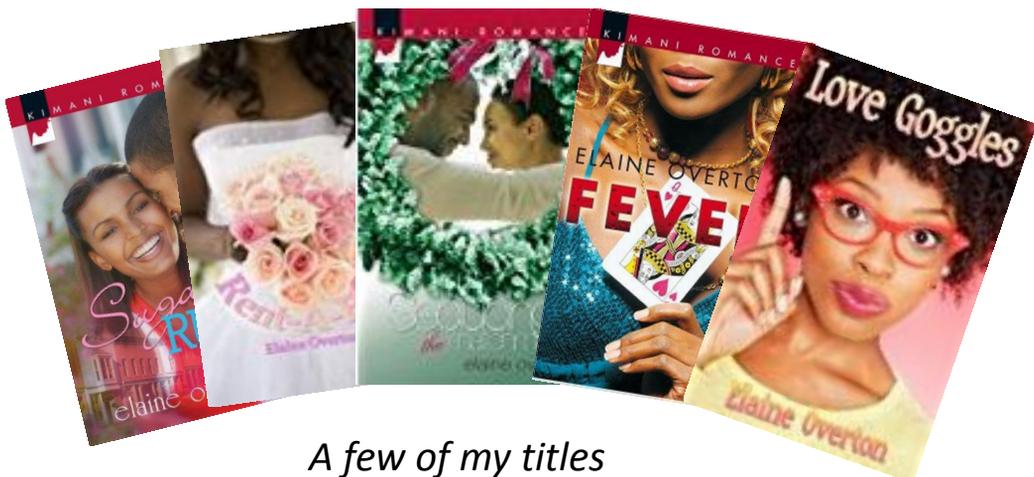


Presented By: Elaine Overton

Welcome & Introductions



About Elaine: I began my writing career in 2005 with the release of my debut title, *Love's Inferno*, published by BET Books. In 2007 BET Books was bought by Harlequin and I continued to write for them until 2012. In 2013, I released my first self-published title, *Rent-A-Bride*. I have a total of (17) titles currently in circulation., and regardless of commercial success (or lack of it) will continue to write as long as life allows 😊.



A few of my titles

First Things First!



Have You Finished The Book? The simple truth of the matter is that you can't sell a product you don't have. You have to first overcome whatever obstacles are standing in the way of producing a first rate, well edited book! Here are some resources to help you get there.

My personal favorite

- Self-Editing for Fiction Writers: How to Edit Yourself Into Print
(Renni Brown & Dave King)

Heard Good Things About

- Outlining Your Novel: Map Your Way to Success
(K.M. Weiland)

- The Emotion Thesaurus: A Writers Guide to Character Expression
(Angela Ackerman & Becca Puglisi)

Writing Networks & Organizations (Local)

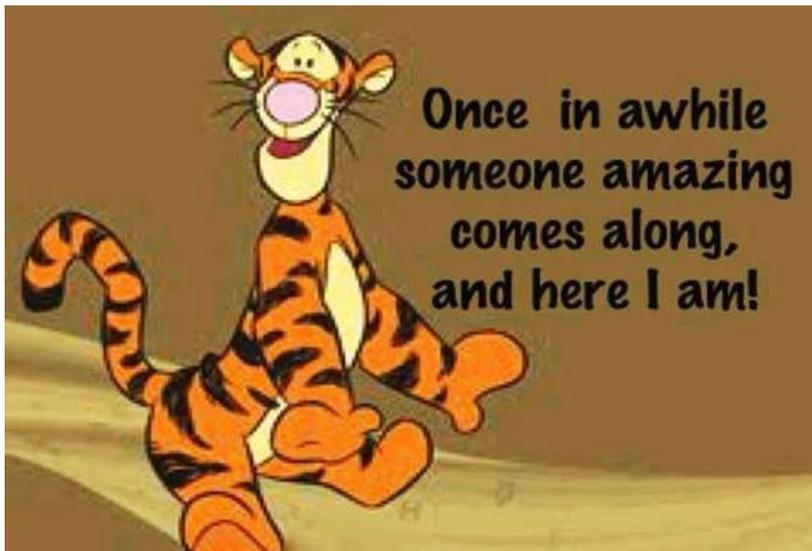
- GDRWA (Greater Detroit Romance Writers of America)
- Motown Writers Network

Cover Art (Royalty Free Art Sites)

- iStockphoto.com
- Graphicstock.com
- Shutterstock.com

eBook Formatters

- Fiverr.com
- ebookLaunch.com
- Formattingexperts.com
- 52Novels.com



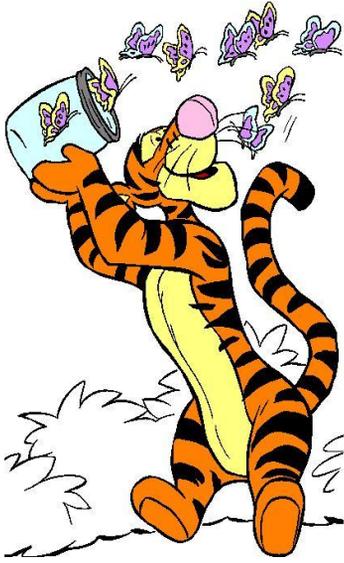
If You Don't Believe in Your Book . . . Who Will?

It has to come from within, and you have to find it. What is "it", you wonder? Your inner Tigger! That little voice inside that told you "*you have something special to offer the world.*" Whatever compelled you to begin this journey in the first place. That something that made you think your story needed to be told. Find it, and hold on to it! Because there are going to be days when you are the ONLY one who believes in what you're doing.

There are a million different resources for writers, everything from story writing, to editing to promotion. But there is no book to teach you how to not be rattled (or hurt) by bad reviews. There is no book to encourage you to continue to stick your time & money into an endeavor that sometimes feels as if it is going nowhere (and there will be days, when it feels as if it is going nowhere).

This particular "writing resource" is uniquely yours and as you use it you will find that it will become the most valuable tool you have.

Finishing Touches: Is Your Book the Very Best it Can Be?



Okay, so now you've finished your book, and you think you are ready to publish. But are you really?

Of course you're anxious to get your baby out there in the world, but it is ALWAYS worth the extra time and effort to double check.

Remember, you only get one chance to make a first impression, and a badly edited book can be far worse than a late book. Edit, Edit, Edit, and then . . . Edit some more!

Most full length single title novels range anywhere from 40,000 to 80,000 words. That's a lot of words! And all you need is for 10K or so of those words to be misspelled, or used incorrectly, and suddenly your baby is being ridiculed on Amazon.

But then again, there is no accounting for taste. These are ACTUAL excerpts from the multi-million dollar bestseller "Fifty Shades of Gray" . . .

"His voice is warm and husky like dark melted chocolate fudge caramel... or something." *Or something?! Really?*

"Do I afraid you?" Christian Grey asked, licking his eyebrow.
Not sure about Ana, but anyone who can lick his own eyebrows certainly "afraid" me!

"My insides practically contort with potent needy liquid desire."
Not even sure what this means!

Packaging: How to Make Your Book Irresistible to Readers!

Whether it's a paperback or eBook, when it comes to picking a new book it's all about the visuals!



Whether they are browsing the shelves of a bookstore or viewing your eBook online, readers are impacted by what they see and how it makes them feel. You may have written an amazing book, but unless you are able to draw the consumer's attention to the outside of your book, they will never bother to read what is inside.

Cover Art is probably the most crucial part of the overall image of your book. Cover Art should give the reader an instant idea of what to expect from the book inside.

The Intro Blurb is sometimes called an “elevator pitch”. It's typically a one-paragraph overview of your book. It should contain the main plot & climax without giving away your ending. This one's tough!

Price is the easiest of all. As an indie author you set your prices.

Promotion: Time to Shake Your Money Maker!

(I'm talking about your book, of course 😊)



The jury is split on the benefits of book promoting. How much money you should spend? How much of your time to dedicate?

But one thing is for certain. If you are a newly published author, no one will know about your book unless you get the word out. So, then the question becomes how to get the most bang for your buck.



Social Media – In this day and age, social media is undoubtedly your best and least expensive way to promote your book. It is something you can fully control, both content and expense.

- Post excerpts on Facebook & Twitter
- Promote Facebook Ads
- Build your professional network on LinkedIn,
- Post book covers on Pinterest & Instagram
- Network with online Book Clubs
- And much more!

Reviewer Blogs – There are literally dozens of blogs dedicated to book reviews, but beware! Some are paid advertisers and you're basically buying reviews.

Contest & Give-A-Ways – Everybody likes free stuff! Run the occasional contest on Facebook & Twitter, and watch the likes and follows rack up!

Post-Publication: Keeping Your Eye on the Prize.

Nurturing your book does not stop once it's published and selling. In fact, in some ways the work is only just beginning.

Because now, you are a published author and it's time to take control of your "brand."

No more Facebook fights – lol – because now everything you say and do online will be associated with your books. And yes, it CAN effect your book sells!

No matter how many flaming book reviews are posted about your book, always, always, always be professional and courteous to your readers. This is worth repeating: ALWAYS BE PROFESSIONAL!

Make yourself available to your readers. Whether you set-up a website, or just use a Facebook page, make sure readers have some way to contact you. Maybe it's to find out what you're working on next, maybe it's just to gush about how much they loved your book. Either way, you want to get that message! 😊

Well, your book is published, gaining great reviews and selling like hotcakes. So, now what? Get to work on the next book! Nothing sells books like more books. And there is nothing a reader loves more than a meaty backlist. So, unless you want to be a one-book-wonder. Get to work.

Always keep your eyes open for promotional opportunities, you may be surprised where you find them!



In The End: It All Comes Down To This . . .



You will get out of it what you put into it. Now, this is not to say that if you toll day and night, and dedicate your life to your writing you're automatically going to be a booming success. As you already know, life just doesn't work like that.

But, what will happen is that you will create art you are proud to claim. You will be able to tell your stories in your own voice, and know that what you are publishing is the best you have to offer. And yes, maybe, with hard work and a little luck you will become a blazing financial success, as well 😊.

From me and Tigger . . .

Good Luck & Best Wishes!