

Dan Poynter's

Social Networking for Books

Confirming Subjects & Finding Markets



© 2009

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Social Networking

- ☞ Discussing your favorite subject with people with a like interest—all over the world.



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Social Networking

"The Information Age has been superseded by the Connection Age."

-Mike Larsen, literary agent.

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The New "Book" Model



Who needs what?

- ☞ Our Book: to see the light of day
- ☞ Our clients: to get our information
- ☞ Us: to get published as soon as possible

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You & Books

Congratulations on investing your

- ☞ Time
- ☞ Money

in your future

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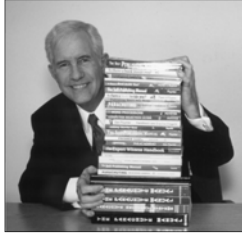
We do not Compete



- ☞ Authors & publishers are collegial
- ☞ Conspirators not competitors
- ☞ Each book is unique
- ☞ We brainstorm each other's promotion plans

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My Mission



**Making sure People don't die
with a book still inside them**

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Poll

**Help me to tailor this presentation
to your needs**

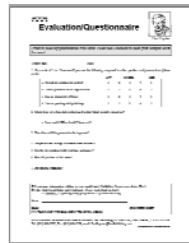
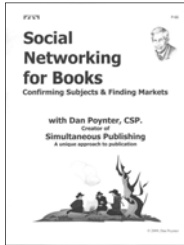


What stage are you in your book project?
(If you have more than one project,
you will raise your hand more than once.)

1. Thinking & Planning
2. Writing
3. Production (setting type or going to press)
4. Promotion (the book is out)

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Handouts



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Secrets of Book Writing

- 📖 Research before you write
 - 📖 Find out what readers want
- 📖 Draft of back-cover sales copy
 - 📖 Focus on your reader and make promises
- 📖 Don't start writing at the beginning
 - 📖 Chapter One is an introduction

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Discover



- 📖 Research: What are people talking about?
 - 📖 What has been written?
 - 📖 What has been spoken?
 - 📖 What are people discussing? (online)
 - 📖 Who cares about this subject?
- 📖 Sales: Where are potential buyers?
 - 📖 (In many of the same places)

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You Need Numbers



- 📖 Selling out
 - 📖 Agents and publishers want figures
 - 📖 Put these numbers in your proposal
- 📖 Self-publishing
 - 📖 You need reassurance your project is viable.
 - 📖 Has this subject been covered lately?
 - 📖 From this angle?
 - 📖 How did it sell?
 - 📖 How large is the market?
 - 📖 What is the median selling price of the books on this shelf?

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Research



- ☐ Comparative figures
 - ☐ Not absolute numbers

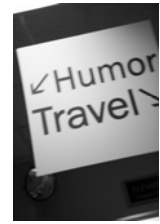
☐ See <http://www.slate.com/id/2142810/>

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Bookstores - Research



- ☐ Visit independent & chain Brick & Mortar Bookstores
 - ☐ Larger stores have a wider selection than small stores.
 - ☐ Visit the right neighborhood.
 - ☐ Look on that shelf where your book will be.
 - ☐ Chart the (comparative) books on your pad. Write down the title, subtitle, author, trim size (measurements), page count, copyright date, edition, cover type (softcover?) ISBN and price.



- ☐ Now consider sales

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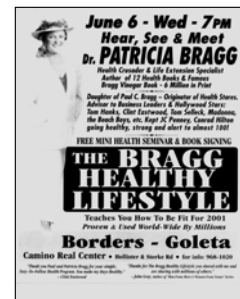
B&M Bookstores - Sales

- ☐ Who visits bookstores and why?
- ☐ Reach bookstores
 - ☐ Directly, wholesalers and distributors
 - ☐ "Backdoor" through mini seminars

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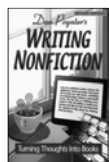
Mini Seminars (not autographings)

- ☐ Store provides the roof--only
- ☐ Author provides the audience
 - ☐ Use FRA list
 - ☐ Invite everyone you know within driving distance

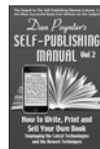


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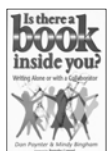
During Seminar: Explain Your Books



Writing
(Column one of the handout)



Social Media for Researching & Promoting Books



How to write with a collaborator

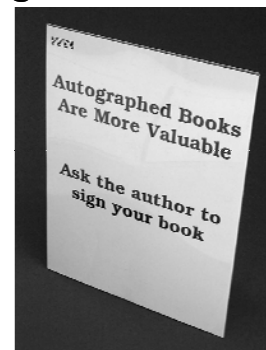


Publishing, Marketing, Promoting & Distributing



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This Sign Sells More Books



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Online Bookstores - Research

- ☞ Amazon.com & B&N.com
 - ☞ Category of book
 - ☞ Publication-Date order
 - ☞ Chart the books that are close to your project
- ☞ Readers evaluations & stars
- ☞ Sales ranks: Comparative numbers

- ☞ For historical Amazon sales data, see <http://www.titlez.com/welcome.aspx>

- ☞ Now let's consider sales possibilities

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Online Bookstores - Sales

- ☞ Getting on
 - ☞ US, Canada, UK, Germany, China, Japan & France.
 - ☞ Through a distributor
 - ☞ Print with subsidiary
 - ☞ BookSurge.com
 - ☞ US, Canada, Mexico, UK, Spain, the Netherlands, Poland, Australia & Greece.
 - ☞ CreateSpace.com
 - ☞ International Account Setup
 - ☞ <http://wwwcreatespace.com/Help/Account/International.jsp>
- ☞ Directly

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Amazon: Bottom of Page

Amazon.com Home | Directory of All Stores
 International Sites: [Canada](#) | [United Kingdom](#) | [Germany](#) | [Japan](#) | [France](#) | [China](#)
[Help](#) | [View Cart](#) | [Your Account](#) | [Sell Items](#) | [1-Click Settings](#)
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Amazon: Sell Items



Amazon: Promotion

- ☞ Annotations
 - ☞ Add to your book's listing
- ☞ Reviews
 - ☞ Get friends to review your book
 - ☞ Review books in your category

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Amazon.com Reviews

Draft a nice review for similar books and sign with your name and book title



★★★★★ **The Recognized Expert of Self-Publishing**, November 6, 2006
 Reviewer: **Brent Sampson - Outskirts Press.com CEO** (Denver, Colorado) [See all my reviews](#)
 All the top of the "Who's Who in Self-Publishing" list you will find Dan Poynter's name. And right next to it you might find information about The Self-Publishing Manual, now in its 15th edition, fully revised to recognize the rapid changes in the industry.

The Self-Publishing Manual has become the modern day bible for writers considering independent publishing. It is filled with prophecies, prophets, and yes, even a miracle or two! But the Self-Publishing Manual does more than strategically gloss the surface as so many other similarly-themed books do. Instead, it dives into the logistics of planning, printing, publishing, distributing, shipping, and invoicing a self-published book, going over each detail with a fine-tooth comb as only a 420 page tome can. The Self-Publishing Manual takes no prisoners in shedding light on one simple fact: Self-publishing a book is not for everyone. It is hard work that requires the hands of a craftsman, the brain of a project manager, and the heart of an entrepreneur. This book will help you decide if self-publishing is right for you, or if another publishing alternative is a better fit for your goals.

Any resource guide filled with so much information is bound to motivate a writer to continue striving for the exciting status of publication. It becomes a matter of absorbing enough information and doing enough research about all the available publishing options to make the right decision. Not all authors are destined for Random House, but that doesn't mean they [have to go on being unpublished](#). There are alternatives! And this book covers one alternative, independent self-publishing, with finely crafted finesse.

—Brent Sampson, author of Self-Publishing Simplified

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Ingram Book - Research

📖 Ingram moves some 55% of the books in the U.S.

- 📖 Comparative figures
- 📖 Call +1-615-213-6803
- 📖 Punch in the ISBN
 - 📖 Sales figures

📖 Now consider sales to Ingram



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Ingram Book - Sales

📖 Get book into Ingram through

- 📖 Distributor
- 📖 Fulfillment houses
- 📖 Subsidiary
 - 📖 LightningSource.com
- 📖 Directly if you have many titles



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Specialty Stores - Research

📖 What stores do your potential buyers frequent? See

📖 <http://www.vendorpro.com/stores.htm>

📖 <http://parapub.com/sites/para/information/promote.cfm>

📖 <http://www.Ranks.com>



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Chain Stores in the US

Chain	# of Stores	Chain	# of Stores
Ames	454	Michaels	654
AutoZone	2717	Museum Company	95
Barnes & Noble	1473	Musicland	1345
Best Buy	357	Office Depot	857
Big 5	240	Office Max	946
BJ's Wholesale Club	107	Payless Shoes	4712
Blockbuster Video	7153	Pep Boys	662
Burlington Coat Fctry	282	PetSmart	484
Costco	302	Pottery Barn	135
CVS	4098	Radio Shack	7186
Dillard's	342	Rite Aid	3804
Discovery Chan. Strs	132	Ross Stores	378
Electronic Boutique	740	Saks	359
Federated	403	Sears	3473
Gap	3018	Sherwin-Williams	2396
Home Depot	930	Smart & Final	218
Imaginarium	39	Spiegel	532
JC Penny	4075	Staples	1129
Kay Bee Toys	1300	Target	1313
Kmart	2171	Toys 'R' Us	1548
Kohl's	638	Walgreen	2821
Longs Drug Stores	416	Zany Brainy	188

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Independent Stores in the US

Type of Business	# of Stores	Type of Business	# of Stores
art galleries	17825	gift baskets	4454
auto dealers new	23087	gift shops	51005
auto dealers used	71242	golf supplies	4234
auto parts and accessories	35731	greeting card	2994
auto radio and audio	4307	handbags	776
baby accessories	1063	hats	876
backpacking supplies	115	health and diet	15840
baseball card dealers	3957	hobby and model supplies	3863
bicycles	5964	home improvement	19267
book dealers	16826	jewelers	38404
book dealers used	4339	lawn and garden supplies	2285
boots	730	leather goods	1098
bowling apparel	949	luggage	1468
candy	6642	mail-order catalogs	5230
children and infant clothing	7129	maternity	1076
comic books	1850	men's clothing	11329
computer software	37428	museum	7241
convenience store	71823	music stores	10337
cookie	1784	musical instruments	6257
craft galleries	2990	office supplies	7928
craft stores	6088	pet stores	10244
dolls	1564	shoes	25749
electronic supplies	10492	shoes orthopedic	280
fishing supplies	6238	snowboards	334
florists	44514	sporting goods	15643
food markets	5372	square dance	73
food products retail	721	sunglasses	2067
game and game supplies	1371	swimwear	1063
		toys	5637
		trophies and awards	4258
		watches	1013


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Specialty Stores - Sales

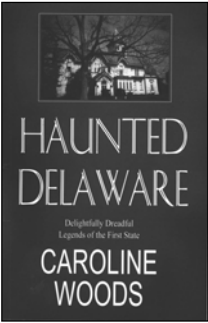
- 📖 Nontraditional Book Markets
 - 📖 Think of better places to sell books
 - 📖 Think outside of the book trade
 - 📖 Think nontraditional sales
- 📖 Tolerate bookstores
 - 📖 Don't pursue them

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Who & Where is Your Buyer?





- ☞ You must be able to
 - ☞ Identify your buyer
 - ☞ Locate your buyer
 - ☞ High concentration
- ☞ Specialty Stores or
 - ☞ Sections within department stores
- ☞ The market must be easy to reach



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You . . .

- ☞ Are a leader in your field
Your book will validate your expertise
- ☞ For example, I have written 7 books on parachutes & skydiving
- ☞ "Write what you know & do what you love"
- ☞ Be a "participant"

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Come With Me




Be a "Participant" in *Your Field*

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Example: Parachute Books

- ☞ 1 National association
- ☞ Magazines
 - ☞ 1 national
 - ☞ 68 Worldwide
- ☞ Several events
- ☞ Skydiving schools
- ☞ Parachute catalogs
- ☞ Parachute stores




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Magazines - Research

- ☞ How many periodicals serve the group you want to sell to? See

<http://parapub.com/sites/para/research/maillist.cfm>

- ☞ Click on
- ☞ ***Select a Mailing List***. Select the categories for your book.
 - ☞ Worldwide list
- ☞ Many magazines = many potential buyers
- ☞ Check magazines' websites for circulation figures.




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Finding Magazines by Category

<http://ParaPublishing.com>

- ☞ 90+ categories
 - ☞ 820 Business
 - ☞ 81 Managers
 - ☞ 126 Parenting
 - ☞ 296 Cooking
 - ☞ 55 Horses
 - ☞ 59 Real Estate
 - ☞ 565 Health
 - ☞ 247 Seniors
 - ☞ Etc.



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Magazines - Sales

- 📖 Reviews
- 📖 Articles
- 📖 Turn magazines into dealers
- 📖 Bookshelf

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Practical Books for Business Information Professionals

from the Publisher of *KMWorld*

<p>KNOWLEDGE MANAGEMENT IN PRACTICE Concepts and Content Edited by: John Richardson and Michael E. D. Haring ISBN 978-1-57387-322-9 \$59.95</p> <p>MARKING SEARCH WORK An Introduction to Search By Martin Wilson 128 pages ISBN 978-1-57387-305-9 \$49.95</p> <p>INFRANETS FOR INFO PROS Edited by Peter Lee Perreault and John W. Janssen ISBN 978-1-57387-302-0 \$39.95</p> <p>ASSESSING THE DIGITAL EXPERIENCE How to Use Customer Experience Data and Resources to Build Resilient Enterprises By David Lee King ISBN 978-1-57387-333-5 \$39.95</p>	<p>CRM IN REAL TIME Empowering Customer Relationships By David J. Goldring ISBN 978-1-57387-308-4 \$39.95</p> <p>LAUNCHING AT THE END A Project and Presentation By Bill Adams 128 pages ISBN 978-1-57387-319-1 \$29.95</p> <p>COMPUTERIZATION MOVEMENT AND TECHNOLOGY DIFFUSION From Mainframe to Web 2.0 By Robert L. Reardon Foreword by Lawrence H. White 104 pages ISBN 978-1-57387-311-6 \$39.95</p> <p>THE VISIBLE EMPLOYEE Using Behavioral Analytics and Social Media to Measure and Improve By Jeffrey M. Steiner and Robert K. G. Smith ISBN 978-1-57387-312-3 \$24.95</p>
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Magazine Bookshelf

CONTENT, DOCUMENT and KNOWLEDGE Management
KMWorld

Learning about Google via Google

Highly Acclaimed
Management Site



Send Books for Review

- 📖 Promoting your book
 - 📖 Review Copies
 - 📖 The most effective and least expensive form of book promotion
 - 📖 About \$4.50 each
 - 📖 Cheaper than an ad



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Send Articles



- 📖 Your Book Promotion Assets
 - 📖 Reservoir of material: Your book
 - 📖 Ability to write
 - 📖 The credibility of a published author
 - 📖 Recycle your content. Put it to work.
- Wring more value out of it

"Like Mrs. Field's toll-house cookies, provide samples from your book with articles."
--Judy Cullins

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Associations - Research

- 📖 Number of associations & clubs
 - 📖 Number of members
- 📖 Select from
 - 📖 23,000+ national associations
 - 📖 15,000 international associations
 - 📖 100,000 regional, state and local associations in the US.
- 📖 70% are members of 1+ clubs
- 📖 15% are members of 4 or more
- 📖 Directories
 - 📖 *Encyclopedia of Associations*,
<http://library.dialog.com/bluesheets/html/bl0114.html>
 - 📖 Concept Marketing
<http://www.marketingsource.com/associations/>
 - 📖 Online searches

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Associations - Sales

- 📖 Associations make money from Dues, Services & Store
- 📖 In the information business
 - 📖 Books are easy to store and easy to ship
- 📖 Turn them into dealers

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Premium Sales

Spinoffs sold more than the original



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Fundraisers

Selling to nonprofits



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Events/Conventions - Research

📖 Where do your potential buyers voluntarily come together because they have a like interest?

- 📖 Events
- 📖 Conventions
 - 📖 How many people attend?

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Industry Events & Book Fairs



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Carry Your Camera



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Events/Conventions - Sales

- 📖 Sell individual books
- 📖 Make new dealers

- 📖 Approach
 - 📖 1st year share a booth
 - 📖 Decide if you want your own booth

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Booth Setup

Note
book
posters



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Badge or Button



Gets the
conversation
started on your
favorite subject—
Your book

About \$3 each

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Catalogs - Research



- ☞ Specialty catalogs not book catalogs
- ☞ More than 7,000 catalogs are published in the U.S.;
 - ☞ 11.8 billion are mailed each year.See <http://www.catalogs.google.com/>.
- ☞ Each of us receive an average of 78 catalogs annually
- ☞ Large orders and long term: Committed for the life of the catalog
- ☞ How many copies do they distribute?
 - ☞ More catalogs = more buyers
 - ☞ Record the numbers.

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Catalog Directories



5,000 catalogs in 106 categories



1,000 catalogs in 130 categories

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Catalogs - Sales

- ☞ Sales moving from print to online catalogs.
- ☞ See submission forms online.
- ☞ See Document 625, *Selling Books to Catalogs* at <http://parapub.com/sites/para/resources/allproducts.cfm>

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Google Print - Research

- ☞ Research the texts of many new books.
<http://www.print.google.com>
/
- ☞ Search by title, author or subject.



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Google Print - Sales



- 📖 Submit your book to Google
- 📖 They remit a small fee when people access your book

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Statistics Bank - Research

- 📖 Fascinating numbers on book publishing
- 📖 Learn about the book industry

<http://parapub.com/sites/p ara/resources/statistics.cfm>

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Statistics Bank - Sales

- 📖 Gather statistics for your field
 - 📖 Para Publishing
 - 📖 <http://BookStatistics.com>
 - 📖 <http://SpeakingStatistics.com>
 - 📖 <http://parachutestatistics.com>
 - 📖 Makes you the authority and center for information

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Google Alerts - Research

- 📖 Online clipping service.
 - 📖 They notify you whenever your keywords show up anywhere online.
- 📖 <http://www.google.com/alerts/>
- 📖 List your name, your company name, your book's title and key category words.
 - 📖 Dan lists parachute, skydiving, self-publishing, "Dan Poynter" etc.
- 📖 No limit. For multiple words, such as your own name, put the words between quotation marks.



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Google Alerts - Sales

- 📖 Contribute to blogs, forums, etc.
 - 📖 Get you and your book known.

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Newsfeeds Research

- 📖 Have news on your selected items sent to you
- 📖 <http://www.syndic8.com>
- 📖 <http://www.NewsPad.com>
- 📖 <http://www.moreover.com>

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Newsfeeds - Sales

- 📖 Send book, etc. announcements
- 📖 <http://www.syndic8.com>
- 📖 <http://www.NewsPad.com>
- 📖 <http://www.moreover.com>

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Social Media Research

- 📖 **Ask questions**
 - 📖 LinkedIn
 - 📖 Facebook
 - 📖 etc
- 📖 **Get known**



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Social Media Sales

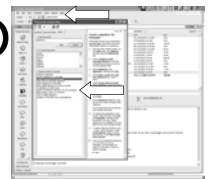
- 📖 Get known
- 📖 Get your book known
- 📖 Use your name & contact info
 - 📖 Use signature
 - 📖 Don't hide

Who you know is not as important as who knows you and what you do.



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Your Signature (.sig) at the end of your email messages



Speaking in Singapore; Cape Town Next.
When I am traveling, my messages and answers tend to be short.
Thank you for your understanding.

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DanPoynter@ParaPublishing.com, <http://ParaPublishing.com>

Drive eyeballs to your website

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twitter Twilert Research

- 📖 **Twilert**
- 📖 A "Google Alert for Twitter."
 - 📖 Follow opinion molders in your field
- 📖 <http://www.Twilert.com>

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twitter Twilert Sales

- 📖 **Twilert**
 - 📖 Let people know what you are doing
 - 📖 Post good stuff

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Colleagues - Research

- 📖 Ask questions
 - 📖 Forums
 - 📖 Social networks

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Forums (Cheap Consulting)



- 📖 PUB-FORUM. <http://www.pub-forum.net/>
- 📖 SELF-PUBLISHING. <http://finance.groups.yahoo.com/group/self-publishing/>
- 📖 PUBLISH-L. <http://www.publish-l.com/>
- 📖 SmallPubCivil. <http://finance.groups.yahoo.com/group/smallpub-civil/>
- 📖 Fiction_L. <http://www.webrary.org/rs/flmenu.html>
- 📖 Children's Books. <http://www.egroups.com/search?query=youngchildrensbooks>
- 📖 Children's Books. <http://groups.yahoo.com/group/CBpublishing/>
- 📖 IND-E-PUBS. eBooks. <http://www.ind-e-pubs.com/>
<http://groups.yahoo.com/group/ebook-community/>
- 📖 POD Publishers http://finance.groups.yahoo.com/group/pod_publishers/
- 📖 Publishing Design <http://groups.yahoo.com/group/publishingdesign/>
- 📖 Book Signings/Mini Seminars. <http://groups.yahoo.com/group/booksigners/>
- 📖 Copy Law. <http://groups.yahoo.com/group/copyright-future/>

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Colleagues - Sales

- 📖 Get to know opinion molders
- 📖 Provide answers
 - 📖 Forums, etc.
 - 📖 Use signature
 - 📖 HARO
- 📖 Email announcements

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email Announcements



- 📖 Broadcast to your house list & email address book
- 📖 Ask them to *forward* the announcement
- 📖 No spamming
- 📖 Paste addresses into bc box

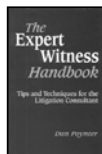


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How to Double Your Inventory

Without increasing your investment

- 📖 Trade cartons of books
 - 📖 Sell retail
 - 📖 Sell wholesale



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Smashwords.com Research

- 📖 See what eBooks are being sold online
 - 📖 Contact some authors



Smashwords™
your ebook. your way.

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Smashwords.com Sales

- 📖 Upload your cover and text
 - 📖 No charge for conversion into 10 eBook formats
- 📖 Smashwords keeps 15% of sales.



Smashwords™
your ebook. your way.

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HARO Research



- 📖 **Help A Reporter Out (HARO)**
 - 📖 Find out which subjects reporters and editors are writing about.
- 📖 <http://www.HelpAReporter.com>

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Peter Shankman

HARO Sales

- 📖 You will be notified when a reporter is working on an article covering your subject area.
- 📖 Contact with content

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AuthorMapper Research

- 📖 Free analytical online tool
 - 📖 For discerning trends, patterns, and subject experts within scientific research.
 - 📖 Searches more than three million journal articles
- 📖 <http://www.AuthorMapper.com>



ParaPub.com

AuthorMapper Sales

- 📖 **Find opinion molders**
 - 📖 Journal article authors
 - 📖 Send information on your book



ParaPub.com

Website Research

- 📖 **Category websites**
 - 📖 Which and how many websites cater specifically to your potential audience?
 - 📖 The more, the better.
 - 📖 Add these sites to your distribution/contact list.



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Website Sales

- 📖 Work the websites
- 📖 Contribute (positive) comments
- 📖 Send articles
- 📖 Send review copies

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Business Cards



- 📖 Replace expensive brochures
- 📖 Avoid expensive postage
- 📖 Drive prospect to Web site

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The Top of the World



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Total the Numbers - Research

- 📖 Total up numbers. Discover:
 - 📖 What has been published in your area
 - 📖 What hasn't been done
 - 📖 What is selling and what is not selling
 - 📖 How much you can charge for your book, etc.
- 📖 Is your subject/project viable?

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Total the Numbers - Sales

- 📖 Can you find your market?
- 📖 Participant

I give you permission to spend time online

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Concentrate on Online Promotion

Go where potential clients gather

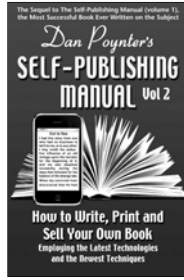
- 📖 Blogs
- 📖 Forums
- 📖 Websites
- 📖 Amazon annotations

Spend time Social Networking
Using Social Media

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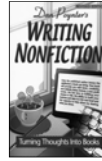
Mistakes

- 📖 The most expensive parts of book writing & promoting are the mistakes.
- 📖 Dan Poynter has been there and this presentation will help you to avoid the expensive parts.



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During Seminar: Explain Your Books



Writing
(Column one of the handout)



Social Media for Researching & Promoting Books



How to write with a collaborator



Publishing, Marketing, Promoting & Distributing



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When Next We Meet, Will You Have?



A book in your head, or

A book under your arm



It is up to you

AUTHORtv

Start Your Book Now



"I never said writing your book would be easy.

I only promise it will be worth it."

—Dan Poynter

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My name is Dan Poynter

and

I want *you* to join the campfire.



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