

# Write And Self Publish Your Book

The Inbox Magazine For Up & Coming Authors In The New Publishing World - Self Publishing Is Now In - Check Us Out!

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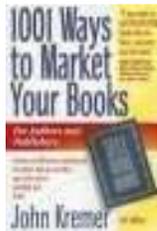
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I am happy to introduce another of our experts who will be guiding you to success in "Writing and Self Publishing Your Books", **John Kremer**

## John Kremer's Bio

### [1001 Ways to Market Your Books](#)



Chapter 1 Part 1 of 3  
Some Basic Fundamentals of Marketing

***"When life handed me a lemon, not only did I make lemonade,  
I also wrote the recipe and then sold that recipe!"***

***— JoAnna Lund, author, Healthy Exchanges Cookbook***

The following points are basic to any marketing strategy. Read them and get to understand them before you go on to read the more practical points covered in the other chapters of this book.

#### **1:01 Selling Is Your Responsibility**

No matter how you choose to sell your books—whether through bookstores, via direct mail, via the Internet, or however else—one thing you will always have to do: You will have to sell your books. No one else can do that for you. Even if you sell exclusively through bookstores, it is still your responsibility to see that potential readers know about your books and where to buy them. Don't expect anyone else to do your selling for you. That's your job. At best, others can only provide channels. It will always be up to you to provide the motivation for readers to buy your books.

#### **1:02 The Two Fundamentals**

There are two fundamental activities in marketing any product or service: 1) promotion and 2) distribution. In other words, you must get the word out and you must make sure that your product is available. One does not follow the other. Both must be done simultaneously, or neither will be as effective. Promotion will not be effective unless readers can readily buy your books, and distribution will be disappointing and full of headaches (and returns) unless your promotions help to move your books out of the stores.

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### **1:03 Look Before You Leap**

Even before you begin to promote and distribute your books, you must engage in a great number of other marketing functions. For instance, you must decide what you are going to publish (editorial). You must package your books (design). You must decide who your customers are and how you are going to position your book (market planning). You must set a workable price (financial). You must print your book (production). All of these functions are crucial to the successful marketing of a book.

### **1:04 Publishing as Marketing**

If you haven't noticed by now, I consider every function of a publisher to be an integral part of book marketing. And, because I do, this book will cover more than just promotion and distribution. It also covers editorial, design, customer service, rights sales, and working with authors. As far as I'm concerned, no detail is too small to consider if it will make a difference in how many readers get to know about and read your book.

If you happen to be with the marketing department, I encourage you to share this book with the other departments in your company. Not only will it make your job easier, but it will also foster better cooperation among the people in your company. Indeed, if you are wise, you will buy a copy of this book for every employee (and every employer) in your company. Yes, I will benefit by this action, but so will you.

Now, with the commercial out of the way, I want to repeat the point I've been making: Marketing is a company-wide activity. It cannot be, and should not be, restricted to one department. Too many things enter into the making of a successful book (and a successful publishing company) to allow parochial interests to limit your possibilities. Even the least recognized department of most publishing companies, the fulfillment division, has a crucial marketing impact. Many companies rise and fall based on their customer service (fast delivery, ease of ordering, cordial service representatives, customer confidence, and more). Any company which does not regard its fulfillment division as an integral part of its marketing will certainly fail.

And don't forget your authors. They are and will always be the best salespeople for their books. Read Chapter 8 to get some tips on how to make best use of authors in marketing their books.

### **1:05 Marketing Requires Commitment**

It takes time to build a company (even longer to build a reputation). You must be prepared to spend years developing a book list, making contacts, testing various advertising methods, establishing a network of sales representatives or distributors, and doing all the other jobs that go into building a



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company that will be around for years to come. Don't give up. If you can make it through the first few years, you'll be well on your way to success.

Of course, this same advice applies to each book you publish. Never give up your marketing efforts as long as the book is still in print. I suggest that you do three to five things every day to market each and every book that you publish (or that you still love). It will take about ten minutes of your day (longer if you customize your contacts). If you do that, you will end up making about 1,000 contacts each year. Think of the impact that will make on your marketing efforts—provided, of course, that you spend your time making targeted contacts rather than spreading yourself thin by pursuing every little whisper in the wind.

Too many publishers have failed because they ignored this fundamental of marketing: You must be committed to what you are selling. You must believe in it. How can you sell anything if you don't believe in it—and if you're not willing to back it up with time and effort? Why publish a book if you're not going to commit your resources to marketing the book so it reaches the people who can use it and enjoy it?

...To be continued

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### John Kremer's Bio

John Kremer is an expert on book publishing and marketing. The owner of Open Horizons in Taos, New Mexico, he is the editor of the Book Marketing Update newsletter. John is the author of a number of books on publishing and marketing, including 1001 Ways to Market Your Books: For Authors and Publishers and Celebrate Today. He has also designed the Do-It-Yourself Book Publicity Kit and Book Publishing Reports on CD-Rom. His web sites include [bookmarket.com](http://bookmarket.com), [askjohnkremer.com](http://askjohnkremer.com), [askthepublicist.com](http://askthepublicist.com), [askthebookeditor.com](http://askthebookeditor.com), [tenmillioneyeballs.com](http://tenmillioneyeballs.com), [promotingyourbooks.com](http://promotingyourbooks.com), [johnkremer.com](http://johnkremer.com), [johnkremer.org](http://johnkremer.org), [johnkremer.net](http://johnkremer.net), [selfpublishinghalloffame.com](http://selfpublishinghalloffame.com), and [hottimescoolplaces.com](http://hottimescoolplaces.com).



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Take calculated risks.  
That is quite different from being  
rash.  
George S. Patton

Earnie Says...

Pay attention to what John has to say. Drill this info into your mind.

Remember this... "Too many publishers have failed because they ignored this fundamental of marketing: You must be committed to what you are selling. You must believe in it."

John Says...

"There are two fundamental activities in marketing any product or service:

- 1) Promotion and
- 2) Distribution.

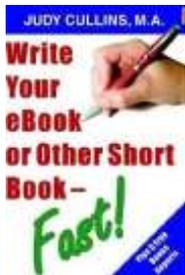
In other words, you must get the word out and you must make sure that your product is available..."



**Preview of next issue...** I am happy to introduce another of our experts who will be guiding you to success in "Writing and Self Publishing Your Books", **Judy Cullins**.

Judy is a 20-year Book and Internet Marketing Coach, she works with small business people who want to make a difference in people's lives, build their credibility and clients, and make a consistent life-long income. Author of 10 eBooks including "[Write Your eBook or Other Short Book –Fast!](#)"

Judy is going to take us into **HER** world of marketing your books with:



**[Write Your eBook or Other Short Book –Fast!](#)**

by Judy Cullins

Part 1 of 3 from Chapter 2...

**Write Your Chapters in Half the Time With Fewer Edits**

**Tune in next time for more from Judy...**

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