

Polishing Your Prose

Book Marketing Primer

Larry Edwards
Author, Editor, Publisher

Polishing Your Prose



Polishing Your Prose

Hit the Road, John



Larry Edwards – larry@larryedwards.com – www.larryedwards.com

“Discoverability”

Books do not sell themselves, especially self-/indie-published books.

In 2014, more than 1,000,000 new titles entered the marketplace, most of them self-/indie-published.

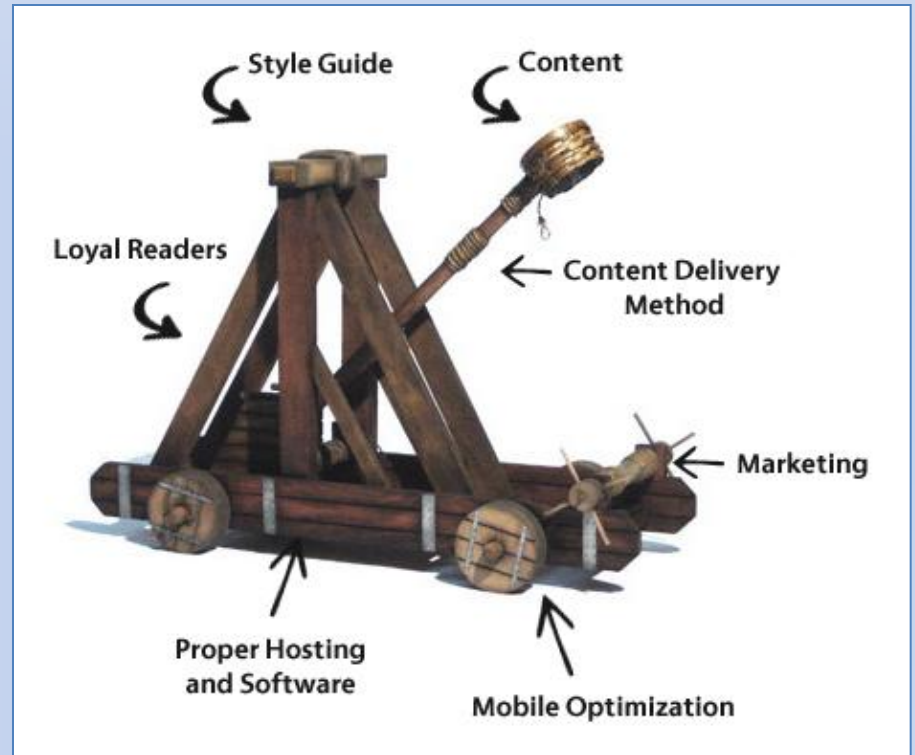
Leverage Author Assets

Key elements:

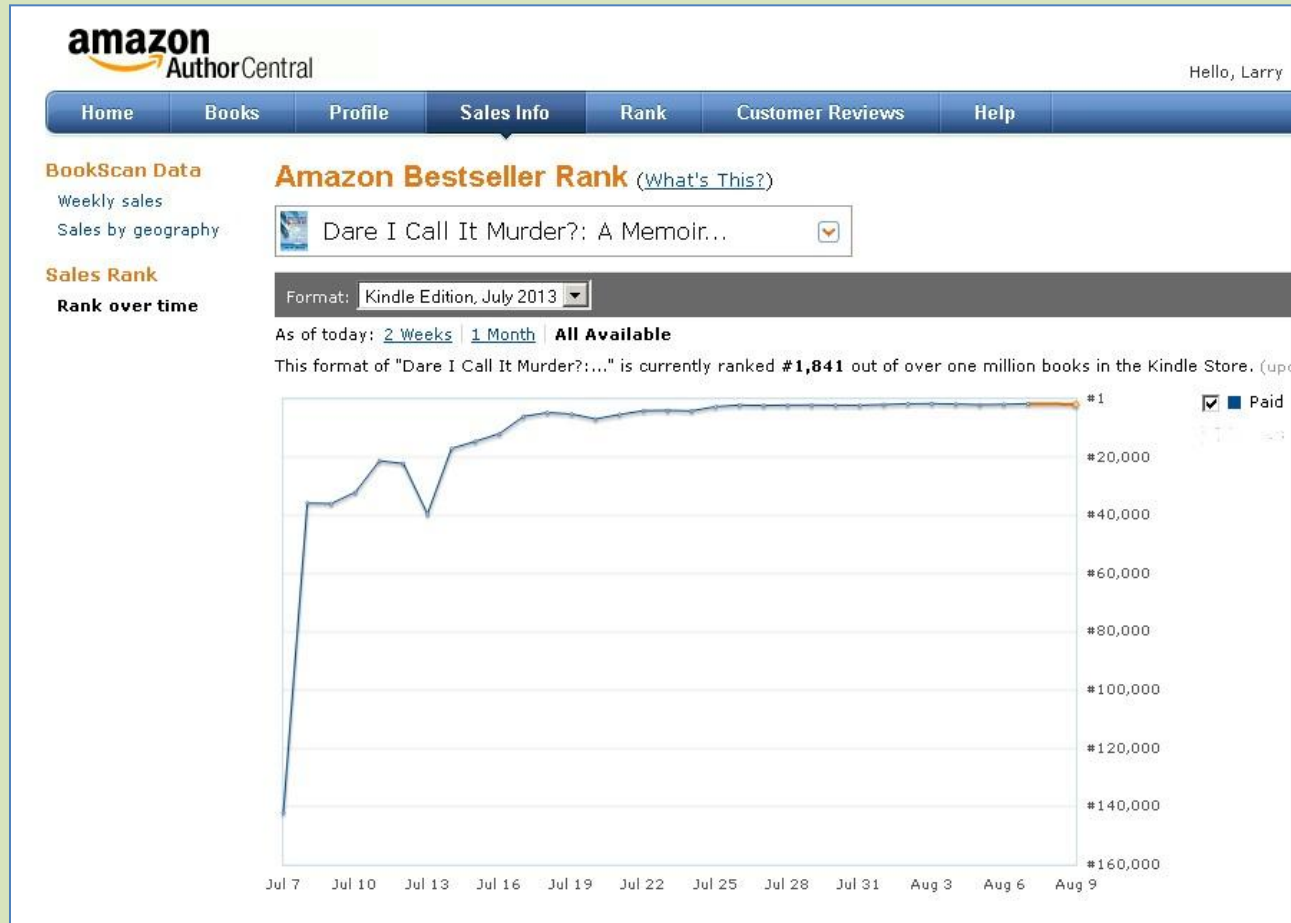
- **Platform** — credentials, expert, professional status, experience, celebrity (especially nonfiction)
- **Marketing plan**
 - Marketing segments: book categories, demographics, geography
 - Promotion — how will the book be promoted?
 - Relevant news
 - Competition

Pre-release

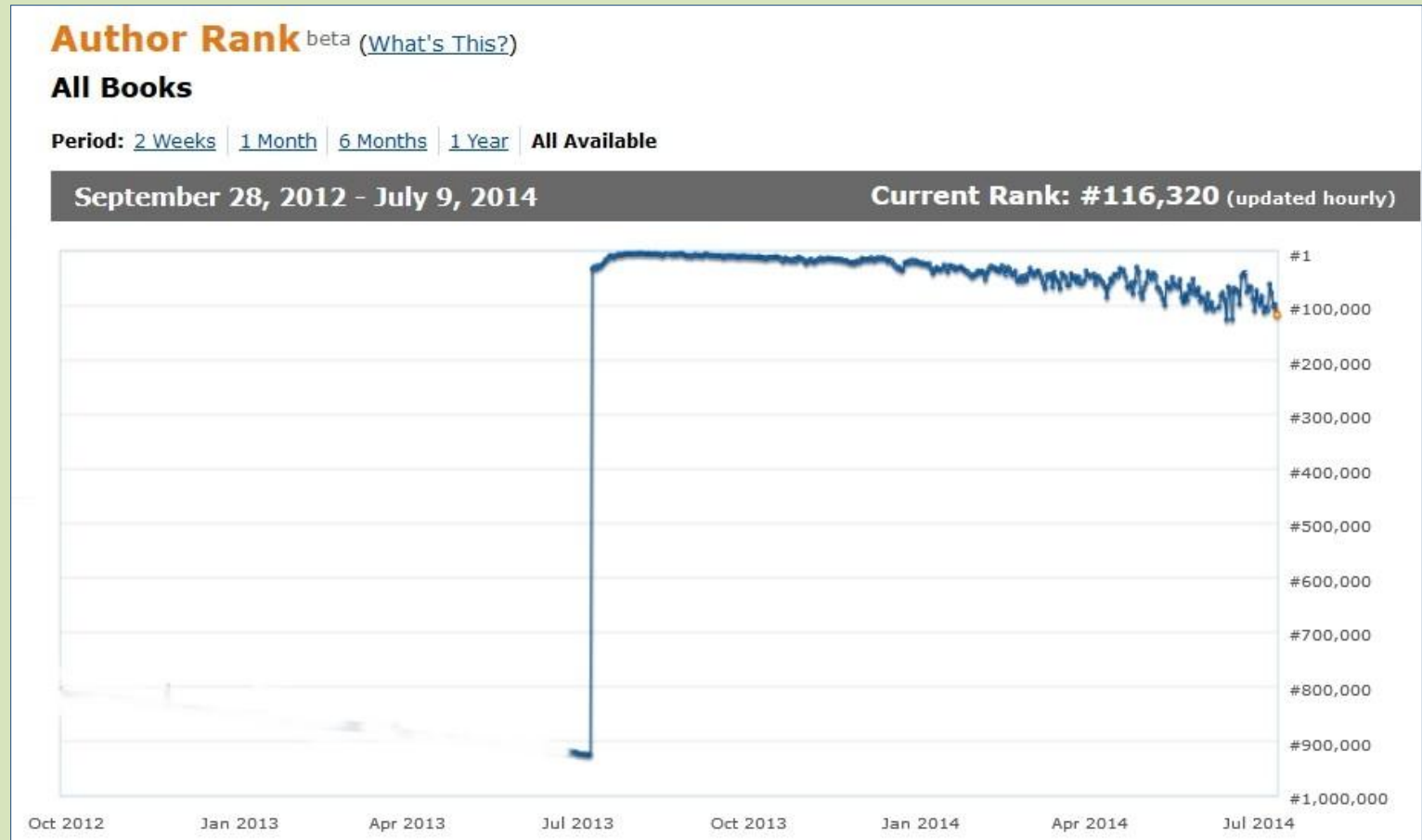
Build demand
pre-release
to catapult sales
at book launch
to get on
Amazon
Hot New Release
and Best Seller lists



Catapult Sales



Maintain Momentum



Amazon Marketing Machine



Amazon can be your best friend:

- Hot New Release
- Best Seller lists
- Top Rated lists
- Also looked at . . .
- Also bought . . .
- Email promos . . .
- Daily Deals . . .

Amazon Hot New Release

Amazon Hot New Releases

Our best-selling new and future releases. Updated hourly.

< Any Department

< Kindle Store

< Kindle eBooks

< Biographies & Memoirs

Arts & Literature

Actors & Actresses

Artists, Architects &

Photographers

Authors

Composers &

Musicians

Dancers

Entertainers

Movie Directors

New Age

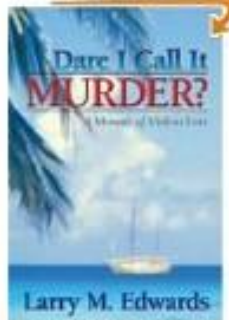
Television Performers

Theatre

Hot New Releases in **Biographies & Memoirs of Authors**

1.

LOOK INSIDE!



Dare I Call It Murder?: A
Memoir of V...

by Larry Edwards

★★★★★ (11)

Release Date: July 5, 2013

Kindle Edition

\$6.99

2.

LOOK INSIDE!



The Secret Life of Objects
by Dawn Raffel

★★★★☆ (21)

Release Date: June 26, 2013

Kindle Edition

\$3.99

Amazon Hot New Release

Amazon Hot New Releases

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< Any Department

< Books

< Law

Criminal Law

Criminal Procedure

Evidence

Law Enforcement

Forensic Science

Hot New Releases in Criminal Procedure Law

1.



Just Mercy: A Story of
Justice and Re...
by Bryan Stevenson

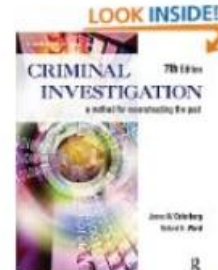
★★★★★ (4)

Release Date: October 21,
2014

Hardcover

\$17.71

2.



Criminal Investigation: A
Method for...
by James W. Osterburg

★★★★☆ (14)

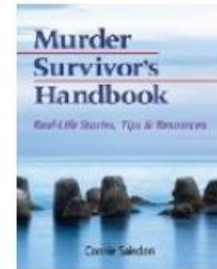
Publication Date: September
15, 2014

Paperback

\$68.40

81 used & new from **\$37.00**

3.



Murder Survivor's Handbook:
Real-Life...
by Connie Saindon MA

★★★★★ (1)

Publication Date: September
15, 2014

Paperback

\$16.85

2 new from **\$16.59**

Amazon Hot New Release

Amazon Hot New Releases

Our best-selling new and future releases. Updated hourly.

- ◀ Any Department
 - ◀ Kindle Store
 - ◀ Kindle eBooks
 - ◀ History
 - ◀ Americas
 - ◀ United States
 - Civil War
 - Abolition
 - Campaigns & Battlefields**
 - Confederacy
 - Regimental Histories
 - Women

Hot New Releases in History eBooks of American Civil War Campaigns & Battlefields

1.



What the Private Saw: The Civil War L...
by Oney Foster Sweet

★★★★★ (5)

Release Date: April 6, 2015

Kindle Edition

\$6.99

2.



Pickett's Charge at Gettysburg: A Gui...
by James A. Hessler

Release Date: May 24, 2015

Kindle Edition

\$12.99

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Amazon Best Seller – Memoir

Amazon Best Sellers
Our most popular products based on sales. Updated hourly.

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< Biographies & Memoirs
Arts & Literature
Actors & Actresses
Artists, Architects & Photographers
Authors
Composers & Musicians
Dancers
Entertainers
Movie Directors
New Age
Television Performers
Theatre

Best Sellers in Biographies & Memoirs of Authors

Top 100 Paid

- LOOK INSIDE!**



The Glass Castle: A Memoir
by Jeannette Walls
★★★★★ (2,772)
Kindle Edition
\$9.12
- LOOK INSIDE!**



Chuck Klosterman IV: A Decade of Curious...
by Chuck Klosterman
★★★★★ (52)
Kindle Edition
\$2.99
- LOOK INSIDE!**



Dare I Call It Murder?: A Memoir of Violence
by Larry Edwards
★★★★★ (25)
Kindle Edition
\$6.99
- LOOK INSIDE!**



After Visiting Friends: A Son's Story
by Michael Hainey
★★★★★ (307)
Kindle Edition
\$11.04

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Amazon Best Seller – True Crime

Amazon Best Sellers
Our most popular products based on sales. Updated hourly.

< Any Department
< Kindle Store
< Kindle eBooks

Best Sellers in **Murder & Mayhem True Accounts**
Top 100 Paid

11.  A Rose For Her Grave by Ann Rule ★★★★☆ (50) Kindle Edition \$6.83	12.  The Good Nurse: A True Story of Meds by Charles Graeber ★★★★☆ (264) Kindle Edition \$11.04
13.  Dare I Call It Murder?: A Memoir of V... by Larry Edwards ★★★★☆ (34) Kindle Edition \$6.99	14.  Practice to Deceive by Ann Rule Release Date: October 8, 2013 Kindle Edition \$11.04
15.  You Belong To Me by Ann Rule ★★★★☆ (32) Kindle Edition \$6.83	16.  People Who Eat Darkness: The True Story... by Richard Lloyd Parry ★★★★☆ (179) Kindle Edition \$8.89
17.  Everything She Ever Wanted: A True Story... by Ann Rule ★★★★☆ (81) Kindle Edition \$6.00	18.  A Fever in The Heart by Ann Rule ★★★★☆ (86) Kindle Edition \$7.99

Larry Edwards – larry@larryedwards.com – www.larryedwards.com


Amazon Best Seller – Biography


Amazon Best Sellers

Our most popular products based on sales. Updated hourly.


- < Any Department
- < Books
 - < Biographies & Memoirs
 - < Historical
 - United States
 - American Revolution
 - Civil War**
 - US Presidents

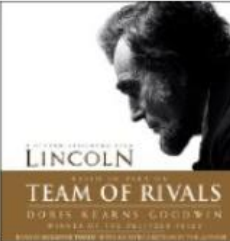
Best Sellers in American Civil War Biographies

1. 



What the Private Saw: The Civil War Letters & Diaries of Oney Foster Sweet
by Larry M. Edwards
★★★★★ (1)
Paperback
\$17.95
3 new from \$13.92

2. 



Team of Rivals: The Political Genius of Abraham Lincoln
by Doris Kearns Goodwin
★★★★★ (2,560)
Audiobook Audio Edition
\$69.95
8 new from \$69.95

More to Explore in American Civil War Biographies




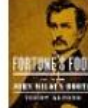


Hot New Releases

› See More

 	 	 
What the Private Saw: The Civil War Letters & Diaries of Oney Foster Sweet Paperback \$17.95	Fortune's Fool: The Life of Henry Hill's Brother Hardcover \$22.19	What the Private Saw: The Civil War Letters & Diaries of Oney Foster Sweet Kindle Edition \$6.99

Most Wanted For

› See Top 100

 	 	 
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Amazon Gift Ideas

Amazon Gift Ideas

Our most popular products ordered as gifts. Updated daily.

◀ Any Department

◀ Books

◀ Biographies & Memoirs

◀ Historical

United States

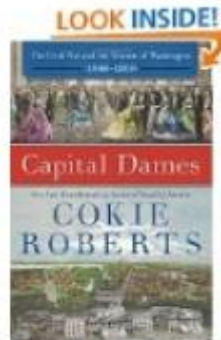
American Revolution

Civil War

US Presidents

Gift Ideas in American Civil War Biographies

1.



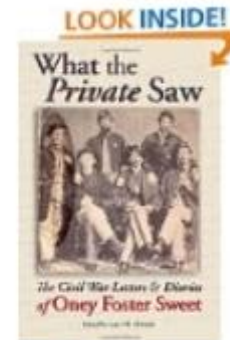
Capital Dames: The Civil War and the...
by Cokie Roberts

Release Date: April 14, 2015

Hardcover

\$20.96

2.



What the Private Saw: The Civil War L...
by Larry M. Edwards

★★★★★ (2)

Paperback

\$16.16

7 used & new from \$13.37

Amazon Top Rated

Amazon Top Rated

Our best products based on customer reviews. Updated daily.

- < Any Department
- < Kindle Store
- < Kindle eBooks
- < Biographies & Memoirs
- True Accounts
- Espionage
- Murder & Mayhem**
- True Crime

Top Rated in Murder & Mayhem True Accounts

- 

1. **LOOK INSIDE!**

Deadly Little Secrets: The Minister...
by Kathryn Casey
★★★★★ (170)
Kindle Edition
\$6.44
- 

2. **LOOK INSIDE!**

In Cold Blood (Vintage International)
by Truman Capote
★★★★★ (737)
Kindle Edition
\$9.99
- 

3. **LOOK INSIDE!**

Dare I Call It Murder?: A Memoir of V...
by Larry Edwards
★★★★★ (44)
Kindle Edition
\$6.99
- 

4. **LOOK INSIDE!**

Small Sacrifices
by Ann Rule
★★★★★ (208)
Kindle Edition
\$5.99

T-Mobile
un-leash

Get the latest smartphones at a great price.

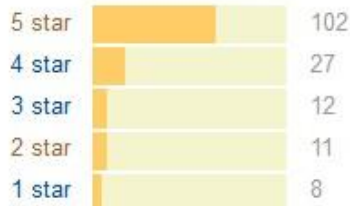
No more 2-year service contracts required. Upgrade your phone anytime.



Amazon Reader Reviews

Customer Reviews

★★★★★ (160)
4.3 out of 5 stars



[See all 160 customer reviews](#)

“ What an sad and amazing account of the Edwards family's parents. ”

Lisa | 39 reviewers made a similar statement

“ Very well written book. ”

Satisfied Customer | 36 reviewers made a similar statement

“ I highly recommend this true crime book. ”

Patricia Hogberg | 24 reviewers made a similar statement

Most Helpful Customer Reviews

22 of 23 people found the following review helpful

★★★★★ **Powerfully written, true, tragic story** August 4, 2013

By Gina Pera [VINE VOICE](#)

Format: Paperback

Good newspaper reporters care deeply about accuracy, and they will keep at a story like a dog with a bone until the facts come together cogently and clearly. The author's gripping but careful account of this complex drama, spanning over 30 years, is testament to a talented veteran reporter's skills.

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Customers who bought . . .



Click to **LOOK INSIDE!**

Horror, charming—and deadly...
MONSTER

"One of the best books
short of the best and the worst."
—One of the best books

NEW YORK TIMES BESTSELLING AUTHOR
STEVE JACKSON

Monster [Mass Market Paperback]
[Steve Jackson](#) (Author)
★★★★★ (26 customer reviews)

List Price: ~~\$7.99~~
Price: **\$7.19** & **FREE Shipping** on orders over \$25. [Details](#)
You Save: \$0.80 (10%)

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Ships from and sold by **Amazon.com**. Gift-wrap available.

Want it Monday, July 29? Order within **39 hrs 5 mins** and choose **One-Day Shipping** at checkout. [Details](#)

18 new from \$4.26 **8 used** from \$4.47

Buy New **\$7.19**

Quantity:

☐ Yes, I want **FREE Two-Day Shipping** with Amazon Prime

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Formats

	Amazon Price	New from	Used from
Kindle Edition	\$5.38	--	--

Customers Who Bought This Item Also Bought



Dare I Call It Murder?: A Memoir of Violent ...
Larry Edwards
★★★★★ (11)
Kindle Edition
\$6.99



Death Trap
M. William Phelps
★★★★★ (54)
Kindle Edition
\$5.38



Left for Dead: The Abduction & Survival ...
David Alfin
★★★★★ (13)
Kindle Edition
\$6.99



Love Me To Death
Steve Jackson
★★★★★ (15)
Kindle Edition
\$4.58



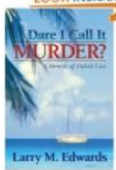
Fear of Our Father: The True Story of Abuse, ...
Stacey Kananen
★★★★★ (23)
Kindle Edition
\$8.89

Page 1 of 20

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Customers who viewed . . .

Customers who viewed this item...



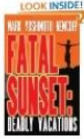
Dare I Call It Murder?: A Memoir of Violent Loss
Larry Edwards (Author), Connie Saindon (Foreword)
Average Customer Review: ★★★★★ (160)
Auto-delivered wirelessly
\$6.99

Review
"... chilling . . . palpable . . . powerful . . ." -- Kirkus Reviews Dare I Call It Murder? is a top-notch true-crime book. But as a memoir, it's a gut-wrenching look into Larry Edwards' hell on earth after his parents' deaths at sea. . . . You... [Read More](#)


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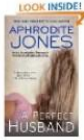
[Fatal Sunset: Deadly Vacations](#)
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[Vanished Beauty \(Fatal Sunset\)](#)
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[Left for Dead: The Abduction & Survival of Teri Jendusa-Nicola](#)
[More like this](#)






[A Perfect Husband](#)
[More like this](#)



[Flowers for Mrs. Luskin: Who ordered the deadly delivery for the millionaire's wife? \(Harris True Crime Collection\)](#)
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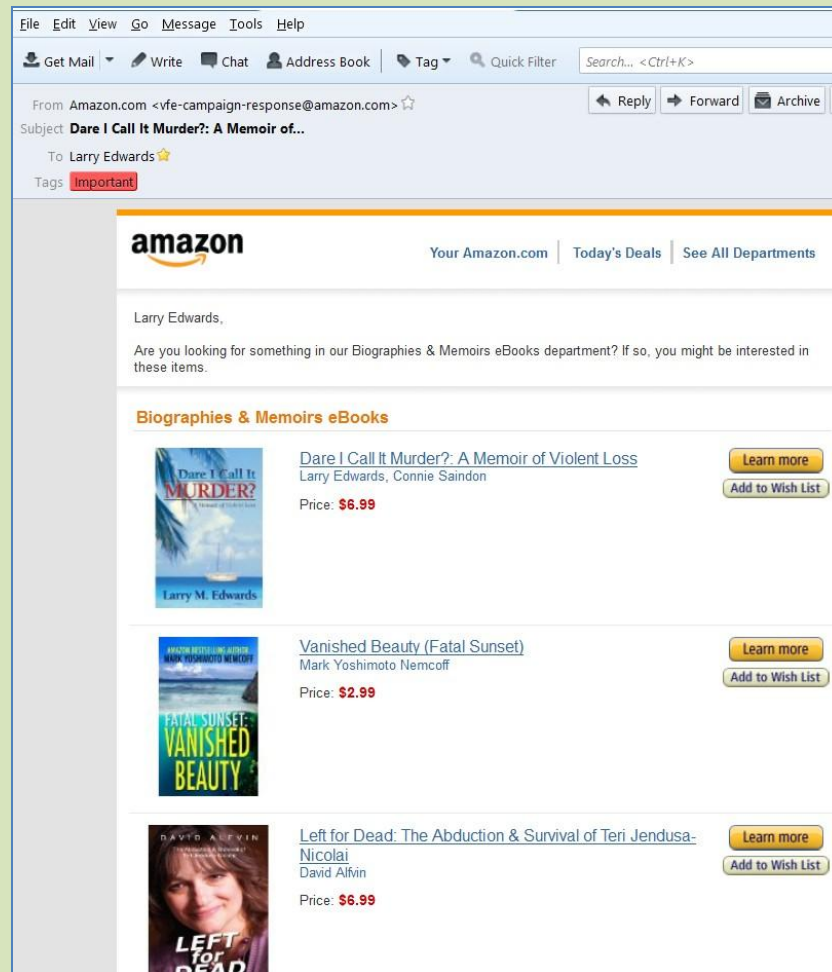


[When Greed Turns Deadly](#)
[More like this](#)



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Amazon Email Promotions



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Website — it's all about branding

Launch website at least 6 months prior to book launch, but a year would be better.
Promote and develop email list.

Book title in domain name

dareicallitmurder.com

whattheprivatesaw.com

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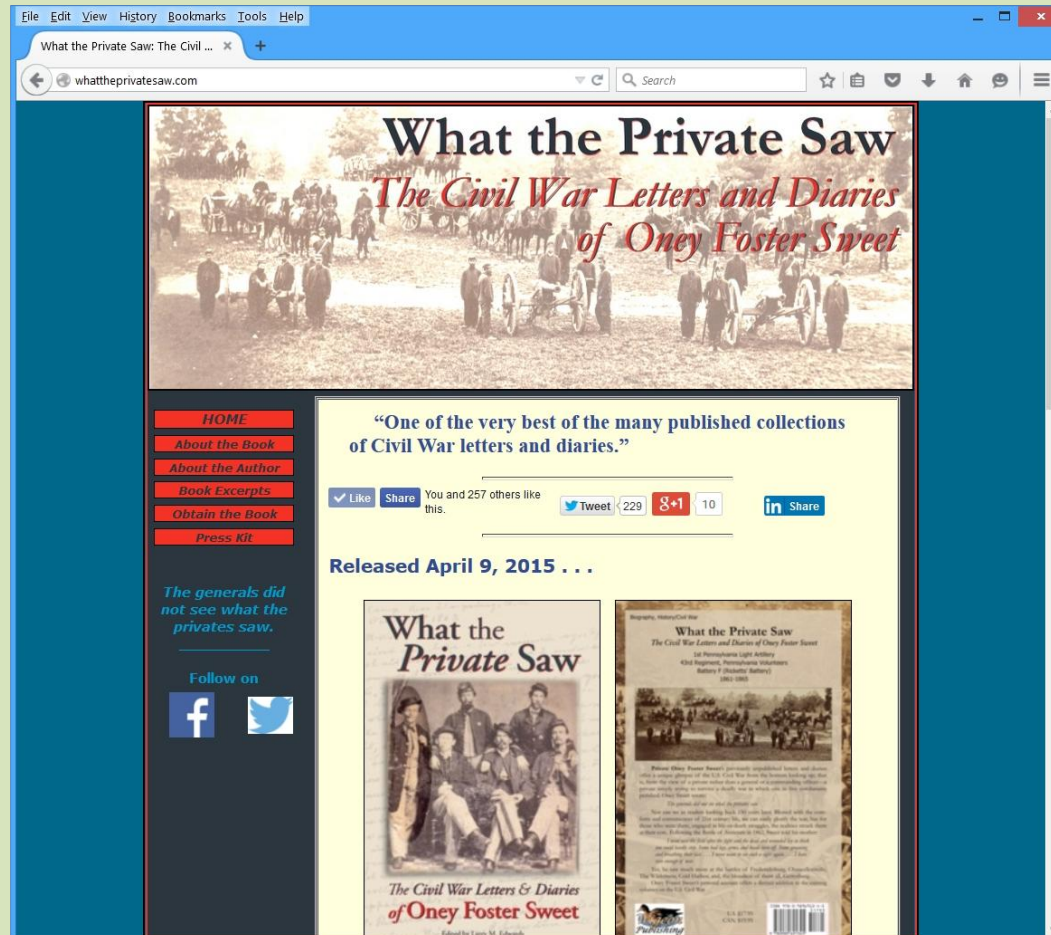
Website



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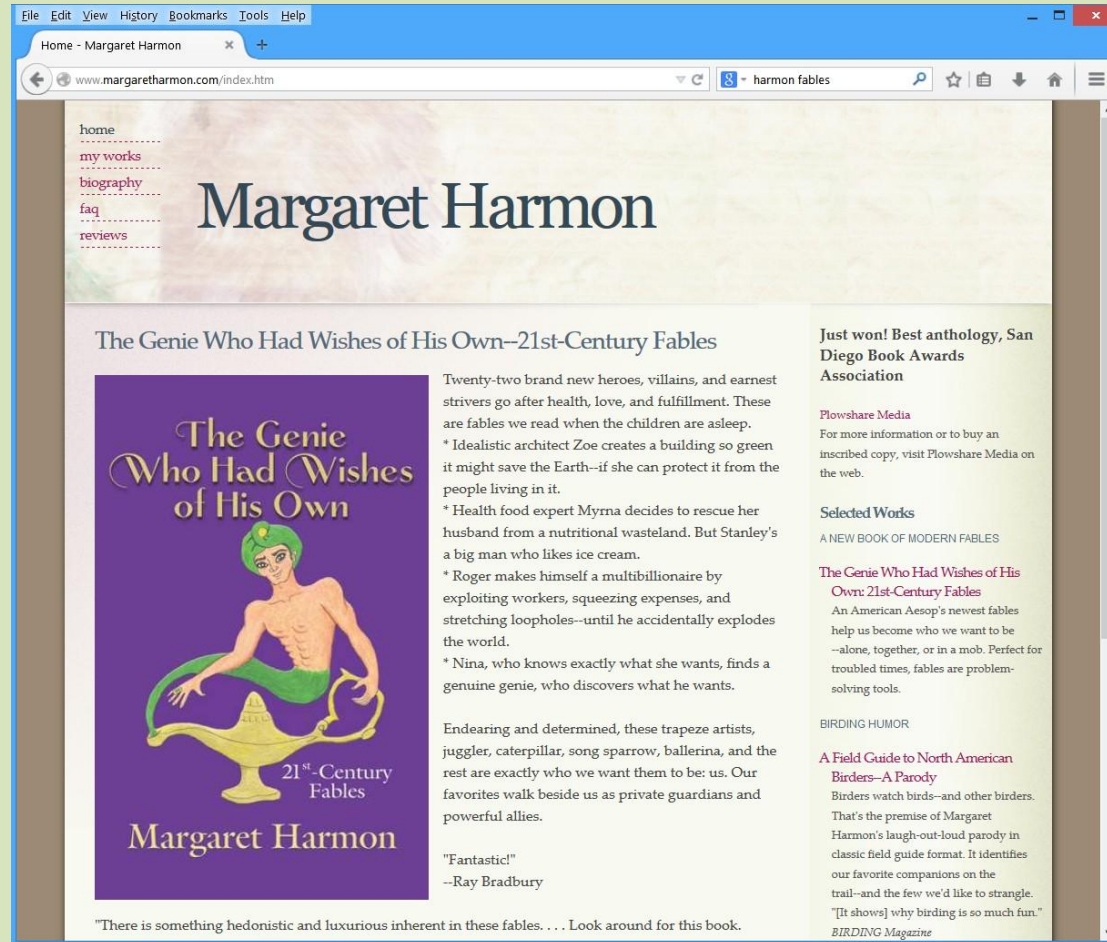
Website



Larry Edwards – larry@larryedwards.com – www.larryedwards.com

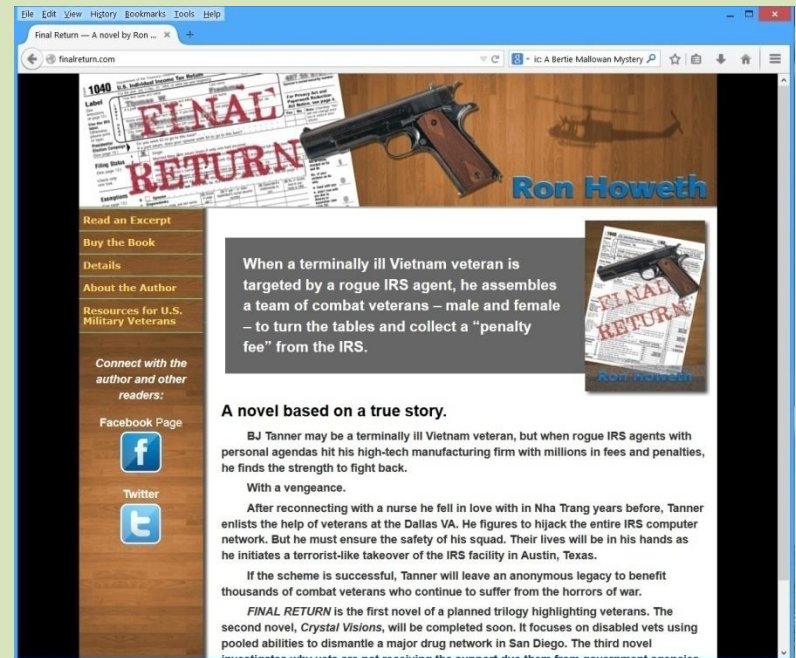
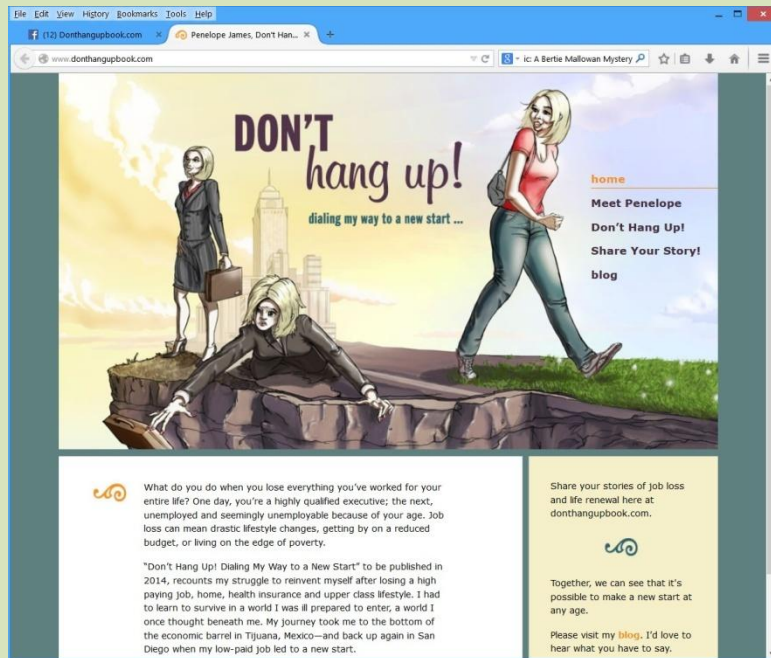
Polishing Your Prose

Website



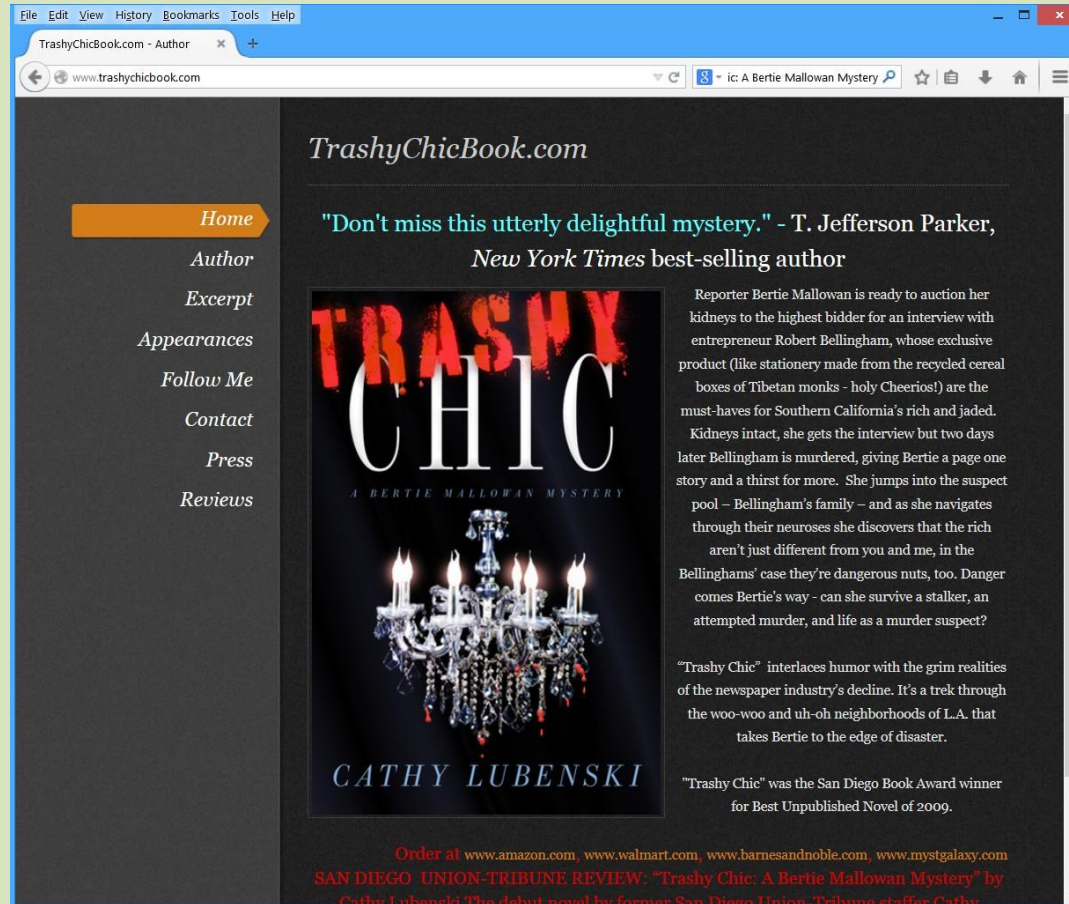
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Website



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Website



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Website Components

- book cover
- book description
- author bio
- contact info
- create mailing list (MailChimp, iContact, Constant Contact)
- book excerpts
- book news, coming events, photos
- book reviews, reader reviews, endorsements
- media center
- book clubs
- resources

Social Media

As with the website, start early and cross link/reference the other media:

- Facebook
- Twitter
- LinkedIn
- Google+
- Pinterest
- Blog: WordPress, Tumblr; guest blog; blog tour with other bloggers

Do not just share info about yourself or your book; share related information: other books and authors, current events, writing/publishing resources, historical tie-ins, etc.

Be a Professional

- Own your own ISBN — Bowker
- Price
 - print book (POD): highest price market will bear
 - ebook: how low is too low?
- Professional quality (hire pros for editing and design)
- Print (POD): CreateSpace/Amazon; Lightning Source/IngramSpark (Amazon, B&N, et al.)
- eBook: Kindle, SmashWords (iBooks, Nook, Kobo, etc.)

Book Launch

- Timing: tie to relevant date or event, if possible; avoid holidays, especially Christmas
e.g., 150th anniversary of Lee's surrender
- Build prelaunch demand to catapult sales
- Invite mailing list and FB friends to Virtual party online
- Door prizes, giveaways
- Respond to every email, social media post to maintain momentum

Amazon (and other online retailers)

- Author Central
- Author forums
- 60-day prelaunch promotion
(Kindle ebook only)
- Use social media buttons on book page

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Amazon Author Central



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Goodreads

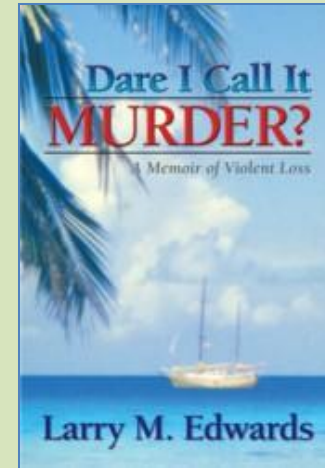
- reader
- author
- link to blog



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Book Reviews

- Kirkus (2- to 3-month lead time, \$425)
- Other review services (price varies, typically \$100-\$300)
- Submit to established book reviewers, services, newspapers, literary publications (odds are low for self-/indie-published books without “platform”)
- bloggers
- indie book reviewers — find on Facebook, genre-specific websites, blogs



**“... chilling ... palpable
... powerful ...”
—Kirkus Reviews**

Endorsements

- Other authors
- Professionals
- Celebrities
- Influencers
- Get lucky

*This is a **powerfully written and personalized odyssey** of the violent deaths of both of his parents and the disintegration of the family in the aftermath of traumatic grief. . . . We are swept up by the author's frustrated quest for justice and psychological coherence.*

—Dr. Edward K. Ryneerson
Medical Director, Separation and Loss Services
Program, Virginia Mason Medical Center

*This is definitely **one of the very best** of the many published collections of Civil War letters and diaries.*

—Gene C. Armistead, author
Horses and Mules in the Civil War

Polishing Your Prose

Awards

Awards competitions

- Winner, San Diego Book Awards (2012, 2014)
- Pulitzer Prize Nominee



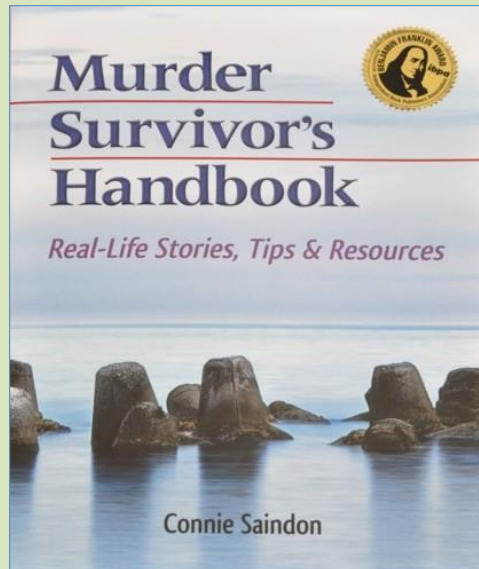
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Awards

Awards competitions

- Winner, Gold Award
2015 IBPA Benjamin
Franklin book awards



Publicist/Professional PR

3 to 6 months prior to book release

- book specialist — expect to pay at minimum \$2,500 for 2-4 months of work
- press release
- media contacts — newspapers, radio, TV
- author events/book signings — libraries, book stores

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News Coverage



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News Coverage



News Coverage



News Coverage

Author: How do I get on KPBS or in U-T?

- **News hook** —purposely launched book on April 9, 150th anniversary of Lee's surrender at Appomattox.
- **Newsworthy content**, with a local connection — historically significant, previously unpublished letters and diaries of a Civil War veteran, and great-grandson lives in San Diego.
- **Broad public appeal** —Civil War is a timeless topic that interests a wide spectrum of people.

Networking

- Attend events
- Attend professional meetings and conferences
- Have collateral materials
 - business cards
 - flyers
 - bookmarks & letter to readers
 - “one sheet” (for reporters, producers, libraries)

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Networking: may lead to TV



Public Arena

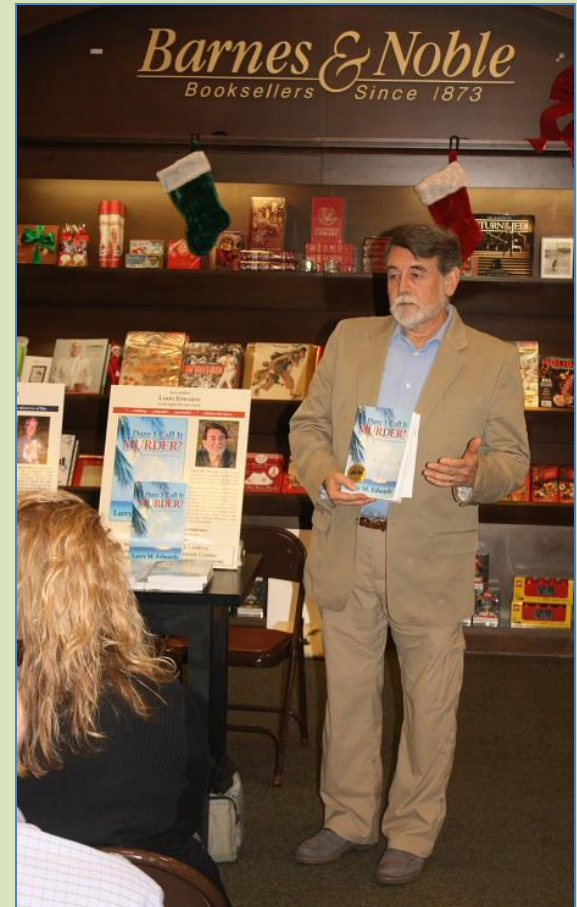
(begin before the book comes out)

- speaking — civic groups, professional organizations, education, book clubs
- op/ed
- submit essays/
articles on topics
for which you are
an “expert”



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Book Events & Signings



Larry Edwards – larry@larryedwards.com – www.larryedwards.com

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Book Events & Signings



Larry Edwards – larry@larryedwards.com – www.larryedwards.com

Book Events & Signings



Author Richard Lederer does 200+ public presentations a year.

Calendar	
< JULY – OCTOBER 2015 >	
JUL 17 Fri	OASIS Mission Valley, San Diego Jul 17 @ 10:30 am – 12:00 pm
JUL 18 Sat	San Diego PEO Reciprocity Jul 18 @ 11:00 am – 2:00 pm
AUG 2 Sun	Adventures of the Mind, Villanova, PA Aug 2 – Aug 9 <small>all-day</small>
AUG 29 Sat	First Methodist Church of San Diego; Mission Valley, CA Aug 29 @ 12:00 pm – 2:00 pm BR Chapter of PEO, Del Mar, CA Aug 29 @ 4:30 pm – Aug 29 @ 7:30 pm
SEP 13 Sun	FJ Chapter of PEO, Del Sur, CA Sep 13 @ 5:00 pm – 8:00 pm
SEP 19 Sat	Military Officers Association of America; Miramar, CA Sep 19 @ 11:00 am – 2:00 pm San Elijo Lagoon Conservancy Gala, Rancho Santa Fe, CA Sep 19 @ 6:00 pm – 9:30 pm
OCT 1 Thu	California Retired Teachers, Division 69; La Mesa, CA Oct 1 @ 9:30 am – 1:00 pm Broadway Theater; Vista, CA Oct 1 @ 7:00 pm – 9:00 pm

Larry Edwards – larry@larryedwards.com – www.larryedwards.com

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Library Presentations



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Advertising

- Goodreads: Self-Serve Advertising
(pay per click — 10 to 25 cents per click)
- Facebook Ads (pay per click)
- Google: Adwords (pay per click)
- Ingram catalog — \$60 for one-time inclusion
— distributed to book sellers and libraries
- IBPA catalog — \$350
— distributed to book sellers and libraries

Resources

PR Advice for Self-Pub Authors

<http://juliadrakepr.com/jdprs-advice-for-self-published-authors/>

Build Book Buzz

<http://buildbookbuzz.com/>

Facebook: Gutsy Indie Publishers

<https://www.facebook.com/groups/387267894630479>

Larry Edwards' blog: Polishing Your Prose

<http://polishingyourprose.wordpress.com>

No Guarantee

Did I just get lucky?

Luck = preparation + opportunity

Thank You

Handout with key points of presentation

Slides available — send email to
larry@larryedwards.com

Questions?