

Polishing Your Prose

Using Social Media for Promoting Your Book *The Why, Where, When and How*

Larry Edwards
Author, Editor, Publisher

Polishing Your Prose



No One Is Buying My Book!

PEARLS BEFORE SWINE / by Stephan Pastis



“Discoverability”

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

More than 1,000,000 new titles enter the
marketplace each year, a significant % of
them self-/indie-published.*

* Bowker

Benefits: Social Media Marketing

- Increase exposure/ awareness
- Improve search rankings
- Development of loyal fans
- Improve sales
- Reduce marketing expenses
- Unanticipated opportunity

Social Media Marketing

Social Media Examiner released a report that explains which networks marketers should be using:

Social Media Marketing Industry Report 2015

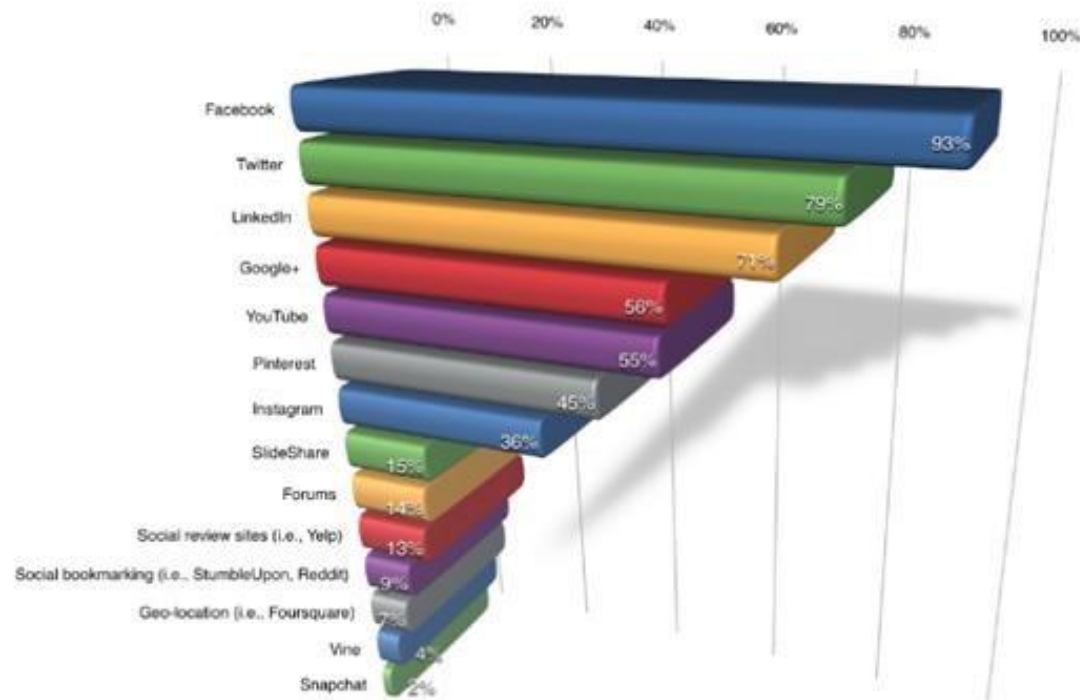
Download the report

<http://www.socialmediaexaminer.com/social-media-marketing-industry-report-2015/>

(see handout or email Larry)

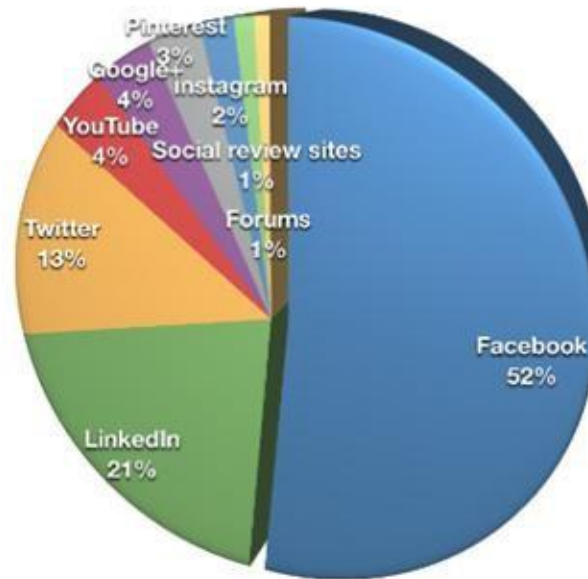
Social Media Platforms

Commonly used social media platforms

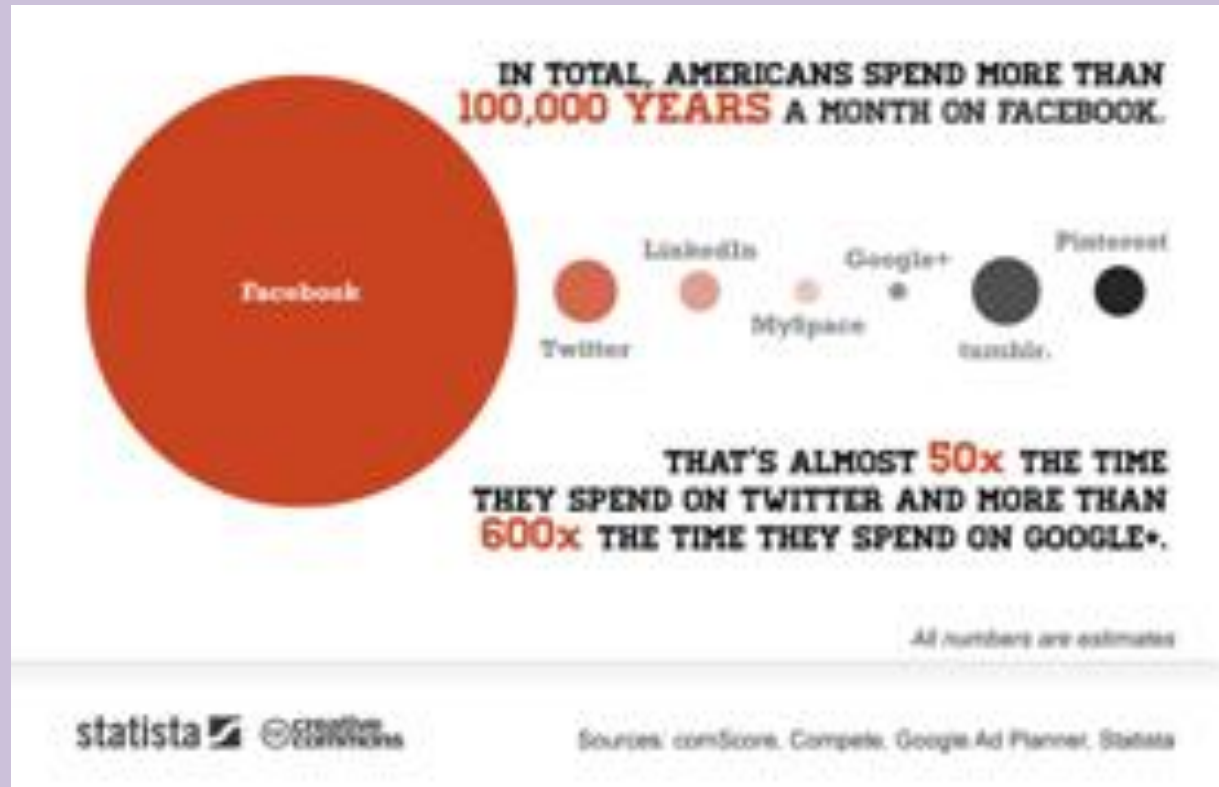


Facebook Dominates

The most important social platform for marketers is...



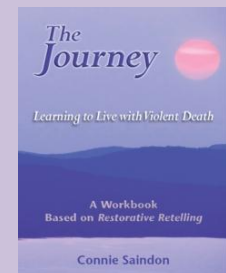
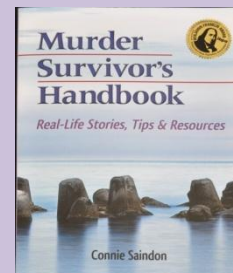
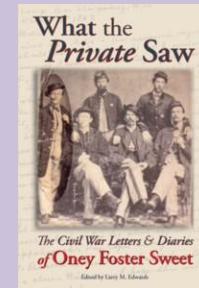
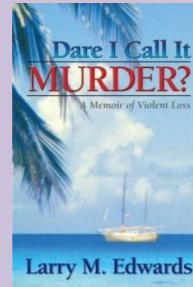
The Sun in SM Solar System



Find Your SM Platform

This is not to say these platforms will be of the most value to you in that order.

- Facebook worked best for *Dare I Call It Murder?*
- Twitter of most value for *What the Private Saw*
- Direct email for *Murder Survivor's Handbook*
The Journey Workbook



SM Platforms by Age Group

Boomers & Gen X

- Facebook
- Pinterest
- Twitter
- YouTube

25 to 35

[balanced across platforms]

- Facebook (less)
- Twitter
- Instagram
- Tumblr

Millennials (18 -24)

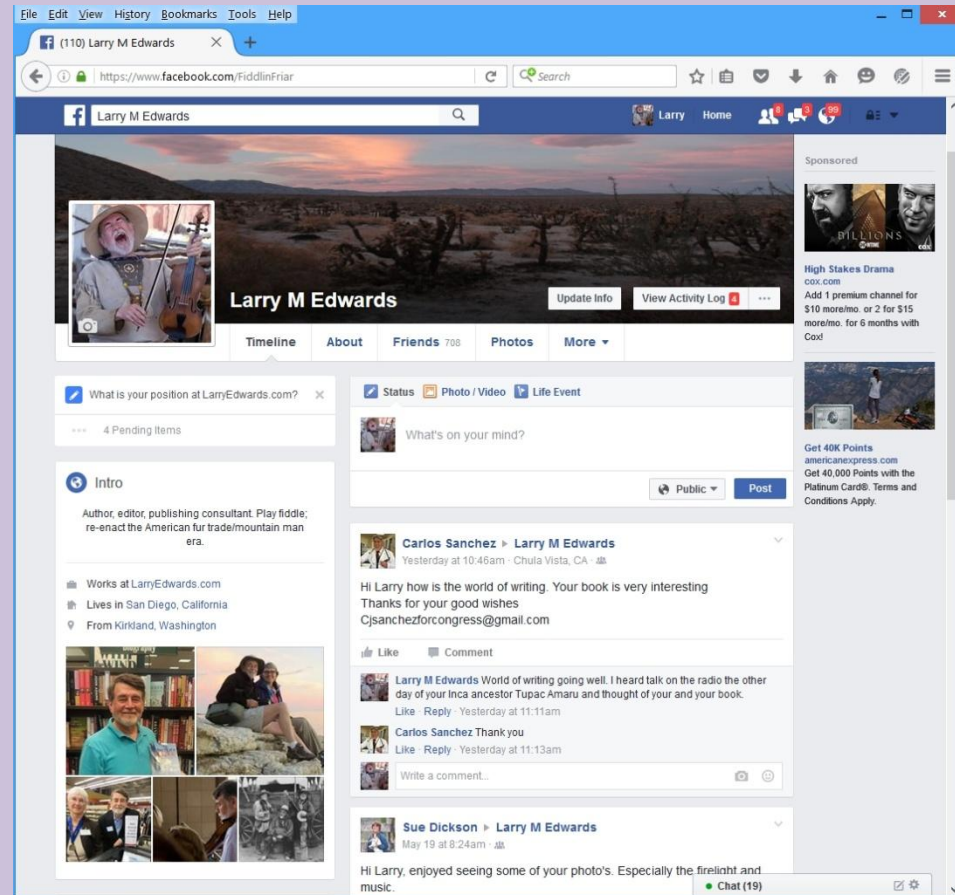
- Instagram
- Snapchat
- Vine



Courtesy of Terry Doherty, marketing consultant

Polishing Your Prose

Facebook: Personal Page



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

Polishing Your Prose

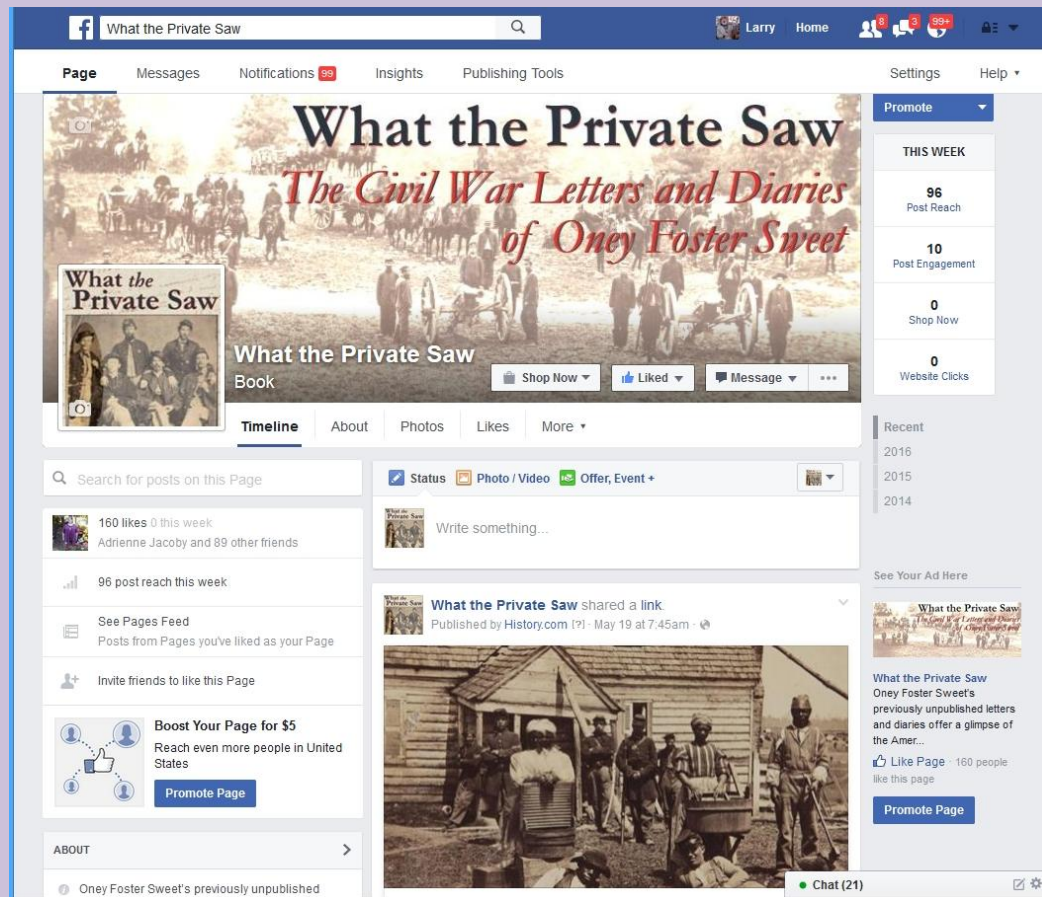
Facebook: Book Page



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

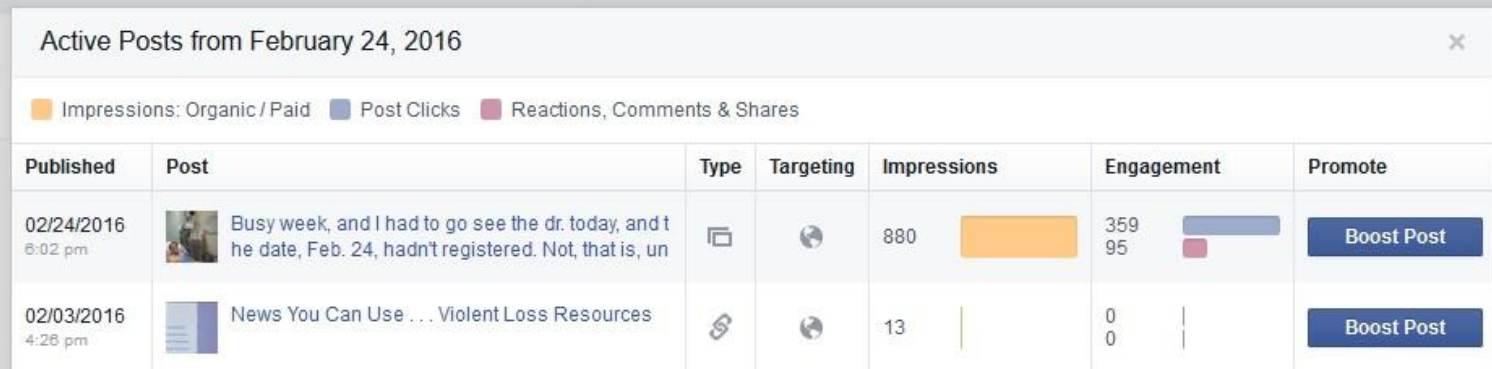
Polishing Your Prose

Facebook: Book Page











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

Facebook Stats



The screenshot shows the Facebook 'Active Posts' interface for February 24, 2016. It includes a legend for Impressions (Organic/Paid), Post Clicks, and Reactions, Comments & Shares. The table below summarizes the data for two posts.

Published	Post	Type	Targeting	Impressions	Engagement	Promote
02/24/2016 6:02 pm	 Busy week, and I had to go see the dr. today, and the date, Feb. 24, hadn't registered. Not, that is, un			880	359 95	
02/03/2016 4:26 pm	 News You Can Use . . . Violent Loss Resources			13	0 0	

Use stats to determine which posts are most effective; look at sales data at same period to see if it may have led to additional sales.

Virtual Book Launch

- Timing: tie to relevant date or event, if possible;
e.g., 150th anniversary of Robert E. Lee's surrender
avoid holidays, especially Christmas
- Build prelaunch demand to catapult sales
- Invite FB friends and mailing list to virtual party
online
- Door prizes, giveaways
- Respond to every email, social media post to maintain
momentum
- San Diego writer got 7-figure book deal following
Facebook virtual launch of self-published book

Facebook Forums

Find special-interest forums and participate; for example:

- We Love Memoir (does not allow self-promo)
- True-crime (allows self-promo)
- Civil War (generally discussion about the war, but welcome book announcements)
- Indie book publishing

Killer Content

**How to Write Killer Content & Sell More
Books on Facebook**

>>>> *Without being sales-y* <<<<

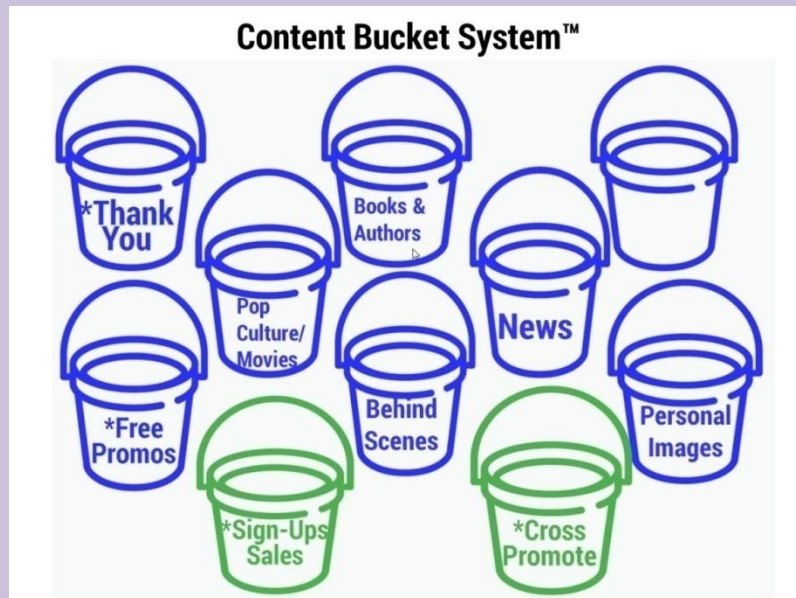
CONTENT BUCKET SYSTEM HANDBOOK

with Chris Syme

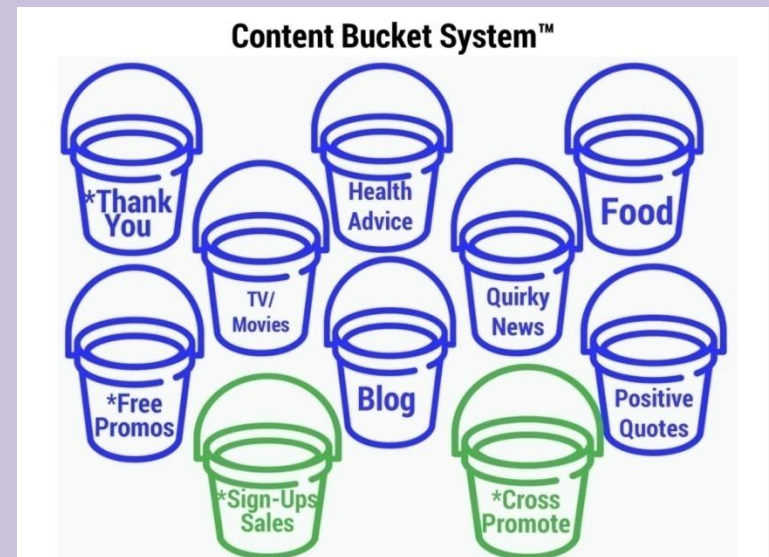
Polishing Your Prose

Chris Syme's Bucket System

Fiction

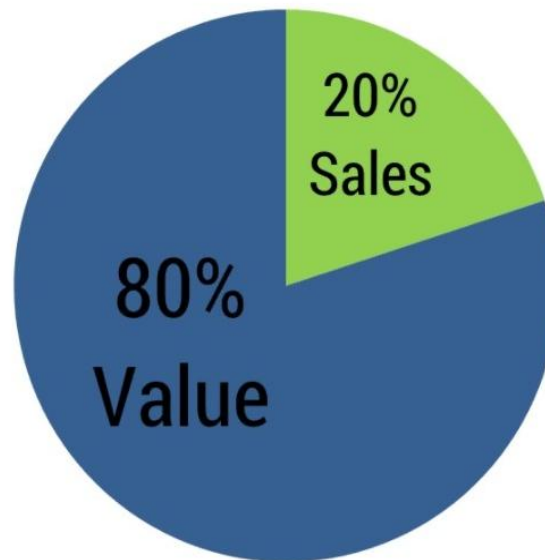


Non-Fiction



Chris Syme's 80-20 Rule

The 80-20 Value Matrix



What People Want

- ✓ **Give:** Offers, discounts, deals or contests that everyone can benefit from
- ✓ **Advise:** Tips, esp. about problems that everyone encounters; how to get a job
- ✓ **Warn:** Warnings about the dangers that could affect anyone
- ✓ **Amuse:** Funny pictures and quotes as long as they are not offensive to a group
- ✓ **Inspire:** Inspirational quotes
- ✓ **Amaze:** Amazing pictures or facts

What People Feel



Happy



Inspired



Compassion



Informed

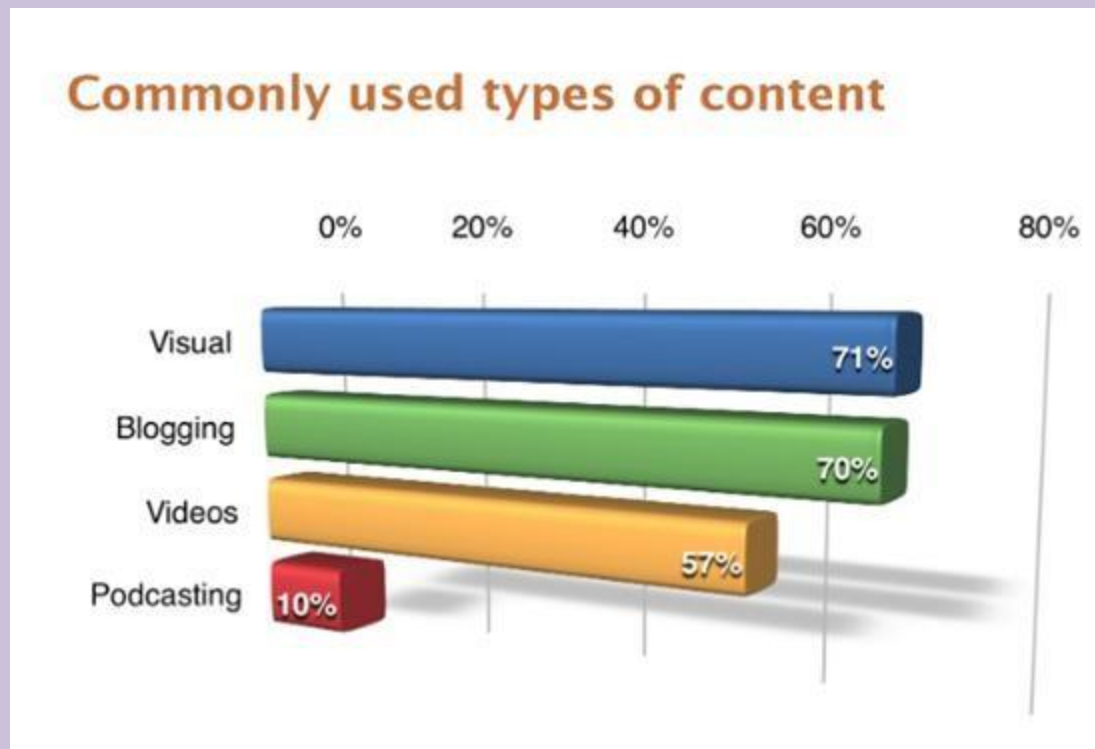


Supported



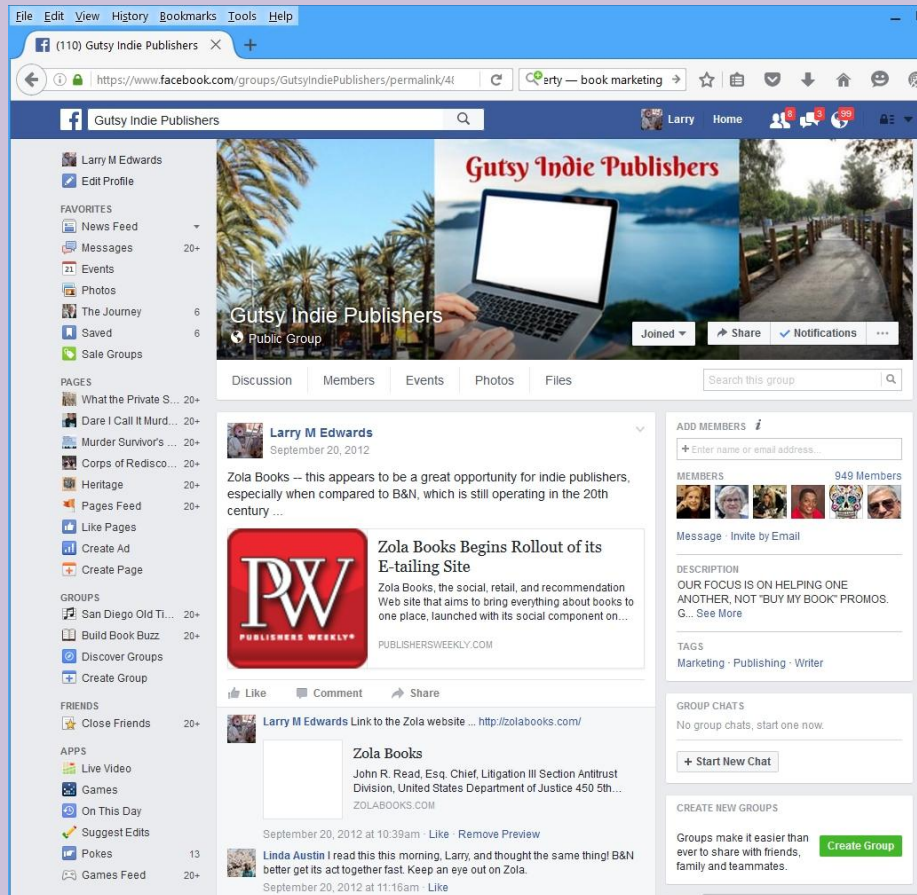
Connected

Social Media Content



Polishing Your Prose

Relevant News



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

What to Say Online

Do NOT over-sell

Consensus calls for indirect approach

- Post comments/news/links to related topics
- Information of value to others
- Relevant milestone dates related to the topic of your book
- Personal information—if they like you, more likely to buy book

Frequency

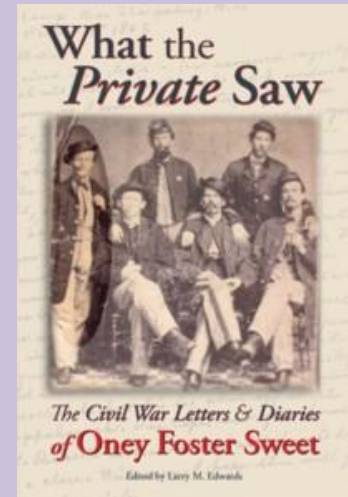
- Tweet/post items several times a week?
- Blogging once or twice a week?

Blogging

Does it work?

Readers want:

- Information & news useful to them
(and that they can trust)
- Entertainment
- Humor
- Visuals



Examples: Blogs on Mother's Day and Memorial Day in relation to Civil War received a lot of likes and shares.

Cross promote blogs on all your social media platforms

Polishing Your Prose

Twitter



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

Polishing Your Prose

Twitter



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

Polishing Your Prose

Twitter Stats

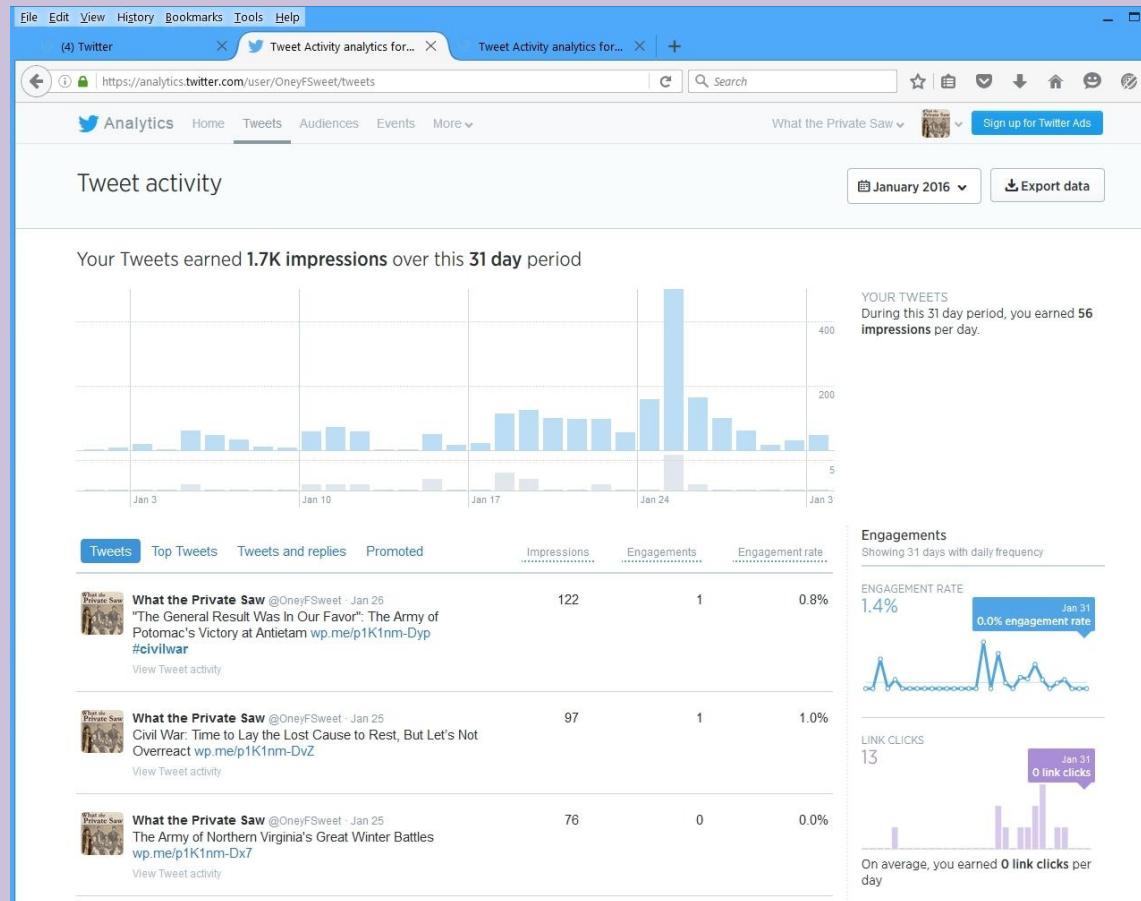
Your Tweet activity

Your Tweets earned **1,538 impressions** over the last **28 days**

[View your top Tweets](#)

Use stats to determine which topics generated the most activity.

Compare to sales data to look for impact.



Is Twitter Worth It?

Award-winning Swedish indie author Anna Belfrage

“Sales have gone up by approximately 50-70 books a month.”

“Not the biggest return on investment, is it? However, as I learn I expect to become more efficient.”

“Tweets need to look professional, they have to be varied, and . . . quite often . . . they must be about things other than the book you want to flog.”



Polishing Your Prose

LinkedIn

The image displays two side-by-side screenshots of a web browser showing a LinkedIn profile for Larry Edwards, a Book Author and Editor. The browser's address bar shows the URL: https://www.linkedin.com/pulse/activities/larry-edwards+0_0iwpndFSwYv6pENpp1uUXr?trk=nav_responsive_s. The profile header includes the LinkedIn logo, the name "Larry Edwards", and the title "Book Author and Editor". Below the header, the "Recent Activity (12)" tab is selected, showing a list of posts. The first post, dated 1 day ago, is titled "Calling All Editors!" and discusses the American Association of University Presses (AAUP) meeting. The second post, dated 3 days ago, is titled "The Real Bias Built In at Facebook" and discusses social media algorithms. The third post, dated 1 day ago, is titled "The Price of Self-Publishing: INFOGRAPHIC" and discusses self-publishing. The fourth post, dated 19 days ago, is titled "Don't Get Fooled by These 3 Book Marketing Myths" and discusses book marketing. The fifth post, dated 22 days ago, is titled "Violent Loss Network – May 1, 2016" and discusses a newsletter. Each post includes a thumbnail image, a title, a brief description, and a "Like • Comment • Share" button.

Larry Edwards
Book Author and Editor

Recent Activity (12) Published (1) Drafts Followers (517)

Larry Edwards commented on this 1d

Levels of Copyediting

Calling All Editors!
Mark Fretz on LinkedIn • The American Association of University Presses (AAUP) convenes its annual meeting June 16–18, 2016, in Philadelphia, Pennsylvania. I am chairing a pan

Like • Comment • Share • 3

Show previous comments

Jamila Jenny Hakam A thought-provoking survey - thanks for inviting us to participate! 3d
Like

Larry Edwards I started to do the survey but quit when I got to the part about ranking a number of items 1 through 6. Too tedious to figure out. I think you... show more 1d
Like

Add a comment...

Larry Edwards 2d
Book Author and Editor

The Real Bias Built In at Facebook
nytimes.com • What you see on the social media giant is based on an algorithm. It's anything but neutral.

Like • Comment • Share

Larry Edwards 19d
Book Author and Editor

This is an accurate assessment -- for a professional-quality product...
The Price of Self-Publishing: INFOGRAPHIC

The Price of Self-Publishing: INFOGRAPHIC
adweek.com • Have you ever considered self-publishing a book?

Like • Comment • Share

Larry Edwards 19d
Book Author and Editor

I would add to Myth #1 that if an author is serious about marketing/selling a book, the marketing needs to begin 6 months to a year before the launch.

Don't Get Fooled by These 3 Book Marketing Myths
nessgraphica.com • We are surrounded by "myth" - information about book marketing. Social media makes it worse...

Like • Comment • Share

Larry Edwards 22d
Book Author and Editor

Useful information in the latest Violent Loss Newsletter from Connie Saindon and the Violent Loss Network...

Violent Loss Network – May 1, 2016
svlnetwork.wordpress.com • Violent Loss Newsletter, May 1, 2016 News you can use... (scroll down to see all) Contents will vary somewhat month to month. As we close out this month, o...

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

LinkedIn

Key components

- Profile
- Updates
- Company page (for book)
- Blog
- Join discussion groups

LinkedIn

LinkedIn is career and jobs oriented.

I have not seen much value for marketing books, but I get value for marketing my editing and consulting services.

LinkedIn may be of more value to those with nonfiction books in B2B and the how-to category—historically the largest selling category of books.

Google+

Compared to Facebook, waste of time?

Cons:

- Low traffic volume
- Low exposure

Pros:

- SEO (search engine optimization) = better ranking in search results
- Google search results give priority to links in Google+

Conclusion: Use it for SEO, but don't spend a lot of time there.

Pinterest

All about pictures:
the “refrigerator” of social media

Predominantly women,
middle-aged and older

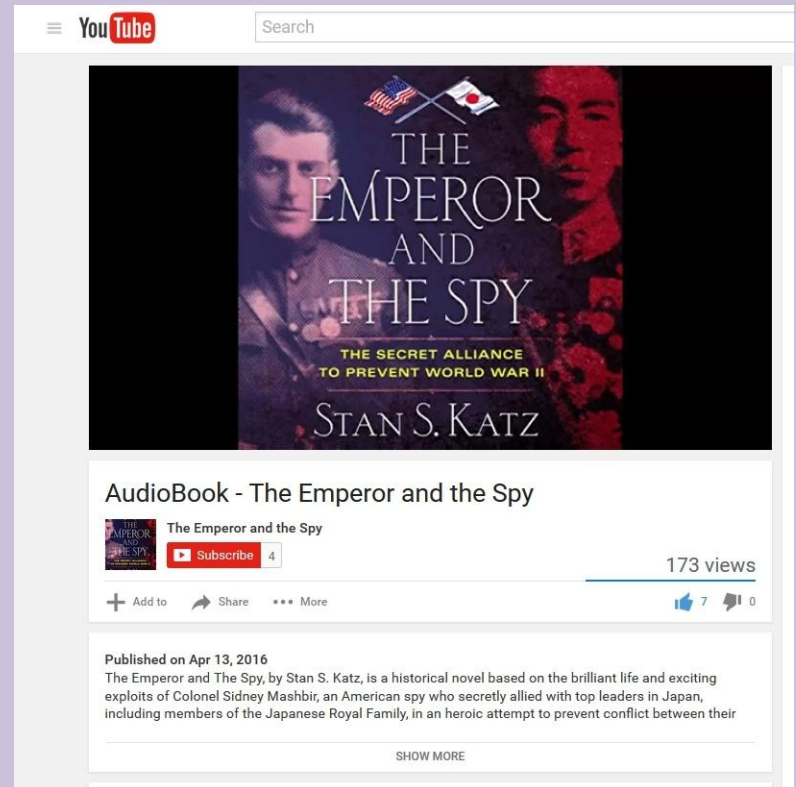
Polishing Your Prose

YouTube

Book trailers
(not very effective?)

or other items of interest

Keep book trailer short
1-2 minutes



Content: Book Reviews

How to use Pre- and Post-Publication Reviews to “Get Your Book Noticed”

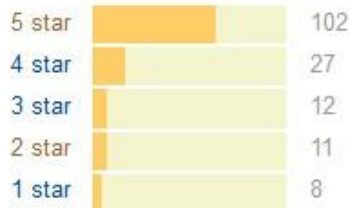
Gemini Adams (www.FinishYourBookNow.com)

Email: gemini@liveconsciouslynow.com

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.

Polishing Your Prose

Goodreads

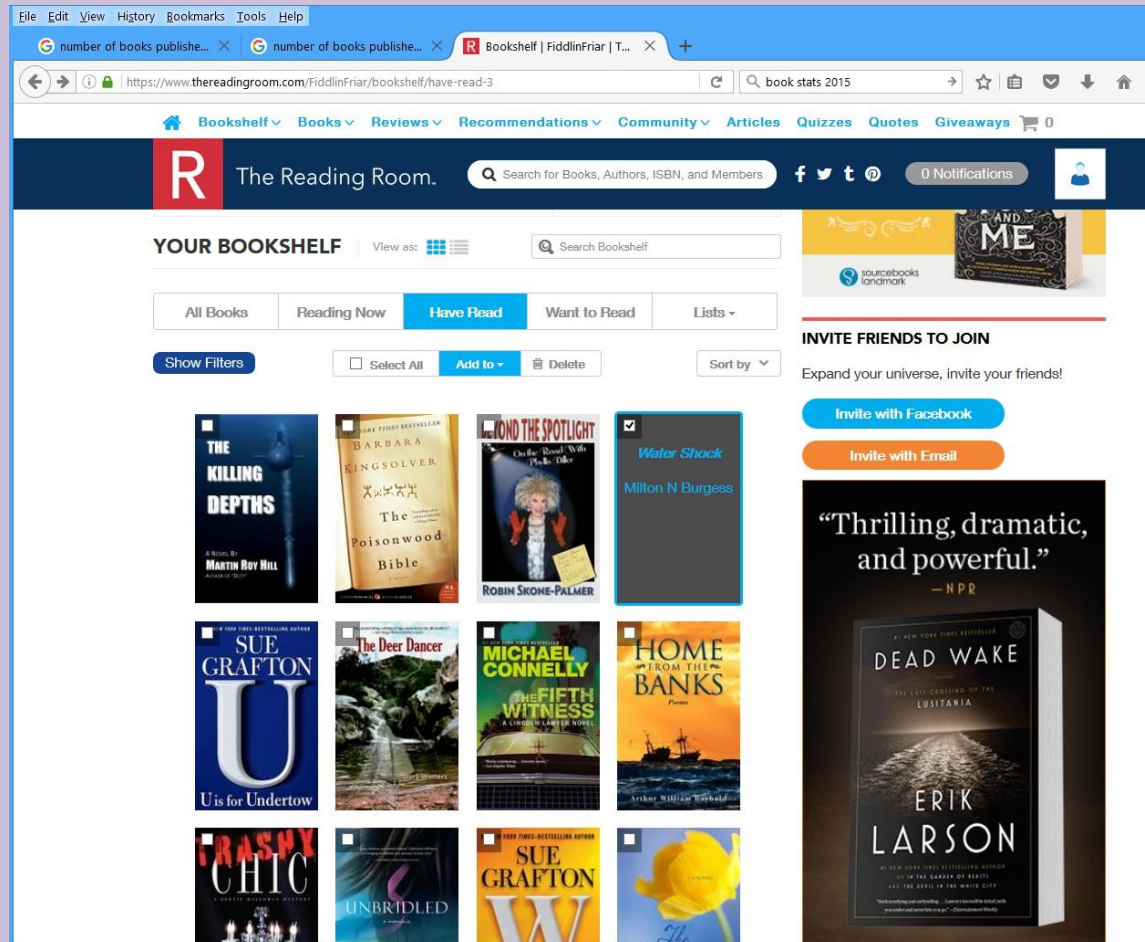
- reader
- author
- link to blog

The screenshot shows the Goodreads website interface. The browser address bar displays the URL: <https://www.goodreads.com/book/show/18145219-dare-i-call-it-murder>. The page title is "Dare I Call It Murder?: A Memoir of Violent Loss" by Larry M. Edwards (Goodreads Author), Connie Saindon (Foreword), Tim Brittain (Design). The book has a 3.89 rating from 35 ratings and 9 reviews. A quote from Kirkus Reviews states: "... chilling ... palpable ... powerful ...". The book is a paperback, 312 pages, published July 4th 2013 by Wigeon Publishing. It won the San Diego Book Award for Unpublished memoir in 2012. The page includes a "Read" button, a "My rating" section with five stars, and an "Open Preview" button. On the right, there is a section for "Author Tools" with links for "Book stats", "Upload ebook", and "Widget". Below that is a "Genres" section showing "Crime > True Crime" with 3 users. At the bottom, there is a "My Review" section with a rating of five stars, a date of Jul 29, 2013, and a status of "Read on January 01, 2013, read count: 8".

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

The Reading Room

- reader
- author
- reviews



Write Book Reviews

Post on:

- Amazon and other book retailers' sites (if allowed)
- Goodreads
- The Reading Room
- Facebook
- Twitter
- LinkedIn
- Google+
- other SM sites

Amazon (and other online retailers)

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

Polishing Your Prose

Amazon Author Central

Set up your own author page.



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

Polishing Your Prose

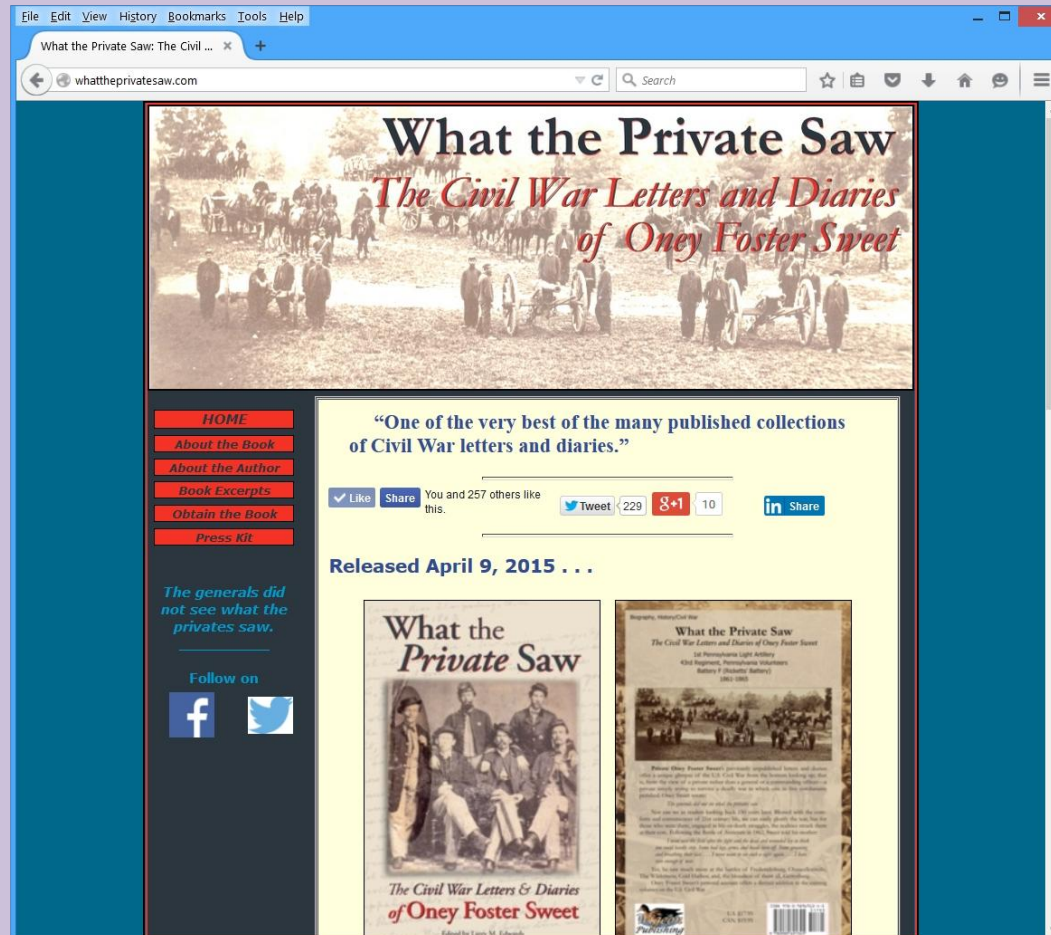
Start with a Website



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

Polishing Your Prose

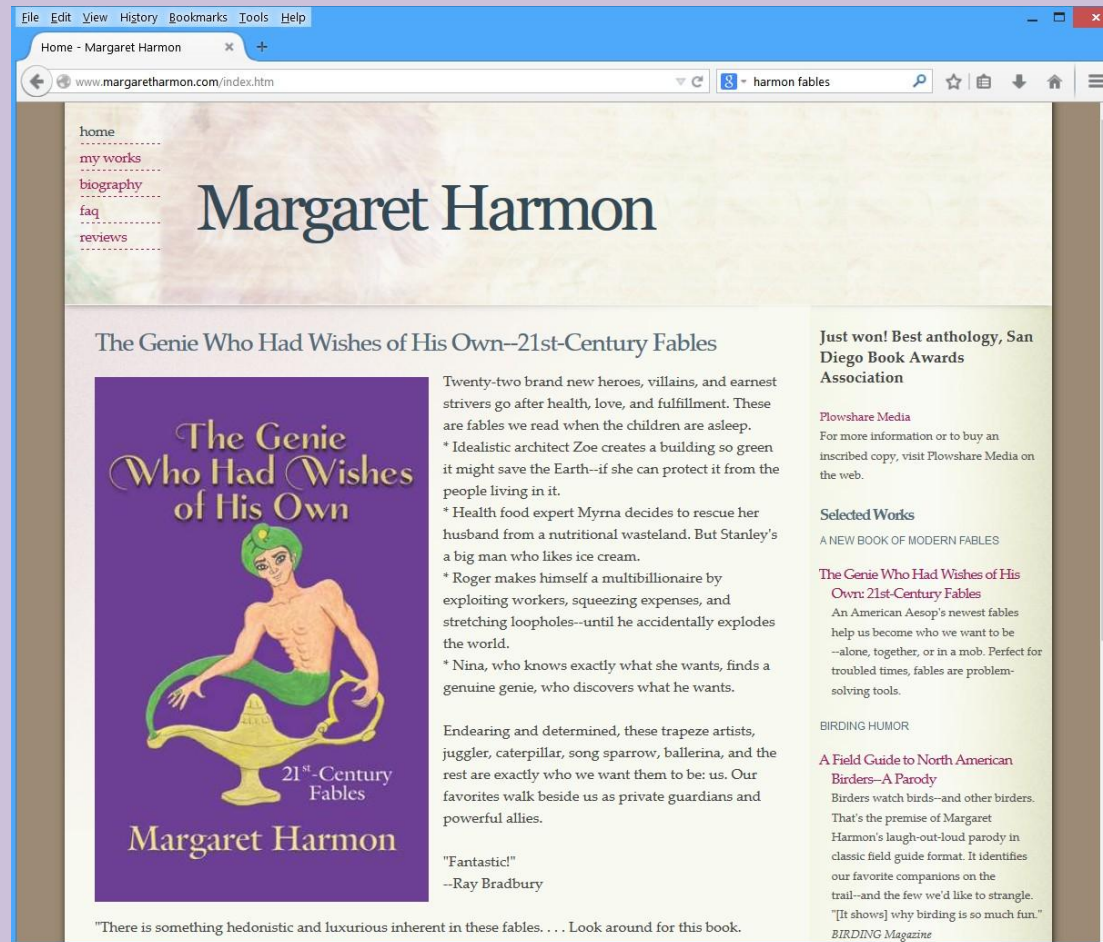
Website



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

Polishing Your Prose

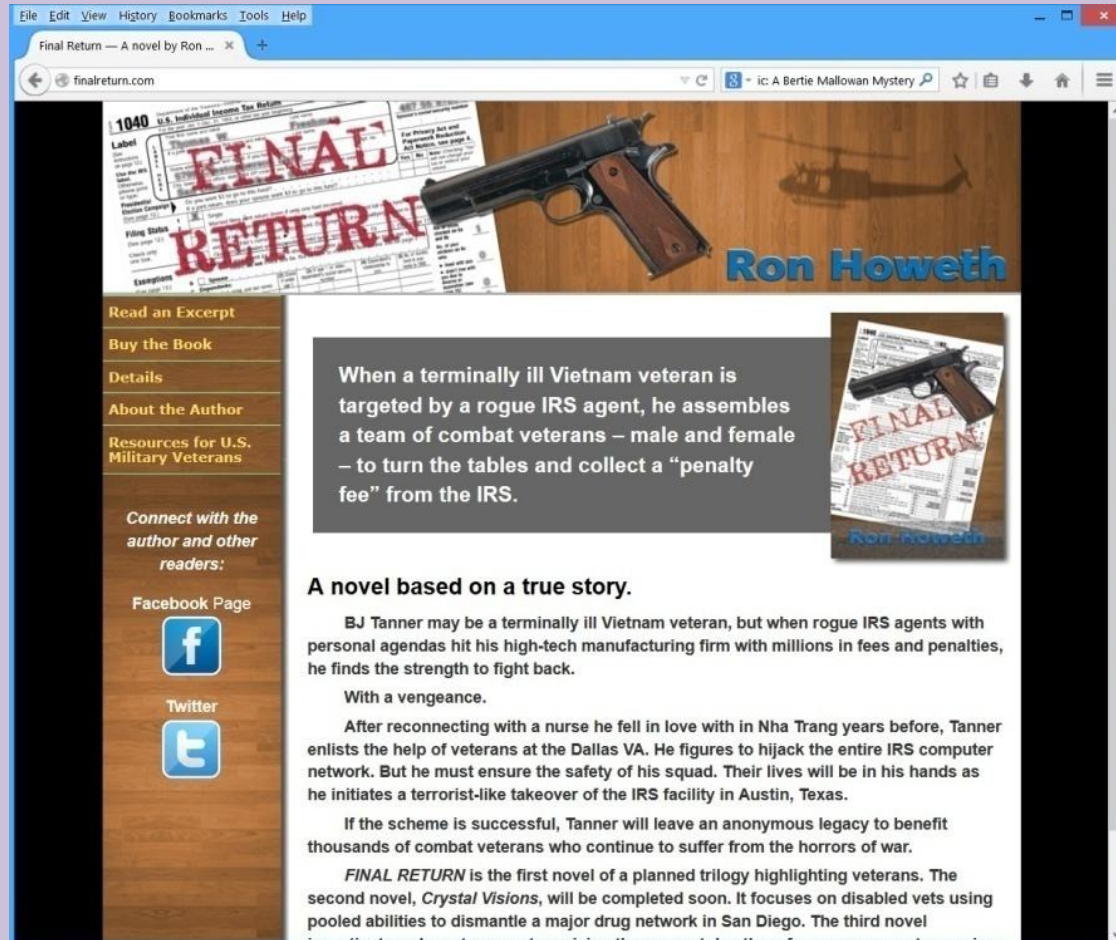
Website



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

Polishing Your Prose

Website



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

Website

Website = hub of your online presence; everything else links back for information about your book and yourself, with direct links to purchase the book.

Capture emails—require email for visitors to gain access to additional information (e.g., book excerpts) or giveaways (e.g., give away some books or articles).

iContact, MailChip, Constant Contact, others

Create relatively inexpensive web presence with Wordpress or Tumblr—blogging platforms that include information pages. Relatively user friendly.

Email

Email — include a “signature”

Larry Edwards
Polishing Your Prose
www.LarryEdwards.com
858-292-9232

Editor/Publisher:

- [*What the Private Saw: The Civil War Letters and Diaries of Oney Foster Sweet*](#)
"One of the very best of the many published collections of Civil War letters and diaries."
- [*The Journey: Learning to Live with Violent Death*](#)
"A much needed and useful aid for adult survivors of violent death." —Alison Salloum, PhD
- [*Murder Survivor's Handbook: Real-Life Stories, Tips & Resources*](#)
. . . rich in content . . . banquet of life-sustaining information —Survivor
Winner, Benjamin Franklin Gold Award, 2015

Author:

[*Dare I Call It Murder? — A Memoir of Violent Loss*](#)
"chilling . . . palpable . . . powerful" —Kirkus Reviews
Winner, San Diego Book Awards, 2014

Prose, unlike beefsteak, does not become more choice when marbled with fat.

Cross Link from 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.

Put in the Time

Caution: Social Media Marketing = Time Intensive
Gauge what works for you and where to allocate time.

Year following release of *Dare I Call It Murder?*,
most of my time spent on marketing

Writer friend with traditional publisher—60 hours a week following
release of her first book

Jeri Westerson—splits time at roughly 20% marketing, 80% writing
(full-time writer, several books in multiple genres)

Advertising

- Goodreads: Self-Serve Advertising
(pay per click — e.g., 10 to 25 cents per click)
- Facebook Ads (pay per click)
- Google: Adwords (pay per click)

Resources

Build Book Buzz — buildbookbuzz.com

Facebook: Gutsy Indie Publishers
facebook.com/groups/GutsyIndiePublishers/

Social Media Examiner — socialmediaexaminer.com

Chris Syme, Smart Marketing for Authors — cksyme.com

Gemini Adams, book marketing — FinishYourBookNow.com

Terry Doherty, book marketing — linkedin.com/in/readingtub

Fauzia Burke — Online Marketing for Busy Authors — FauziaBurke.com

LarryEdwards.com — Resources for Writers
larryedwards.com/resources.html

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

Shameless Self-Promotion

Coming Soon

Blog: The Editor's Eye

10 Most Common Mistakes Writers Make
(re: grammar, spelling, punctuation, usage)

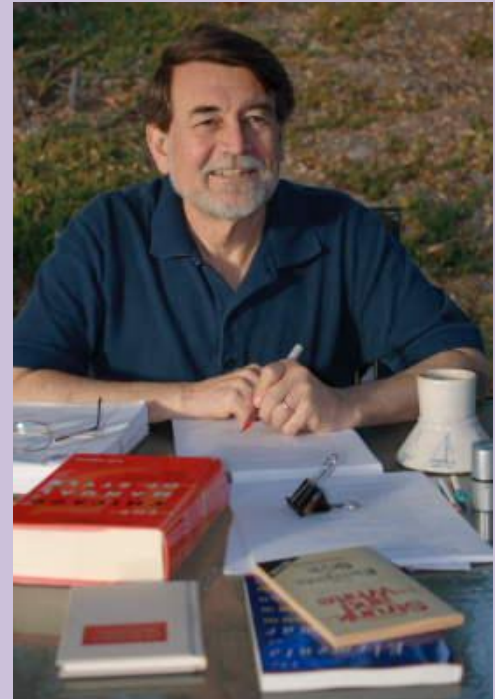
<https://polishingyourprose.wordpress.com/>

Class: The Editor's Eye

Self-Editing for Writers

(craft and mechanical)

details to come



Thank You

Handout with key points of presentation

Slides available—send email to
larry@larryedwards.com

Questions?