

Your Book Publishing Coach Newsletter

*The insider's guide to writing,
publishing, and making money with information products*

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***** **QUOTES OF THE MONTH** *****

All about Goals

Quotes about goals seemed to be appropriate for the start of a new year, so here goes!

"If you want to be happy, set a goal that commands your thoughts, liberates your energy, and inspires your hopes." -- Andrew Carnegie

"A dream is your creative vision for your life in the future. A goal is what specifically you intend to make happen. Dreams and goals should be just out of your present reach but not out of sight. Dreams and goals are coming attractions in your life." -- Joseph Campbell

"Set your goals high, and don't stop till you get there." -- Bo Jackson

"Man is a goal-seeking animal. His life only has meaning if he is reaching out and striving for his goals." -- Aristotle

"People are not lazy. They simply have impotent goals--that is goals that do not inspire them." -- Anthony Robbins

"It you want to live a happy life, tie it to a goal – not to people or things." – Albert Einstein

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How to Get Someone Else to Pay for Publishing Your Book

Are you thinking of self-publishing your book and nearly fainting at the costs involved?

Well, here's a way that you can get someone else to pay to publish your book—while you keep all the rights and royalties (unlike what happens with "traditional" publishers, who hold most of the rights and pay you a pittance of a royalty).

Have you ever noticed brand names in a movie or television? Maybe it's a cereal box of Kellogg's Cornflakes on the kitchen counter. Or the mention of a "Bluetooth" in a crime show. Remember how E.T. was lured from his hiding place with Reece's Pieces?

Guess what—corporations pay big bucks for product placement. It's much more powerful than running a commercial, because the movie, TV show or star acts as a sort of subliminal endorser of the product. (It works, too. My kids get excited when they see "that's the same phone we have!" Underlying message: If it's on TV, it must be the best.)

You can do the same thing with your published book. How?

Let's say you write a book on sales strategies. You can mention several network type marketing companies as examples of people who have adopted this approach and are doing great. Before you publish the book, you go to one of the head marketing person of each of those organizations and let them know what you're doing, how you're featuring them as one of your "stars." It won't look like advertising because it's part of the editorial content, and because you mention other companies, too, the credibility is high all around. You ask if they would like to sponsor publication of the book. You can do this for more than one.

Or let's say you're working on a murder mystery. Pharmaceuticals are involved in the crime investigation. You go to the marketing director of the pharmaceutical company and see if they would sponsor the book.

Here's another idea. Let's say you publish a romance that takes place on a tiny island in the Caribbean—say, St. Croix, in the American Virgin Islands. You could contact the director of tourism there and ask if they'd like to sponsor publication of your novel.

You could approach the deal in two ways. You can ask them to sponsor publication of the book, or you can ask them to buy X number of copies for whatever the cost of your self-publishing (which you would have to research ahead of time). Either way, they subsidize the book. In the latter case, you already have built-in sales, and you could even work in a profit margin.

Here's an important part of the deal: You must give the sponsor or buyer one condition: They can only either give your book away free, or sell it for the full cover price. This prevents them from undercutting you, the author, on price.

This can work for major companies, government agencies, or other large organizations such as professional groups. Why would they do this? Because advertising costs so much, and compared to that, underwriting the cost of a self-published book is cheap. A single-page ad in a magazine can cost \$20,000 or more. Publishing 3000 copies of your book might only run them \$10,000. Plus, sponsoring a book is more effective, because of the perceived endorsement value. A published book is seen as one of the most credible forms of endorsement there is. You're giving them a promotional tool that will cost them very little of their total annual budget.

So how do you go about this?

First, write the book. Do not publish it; keep it in manuscript form.

Brainstorm a list (at least 20) of companies that could benefit from either your topic, your setting, your direction, your examples, the entertainment value, or whatever else your book could offer them in terms of a mention.

Make one copy of your manuscript and include the specific product mention. Send that copy to the targeted company's marketing with your proposal that they sponsor the project. Start with the most likely company first. (By most likely I mean the one that is mentioned most powerfully and naturally.)

If that company sponsors it, you win. If they refuse, you move on. If this will take too much time, do simultaneous submissions, being careful to keep good records. If you get more than one offer, you can either do more than one publication, include several companies and work out separate deals, or whatever works for you, them, and your book.

*****RESEARCH TIP*****

How to Test if There's a Market for Your Book Idea

One of the biggest mistakes authors make is writing their book before they have any idea whether it will sell. They may spend years writing a book, only to find out that nobody is interested in buying it. What a waste of time and energy!

It's *not* true that "if you write it, they will read it." If you want to make sure people will want to read your book—and boost your chances of attracting a traditional publisher—you need to find out if there's a market for your book.

How?

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One way is to write an article on your book's topic, and publish it in the various ezines/newsletters on the Internet. (See below article for more on this.)

Let's say you want to write a book on getting organized. Now, this is a big topic, and it's been done many times before. So your first task is to determine your particular slant. Perhaps you are someone who has ADD (Attention Deficit Disorder) and you've always had a problem with organization. But you've developed or discovered some cool tools that work for not only you, but others you know who also struggle with ADD.

Write an article between 500 and 800 words on the subject matter. In this case, perhaps it would be "10 Tips for Getting Organized Even If You Have ADD." You send it out to the various article directories, such as www.ezinearticles.com. These directories publish your articles, and allow you to include with your byline something about you and what you do.

So you call yourself someone who "helps people who have ADD to overcome their problems with organization," and include a note to the effect of "If you would like to be notified when the book, *Getting Organized Even If You Have ADD* is released, send a blank e-mail to <your e-mail address>."

You then collect these names and add them to your database. You can then send these people other tips (get their permission first), and presto, you both build a list of people you know are interested in your topic who may well buy your book.

With this tactic, you can quickly gauge interest in your topic. Now you have several options:

- You can create an e-book and sell it to these people, creating profits quickly.
- You can self-publish a book and sell it to these people.
- You can use the response as leverage to get a publisher to publish your book. One author I know received more than 950 reservations for her book long before she got a literary agent. The number of reservations she received from this approach convinced a New York publisher to publish her book.

*******JUMP START YOUR BOOK*******

Are you ready to start your book, eBook or information product NOW? Why wait another moment? Go to <http://www.WordsToProfit.com/JumpStartYourBook.html> and find out the 12 questions you must ask before you write your first word. Within a week you can start your book the right way, saving you hours, months, even years of wasted time and ensuring your book will be salable.

Also, when you get **Jump Start Your Book**, you'll get a 51- minute recorded coaching session which contains much more detail on how to create an information product from scratch.

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Go now to <http://www.WordsToProfit.com/JumpStartYourBook.html>.

*****INSIDER'S TIP *****

How to Find a Literary Agent

If you want to be paid to publish your book (through a traditional publisher, as opposed to self-publishing and paying all the costs yourself), it helps a lot to get a literary agent. The Big Six New York publishers won't even consider a manuscript unless it comes from a reputable literary agent.

Trouble is, it can be as difficult to find a reputable agent to represent your work as it is to get a publisher.

Not to fear, however. You do have a chance! I just talked with an editor who affirmed she is looking for new writers who have a "hook" that will offer fresh talent to their book line. Editors are always open to finding new talent, and so are agents.

Here's where to start:

1. Look online at The Literary Agents website (<http://www.literaryagents.org>). There you'll find free resources and tips for finding agents, a template you can use to write a cover letter to an agent, and links to literary agency listings. Some agencies require you to fill out an online submission form, and others ask you to e-mail your submission.

One author I know sent out 10 identical submissions via e-mail to 10 literary agents. In the e-mail, she wrote that she had just written a book and gave a bulleted list of topics covered in the book, and said she was looking for a literary agent. Less than two hours later, she received an e-mail from a literary agent who represented top authors such as Jack Canfield of the "Chicken Soup for the Soul" series. The agent took on my friend's project, and sold it to a New York publisher only a few months later.

2. Visit a bookstore and look at books similar to yours. Read the acknowledgements page; usually authors mention their literary agents there. Make note of the agents and look up the agency online or from *Literary Marketplace* or *Writer's Market*. (If you don't own these books, you can find them in the reference section of your public library.) Write these agents a query letter about your book, highlighting your credentials, and bullet points about what your book is about.

Why do I suggest this? Because agents have their favorite kinds of books to sell, and you obviously want an agent that is enthusiastic about your book. In addition, if your agent is listed in a published book, you can be sure he or she has actually sold at least one book to a publisher.

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Another way to find an agent is to use your network. Ask other authors whom they use and if they're happy with their agent.

You'll want to investigate more about the agents you're interested in, as well. Google search their names and look at their web sites. Do they seem well-established? Do they have any best-selling authors on their client lists?

Is your potential agent a member of the Association of Authors' Representatives (AAR)? This would be ideal. There may be a good reason why an agent isn't a member, but I'd steer clear of someone who's not unless you have a personal recommendation of the agent from someone you trust. To search for agents and view the AAR code of ethics, visit <http://www.aar-online.org/mc/page.do>.

3. Contact your potential agents. Try to get a list of at least 3 people. Send them your query. If they respond positively, set up a time to talk, if you can. Agents are very busy people, but if they're too busy to answer a few of your questions, they may be too busy to do a good job selling your book. Just use common courtesy and respect their time, but make sure you get a chance to know whether you "click" with the person. A good agent is a great asset. A bad agent is a nightmare. As with any working relationship, you want to choose the person with care.

My special report, "How to Spot Publishing Scams," will include how to choose a good literary agent—what to look for, what to avoid. To sign up for notification for when that report will be ready, go to:

http://www.wordstoprofit.com/Beware_the_Scams_notification.html.

*******MARKETING TIP*******

Submitting Articles Online: The Way to Get Published Instantly

One of the best ways to both boost your status as "expert" and at the same time drive traffic to your web site is to write articles and submit them to online article directories.

You aren't paid for these articles, as you would if you published them in a print magazine. But the value of writing and submitting articles far outweighs what you might give up in payment.

Why?

Because many publishers of newsletters are hungry for good content to pass on to their readers, and they go to these article directories for this content. When they pick up your article, not only your name goes out to all their subscribers, but also the little "resource box" that includes who you are, what you do, and even a link to your web site.

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This amounts to free advertising for you, to people who have already been pre-qualified. That is, the ezine publisher, who knows his or her audience, decided that his audience would appreciate what you have to say. Your article is published and your ideas/expertise exposed to people you could never reach on your own.

This strategy has steadily increased my web site traffic. From one directory alone, www.ezinearticles.com, my articles as of this date resulted in 1,800 page views. That's how many people read my articles—just from this one directory. The EzinePublisher link (which may or may not mean a publisher actually picked it up) was followed 145 times. People can also rate your article. When I Google my name, I come up with 48,700 listings. That will only grow, as more articles are published and redistributed.

You can study the information ezine directories give you, such as the above, to determine what your audience is most interested in. Not surprisingly, my article on "Getting on Oprah" was the most viewed and downloaded. I also noticed that the more targeted my articles were to a narrow topic, the more they seemed to be read.

You can learn all sorts of things about your audience's interest in your topic in this way. Also, as mentioned in the earlier article in this newsletter, you can include a link in your resource box that takes people to a page where they can indicate their interest in your potential book's topic. You can test market different topics, or slants on a topic, and see what garners the greatest response.

There are all sorts of other benefits to regularly writing and submitting articles to online ezines. For a very good article on this from my favorite ezine directory, go to <http://ezinearticles.com/benefits/> and read what they have to say.

For a **free listing of ezine directories**, links included, simply go to <http://www.wordstoprofit.com/ezinearticlelist.html>. Simply copy and paste this into a Word doc on your computer, and when you're ready to submit, you just Ctrl-click the link, and you're at the site. Sign up for your account, and submit your articles. Easy!

Get Your Questions Answered ...

If you have a question for Diane about writing, publishing and/or promoting a book, send your question to questions@WordsToProfit.com.

*******RESOURCES*******

Limited Time Access to Two Great Resources

I have two wonderful offers that you can take advantage of that will help you implement some of the things mentioned in this newsletter.

1. For a limited time, you may download for free an audio teaching Suzanne Lieurance and I did for the University of Masters on powerful query letters and book proposals.

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This recorded class will prove very valuable if you are looking to get published by a traditional publisher. To get the download, go to <http://www.wordstoprofit.com/UOMclass.html>.

2. This class was originally given as part of the University of Masters online university, and they are graciously offering a **nearly-free membership for one month**. (I say nearly free because it only costs \$3.50.) Here's what you get:

- One free month of University of Masters .com
- A motivational CD recorded and mailed to you with expert affirmations to help you achieve your goals.
- Thousands of hours of recorded audios on every topic relating to your personal and professional life
- Live Coaching, Counseling and Expert Advice seven days a week
- You can cancel your membership whenever you choose and only pay \$3.50 for all of the above.
- If you choose to remain a member then you will pay only \$19.95 monthly and receive a free CD and opportunity to earn residual income if you refer other members or teachers.
- You can cancel your membership whenever you choose.

Note: I don't get anything for promoting this. I just thought it was a generous offer and a great resource. Here's the link: www.universityofmasters.com/350.html

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